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The Role of Hedonic Motivation As The Mediator In The Effect of Social Media Endorsement Short Video Toward Impulsive Repurchase Intention on Generation Z

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THE ROLE OF HEDONIC MOTIVATION AS A MEDIATOR IN THE EFFECT OF SOCIAL MEDIA ENDORSEMENT VIA SHORT VIDEOS ON IMPULSIVE REPURCHASE INTENTION IN GENERATION Z

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ABSTRACT

Manuscript Type: Research Paper

Research Aims: To analyze how demand, convenience, interactivity, and playfulness in short videos influence perceived enjoyment, which in turn affects hedonic motivation and impulsive repurchase intentions, both directly and indirectly.

Design/Methodology/Approach: This study used quantitative research with 278 respondents, analyzed using structural equation modeling (SEM).

Research Findings: Demand, convenience, and playfulness significantly enhance perceived enjoyment, while interactivity does not. Perceived enjoyment positively influences hedonic motivation, which partially mediates its effect on impulsive repurchase intention.

Theoretical Contribution/Originality: This study reveals that stimuli in short video endorsements, including demand, convenience, and playfulness, significantly boost perceived enjoyment and hedonic motivation in Generation Z, influencing impulsive repurchase intentions, particularly among female consumers.

Practitioner/Policy Implication: Short videos fail to capture the interactions between influencers and audiences, so brands should be cautious when using them to boost consumer loyalty. For Generation Z, impulse repurchase intention is more influenced by the short video format than by hedonic motivation, highlighting the importance of playfulness. This research offers brands valuable insights for using short videos as a promotional strategy.

Research Limitation/Implications: Interactivity in short videos differs from live streaming, and the specific clothing brand used is unidentifiable, raising concerns about respondents' brand recall. Additionally, the pre-test lacked confirmatory factor analysis (CFA), did not validate wording, and removed indicators without justification.

Keywords: demand, convenience, interactivity, playfulness, perceived enjoyment, hedonic motivation, impulsive repurchase intention, short video, Generation Z.

INTRODUCTION

The use of social media has become an integral part of human daily life in the digital era. According to Song et al. (2021), the increasing use of social media has led to a rise in online video consumption. One notable development in online videos on social media is the emergence of short videos. Subsequently, this phenomenon has been leveraged by online marketers to promote and disseminate product-related information, thereby reaching a broader consumer base (Cheung et al., 2020a; Koay et al., 2020).

The Stimulus-Organism-Response (SOR) theoretical framework is commonly employed in research to understand consumer behaviour in online environments (Chopdar et al., 2022). According to the SOR theory, short videos on social media can serve as stimuli for the products they showcase, encompassing aspects such as demand, convenience, interactivity, and playfulness (Lin et al., 2022). The stimuli consumers receive can induce internal psychological conditions, such as perceived enjoyment (Lin et al., 2022). Perceived enjoyment experienced by consumers when watching short videos is believed to direct the organism, i.e., purchasing motivation driven by hedonic motivation (Chopdar et al., 2022). This is because perceived enjoyment is associated with hedonic aspects and constitutes a benefit derived from shopping activities (Kim et al., 2021; Babin et al., 1994). Research conducted by Childers et al. (2001) indicates that perceived enjoyment strongly predicts hedonic behaviour, particularly in online shopping.

Hedonic motivation can guide consumers toward impulsive purchasing, characterised by sudden, irrational, and kinetic buying behaviour (Chopdar et al., 2022; Lin et al., 2022). Research by Chopdar et al. (2022) demonstrates a positive relationship between hedonic motivation and impulsive buying intention. Aragoncillo and Orus (2018) elucidate that social media is one of the factors influencing impulsive buying. On the other hand, hedonic values can also influence other consumer behaviours, such as consumer intent to repurchase (Wang & Yu, 2016). This is because when an individual experiences pleasure from past purchases, it affects their consumption behaviour. Thus, it is hypothesised that a past purchase resulting from viewing a product in a short video may encourage impulsive repurchase intention. It is hypothesised that hedonic motivation mediates the relationship between perceived enjoyment and impulsive repurchase intention. This is suggested based on the notion that impulsive buying intentions are not solely driven by the pleasure of watching short videos but also by hedonic motivations.

Approximately 60.4% of the Indonesian population utilises social media, with the dominant age group being 18 to 24 years old, falling within the Generation Z category (Datareportal, 2023). Social media platforms with short video features, such as Instagram, Facebook, and TikTok, are commonly used by Generation Z (IDN Research Institute, 2022). Generation Z, born between 1997 and 2012, is the most significant population segment in Indonesia, accounting for 27.94% of the total population of 270.20 million (Badan Pusat Statistik, 2021). Known as true

digital natives, Generation Z has been exposed to the internet, social networks, and mobile systems (Pew Research Center, 2019; McKinsey & Company, 2018). Generation Z uses social media to connect with their favourite brands, seek inspiration, and explore products for potential purchases (SurveyMonkey.com, 2021).

A short video is an online video ranging from 15 seconds to 3 minutes. Typically, these videos are uploaded to the social media account feeds or may appear randomly in the feeds of various accounts based on the respective algorithms of each user's social media account. In marketing a product, algorithms can enhance marketing efficiency by accurately targeting consumers (Gao et al., 2022). The brief duration also gives short videos a unique value compared to traditional video marketing (Bi et al., 2021). Short video differs from live-streaming video features as they lack direct social interaction (Cai et al., 2018). Short video facilitates social interaction and information sharing through comment sections, like buttons, and the sharing of short video content (Gao et al., 2022). Examples of social media with short video features include TikTok's "For You Page," Instagram's "Reels," YouTube's "Shorts," and others. According to a survey by Meta Indonesia in collaboration with Populix, 73% of Generation Z in Indonesia enjoy watching Instagram Reels (SWA.co.id, 2022). Additionally, data from Byte Dance indicates that Indonesia is the second-highest country in terms of TikTok app users, with a user base of 113.0 million individuals aged 18 and above (Datareportal, 2023).

This phenomenon has become a strategy for clothing brand marketers who engage in product endorsement through short videos by collaborating with social media influencers (Keller & Swaminathan, 2020). This is because social media influencer possesses the knowledge and social influence to promote and endorse a product actively (Jin et al., 2019; Wang & Chen, 2021). Influencers often tag the brand's account in the video caption or insert links that connect to the brand's official online store, such as the website or e-commerce platform. According to data, 56% of 489 individuals from Generation Z frequently purchase clothing products online (Alvara Research Center, 2022). Additionally, 75.91% of individuals aged 16 to 24 often purchase clothing products on social media (Statista, 2023). The high purchasing data indicates that Generation Z is interested in online clothing products.

There are also some characteristics of Generation Z in the purchase context. Generation Z prioritises emotional benefits over functional benefits when considering product purchases and remains committed to planned purchases even during financial recessions (Alavara Research Center, 2022; Populix, 2023). Therefore, this study posits the likelihood of impulsive repurchase intentions for clothing products after watching short video endorsements uploaded by influencers on social media.

LITERATURE REVIEW

SOR

(Stimulus-Organism-Response) Theory

Based on Mehrabian and Russel (1974), the Stimulus-Organism-Response (SOR) theory explains the response generated when an individual receives external stimuli or environmental cues, influencing cognitive and emotional responses. Stimulus refers to a series of attributes or external factors that affect an individual's internal conditions (Song et al., 2021). Stimulus is also an initial point of the consumer's consumption reaction (Chopdar et al., 2022). Organism represents the internalisation of stimuli, encompassing cognitive and emotional responses such as perception, experience, and evaluation (Mehrabian & Russel, 1974; Wu & Li, 2018; Chopdar et al., 2022). The organism is an intervening or mediating variable (Chopdar et al., 2022). Response refers to the outcome resulting from a series of stimuli and internal conditions perceived by an individual relating to the decisions and behaviours of that individual (Chan et al., 2017; Sherman et al., 1997). Responses can take the form of approach, where consumers make a purchase and avoidance, where consumers refrain from making a purchase (De Luca & Botelho, 2021). In this study, demand, convenience, interactivity, and playfulness represent stimulus. The organism is represented by perceived enjoyment and hedonic motivation—lastly, the response is represented by impulsive repurchase intention.

Demand

Demand explains that consumers will perceive a request and desire for a product

due to the influence of stimuli from the external environment (Lin et al., 2022). Demand can be a desire arising from individual preferences, needs, and deficiencies that need to be fulfilled (Bronfenbrenner et al., 1994). Demand can also occur because of a desire to follow others (bandwagon effect), motivating the demand for a particular product (Zhang et al., 2021). In this study, information about product introduction, detailed product descriptions, and product demonstrations provided by influencers through short videos will facilitate consumers in identifying demand and their needs (Lin et al., 2022). Consumers will feel emotionally positive when the demand is satisfied (Lin et al., 2022). Stimuli can influence an individual's internal condition, such as emotional responses like perceived enjoyment (Song et al., 2021).

H1: In short video endorsements on social media, demand positively influences the perceived enjoyment of Generation Z.

Convenience

Convenience refers to consumers' minimal time and energy when using a service (Lin et al., 2022). If a brand can provide convenience to consumers, it will encourage them to purchase products and create a pleasant shopping experience (Brown et al., 1989). De Kerviler et al. (2016) explain that convenience is a crucial factor in consumer purchase intention, as it can enhance consumer purchases (Lin et al., 2022). Information provided by influencers in short videos, such as tagging the brand's account in the video caption or inserting links directly connected to the brand's online store, will

make it easier for consumers to find and subsequently purchase products. Thus, it can create a pleasant shopping experience for consumers.

H2: In short video endorsements on social media, convenience positively influences the perceived enjoyment of Generation Z.

Interactivity

Interactivity refers to communication between the communicator and its audience (Ha & James, 1998). According to Jun and Yi (2020), interactivity involves real-time conversation, no delays, and engagement. Social media provides opportunities for marketers and advertisers to build intimate relationships with consumers (Wang & Chen, 2021). This study facilitates interaction between the brand and its consumers through the comment section, like button, and direct messages on short videos uploaded by influencers (Gao et al., 2022). Based on Wang and Chen (2021), the comment section and the like button can also help spread the intended message and encourage consumer engagement. Online interaction is a crucial factor influencing consumers' online purchases, perceived enjoyment, and psychological situations (Lin et al., 2022; Yang & Shen, 2018).

H3: In short video endorsements on social media, interactivity positively influences the perceived enjoyment of Generation Z.

Playfulness

Playfulness refers to the emotional condition that arises from the heart, which is relatively stable and not easily altered by the

environment, resulting from interactions between humans and their surroundings (Barnett, 2011; Kaur et al., 2017). Social media platforms with playfulness directly influence consumers' intentions to use social media (Kaur et al., 2017). The use of influencers to promote clothing products through short videos on social media can evoke emotional playfulness, encouraging consumers to remain engaged with the social media platform (Lin et al., 2022). Therefore, playfulness can affect perceived enjoyment when watching a short video.

H4: In short video endorsement on social media, playfulness positively influences perceived enjoyment in Generation Z.

Perceived Enjoyment

Perceived enjoyment is the degree to which an individual feels good, happy, and satisfied in a specific situation (Lin et al., 2022). The level of pleasure each person perceives is subjective, even in the same environmental situation (Lin et al., 2022). Perceived enjoyment refers to how enjoyable using a specific technological system is considered (Kim et al., 2021). Social media is an information system oriented towards pleasure that can motivate consumer participation (Osei-Frimpong et al., 2022). Perceived enjoyment experienced from using such a technological system can influence internet usage and mobile commerce (Nawi et al., 2017). Perceived enjoyment can guide hedonic purchases because it is associated with the hedonic aspects of shopping (Kim et al., 2021).

Hedonic Motivation

According to Solomon (2017), someone's behaviour is directed by motivation. Their motivation arises when there is a need that they want to fulfil. Solomon (2017) also classifies motivation into utilitarian and hedonic. Utilitarian motivation refers to the product's ability to satisfy rational needs, and hedonic motivation refers to the product's ability to satisfy the need for fun. Hedonic value in shopping involves individuals purchasing to seek emotional values such as pleasure and joy (Babin et al., 1994). Hedonic consumption refers to the emotional aspects of an individual's experience with a product (Holbrook & Hirschman, 1982). According to Kim et al. (2021), perceived enjoyment is the pleasure experienced when using a specific technological system. In the context of online shopping, Childers et al. (2001) stated that perceived enjoyment plays a crucial role in hedonic motivation compared to perceived usefulness. Their research demonstrated that perceived enjoyment strongly predicts hedonic behaviour in online shopping. Babin et al. (1994) also asserted that perceived enjoyment is a hedonic benefit derived from shopping activities. This study considers social media as an information system oriented toward pleasure, explicitly focusing on the short video features available on social media platforms (Osei-Frimpong et al., 2022).

H5: In a short video endorsement on social media, perceived enjoyment positively influences hedonic motivation in Generation Z.

Impulsive Repurchase Intention

Rook and Fisher (1995) defined impulsive buying as the consumer tendency to make spontaneous, unreflective, rapid, and kinetic purchases. It is highlighted that impulsive consumers make sudden purchases without anticipation, careful consideration, and planning (Lin et al., 2022; Saad & Metawie, 2015). Lin et al. (2022) indicate that perceived enjoyment directly influences impulsive buying intentions in the context of live-stream video. Technological innovations provide convenience and easy access to product information, potentially making consumers more impulsive (Chopdar et al., 2022). Chetoui and Bouzidi (2023) suggest that female Generation Z consumers exhibit higher hedonic consumption and impulsive buying levels than males. Impulsive buying is also inherently hedonic (Lin et al., 2022). Chopard et al. (2022) also show that hedonic motivation influences an individual's intention to make impulsive purchases. It is suggested that impulsive buying intentions are driven by the joy of watching short videos and hedonic motivation.

On the other hand, according to Wang and Yu (2016), hedonic value can influence other consumer behaviour, namely, repurchase intention. This is because hedonic value reflects the positive response from consuming a product (Wang & Yu, 2016). Repurchase intention can also be influenced by hedonic motivation and enjoyment, as found in Chang et al. (2008). Therefore, this research posits the mediating role of hedonic motivation in the relationship between perceived enjoyment and impulsive repurchase intention.

H6: In a short video endorsement on social media, hedonic motivation positively influences impulsive repurchase intention in Generation Z.

H7: In a short video endorsement on social media, perceived enjoyment positively

influences impulsive repurchase intention in Generation Z.

H8: In a short video endorsement on social media, hedonic motivation positively mediates the relationship between perceived enjoyment and impulsive repurchase intention in Generation Z.

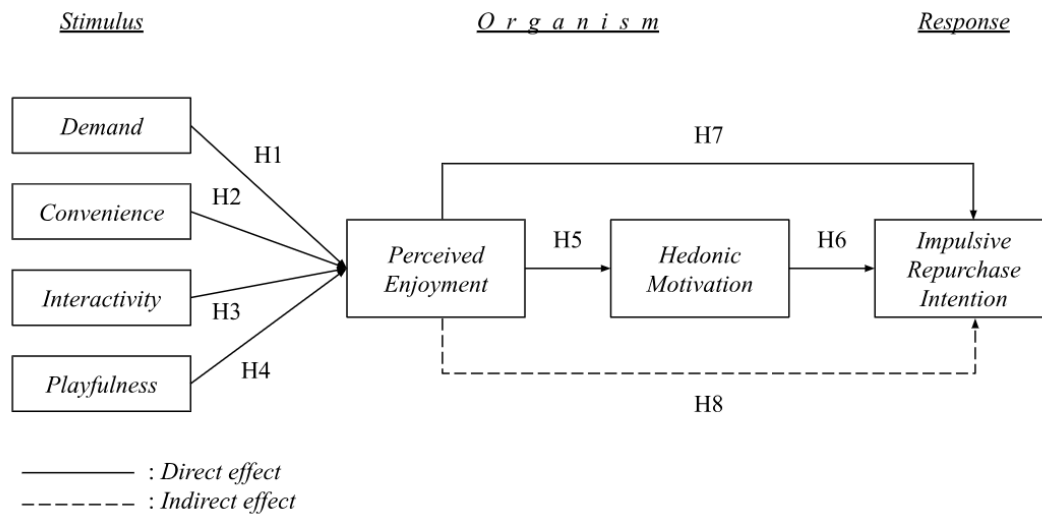


Figure 1. Research Model

RESEARCH METHOD

This study employed a quantitative approach with a descriptive research design. The research aimed to explore the relationships between variables from the perspective of the stimulus-organism-response (SOR) theory proposed by Mehrabian and Russell (1974). Data were collected through a survey conducted using a questionnaire distributed online through Google Forms. Respondents filled out the questionnaire directly or self-administered through the provided Google

Form link. The questionnaire consisted of 28 statements on a Likert scale ranging from 1 to 5. The population for this study comprised users of social media applications featuring short videos. A total of 278 samples were utilised, consisting of social media users aged 18 to 26, belonging to Generation Z, who had made online clothing purchases (excluding underwear) within the last six months after watching short video endorsements by influencers on social media. Sampling was done using purposive sampling.

Table 1. Variable Operationalization

Construct	Code	Item	References
Demand	DM1	I want to purchase the product offered when watching short video.	Lin et al. (2022)
	DM2	I want to possess the product offered when watching short video.	
	DM3	I can see what I want in the short video.	
	DM4	I can see what I need in the short video.	
Convenience	CV1	I feel comfortable finding the product through short video.	Lin et al. (2022)
	CV2	Watching short video saves me time in finding the product.	
	CV3	I can buy the product shortly after watching short video.	Shaw et al. (2022)
	CV4	I can quickly learn more about the product.	
Interactivity	IA1	I can communicate directly with the influencer.	Lin et al. (2022)
	IA2	I can communicate directly with other users.	
	IA3	I can interact with other users by leaving messages.	
	IA4	I feel engaged when reading responses from other users in the comment section of short video.	
Playfulness	PL1	I find the content in short video interesting to watch.	Lin et al. (2022)
	PL2	Watching short video makes me happy.	
	PL3	Participating (like, comment, and share) in short video is an engaging activity for me.	
	PL4	My life becomes interesting when participate in short video.	
Perceived Enjoyment	PE1	I feel happy when watching short video.	Lin et al. (2022)
	PE2	I can sense a pleasant atmosphere in short video.	
	PE3	I am very happy to interact directly with the influencer.	
	PE4	I enjoy watching short video.	
Hedonic Motivation	HM1	I feel happy when making a purchase.	Chopdar et al. (2022)
	HM2	I enjoy when making a purchase.	
	HM3	I feel entertained when making a purchase.	

Construct	Code	Item	References
Impulsive Repurchase Intention	HM4	I feel excited when making a purchase.	Setyani et al. (2019)
	HM5	I feel a sense of anticipation when making a purchase.	
	IRI1	I want to quickly purchase the product offered by influencers in short video.	Lin et al. (2022)
	IRI2	I want to repurchase the product featured in short video even if I didn't plan to buy them.	Setyani et al. (2019)
	IRI3	I want to repurchase the product featured in short video even if I don't really need them.	

RESULT AND DISCUSSION

Pre-test

A wording test was conducted with five respondents, and a pre-test involving 30 respondents. Data obtained were then subjected to validity and reliability tests using SmartPLS. Validity was assessed through outer loading and average variance extracted (AVE), while reliability was evaluated using Cronbach's Alpha and composite reliability. Seven of the 35 indicator items were deemed invalid and excluded from the study, leaving 28 indicators for the primary data collection.

Main Test

This study employed structural equation modelling (SEM) with the partial least squares structural equation modelling (PLS-SEM) method to analyse the data. PLS-SEM is used because PLS-SEM shows the causal relationship between variables from a model based on the theory used in the research by the research objectives. PLS-SEM can also look at the relationship of the hypothesis to be tested because PLS-SEM focuses on testing the theoretical framework from a prediction perspective (Hair et al., 2022).

Bootstrap resampling was performed 5,000 times. The respondents used in this study were 278 individuals from Generation Z. Based on the respondent profile data shows that 40.6% of the respondents were aged 24 to 26, 69.06% were female, 70.1% had a Bachelor's degree, 54.5% were private sector/State-Owned Enterprise (BUMN) employees, and 72.3% were based in the Greater Jakarta area (Jabodetabek) and based on the respondent pattern behaviour data indicated that 74.8% Instagram (Reels) was most used by Generation Z, with 70.1% predominant preference for fashion influencers on short video. 74.1% of purchases occurred 1 to 3 times in the last six months. Local brands were the most purchased, with a percentage of 95.3%. Lastly, t-shirts were the predominant product, with a percentage of 56.1%.

Tables 2 and 3 show the top two box cross-tabulation tests between gender and purchase intensity with variables. Chetoui and Bouzidi (2023) indicated that female Generation Z members exhibit higher hedonic and impulsive buying levels than males. Table 2 shows that 64.5% of female

respondents agreed that they made clothing purchases seeking pleasure. It also shows that 82.3% of respondents made purchases seeking pleasure more than six times in the last six months. Table 3 shows that 32.8% of

females made impulsive clothing purchases after watching short video endorsements. These results align with Chetoui and Bouzidi's (2023) findings.

Table 2. Gender and Purchase Intensity (within six months) with Hedonic Motivation Cross-tabulation Result

	Category	Disagree (1.00-2.00)	Neutral (3.00)	Agree (4.00-5.00)	Total Respondents	%
Gender	Male	4	30	52	86	60.4%
	Female	3	65	124	192	64.5%
Purchase Intensity	1 - 3 times	5	76	125	206	60.6%
	4 - 6 times	2	19	34	55	61.8%
	> 6 times	-	3	14	17	82.3%

Table 3. Gender and Impulsive Repurchase Intention Cross-tabulation Result

	Category	Disagree (1.00-2.00)	Neutral (3.00)	Agree (4.00-5.00)	Total Respondents	%
Gender	Male	29	29	28	86	32.5%
	Female	55	74	63	192	32.8%

Table 4 shows the results of internal consistency reliability, convergent validity, and discriminant validity tests. The findings indicate that all variables are reliable and that all indicators are valid. The results of the discriminant validity test show that all variables are valid except for the relationship between PL and PE. The heterotrait-

monotrait (HTMT) value of its relationship is 0.970. Thus, the relationship is invalid due to the HTMT value exceeding 0.90. However, both variables are still used in this study because the collinearity test results show that all variables, including these two variables, do not have collinearity issues.

Table 4. Measurement Model

Construct	Item	Cronbach's Alpha	CR	Outer Loading	AVE	Mean
Demand	DM1	0.771	0.853	0.776	0.593	3.853
	DM2			0.806		3.982
	DM3			0.788		4.101
	DM4			0.709		3.957
Convenience	CV1	0.801	0.870	0.814	0.626	3.968
	CV2			0.801		4.050
	CV3			0.826		4.000
	CV4			0.718		4.259
Interactivity	IA1	0.800	0.870	0.737	0.627	2.687
	IA2			0.842		3.205
	IA3			0.842		3.604
	IA4			0.739		3.752
Playfulness	PL1	0.719	0.823	0.687	0.540	4.338
	PL2			0.853		4.187
	PL3			0.714		3.457
	PL4			0.670		3.288
Perceived Enjoyment	PE1	0.817	0.883	0.871	0.657	4.147
	PE2			0.863		4.090
	PE3			0.607		3.263
	PE4			0.870		4.324
Hedonic Motivation	HM1	0.877	0.913	0.892	0.682	4.209
	HM2			0.882		4.158
	HM3			0.876		4.086
	HM4			0.849		4.349
	HM5			0.589		3.586
Impulsive Repurchase Intention	IRI1	0.853	0.911	0.876	0.773	3.442
	IRI2			0.923		3.299
	IRI3			0.836		3.205

Note: CR = Composite Reliability, AVE = Average Variance Extracted

Table 5 shows the results of the variable relationship analysis. This study utilised SmartPLS with partial least squares structural equation modelling (PLS-SEM) for variable relationship analysis. The results indicate that demand as a short video stimulus significantly influences perceived enjoyment ($\beta = 0.081$; $p < 0.045$), supporting H1. Convenience as a short video stimulus significantly influences perceived enjoyment ($\beta = 0.201$; $p < 0.000$), supporting H2. Interactivity as a short video stimulus does not significantly influence perceived enjoyment ($\beta = 0.040$; $p < 0.208$), not supporting H3. Playfulness as a short video stimulus significantly influences perceived enjoyment ($\beta = 0.598$; $p < 0.000$), supporting H4. Furthermore, the influence of the relationship between perceived enjoyment and hedonic motivation shows significance ($\beta = 0.520$; $p = < 0.000$), supporting H5. Lastly, hedonic motivation significantly influences impulsive repurchase intention ($\beta = 0.306$; $p = < 0.000$), supporting H6. The direct effect results, i.e., the relationship between perceived enjoyment and impulsive repurchase intention, show significance ($\beta = 0.299$; $p = < 0.000$), supporting H7. In the indirect effect, the mediating influence of hedonic motivation on the relationship between perceived enjoyment and impulsive repurchase intention shows a significant impact ($\beta = 0.169$; $p = < 0.000$), supporting H8.

The results indicate that demand, convenience, and playfulness stimuli significantly influence perceived enjoyment when watching a short video. These findings align with Lin et al. (2022), where

information provided by influencers through short videos facilitates consumers in finding demand and needs. According to Zhang et al. (2021), demand can occur due to a desire to follow others (bandwagon effect), which motivates demand for a product. Convenience from information in short video endorsement, such as tagging brand accounts in the video caption or inserting links directly connected to the brand's online store, can create an enjoyable shopping experience (Brown et al., 1989; Lin et al., 2022). According to Kaur et al. (2017), playfulness on social media directly influences consumer intent in using that social media platform. Playfulness while watching short videos influences the desire of Generation Z to participate in that social media platform, experiencing a pleasant and interactive atmosphere (Lin et al., 2022).

Meanwhile, interactivity does not show a significant influence on perceived enjoyment. This can happen because the interaction in the short video does not occur directly, as in the live-streaming video. Based on Jun and Yi (2020), interactivity happens, among other reasons, because real-time conversations occur. This result is also supported by the mean values in Table 4, where the lowest mean value is found in indicator IA1, "I can communicate directly with influencers." Meanwhile, an interesting finding is that the highest mean value is found in IA4, "I feel engaged when reading responses from other users in the comment section of short video." This finding explains that interactivity in the context of short videos tends to be limited to consumer engagement with the brand. This aligns with

Wang and Chen (2021) and Ju and Yi (2020), stating that engagement between consumers and the brand is a common aspect of interactivity and can be fostered through comment sections and like buttons.

The results also indicate that perceived enjoyment significantly influences hedonic motivation. This finding aligns with Babin et al. (1994), stating that perceived enjoyment is a hedonic benefit derived from shopping activities. The results are also supported by Kim et al. (2021), emphasising that perceived enjoyment relates to hedonic purchasing aspects. The joy derived from using short videos, especially when watching influencer-endorsed videos, can influence Generation Z to purchase clothing products due to the pursuit of pleasure. Hedonic motivation in purchasing products through short videos influences impulsive repurchase intention. This is supported by Lin et al. (2022) and Wang and Yu (2016), where impulsive buying is hedonic, and hedonic values can affect the intention to repurchase. The study by Chopdar et al. (2022) also shows that

hedonic motivation positively influences impulsiveness. In conclusion, Generation Z's past clothing product purchases, influenced by watching influencer-endorsed short videos based on pleasure, can drive their impulsive repurchase intention. This result is also supported by data showing that Generation Z is an impulsive buyer (Populix, 2023).

A direct effect indicates that perceived enjoyment significantly influences impulsive repurchase intention in Generation Z. This result is supported by Lin et al. (2022), where joy influences a person's intention to make impulsive purchases. It is also supported by Chang et al. (2008), stating that the feeling of joy can also influence behaviour, such as making repeat purchases. In the indirect effect, the results show that hedonic motivation significantly mediates the relationship between perceived enjoyment and impulsive repurchase intention in Generation Z. These results indicate a partial mediating influence.

Table 5. Model Estimates of Hypotheses

Hypoteses	Variable	β	T-Value	P-Value	Result
H1	DM $\rightarrow$ PE	0.081	1.697	0.0485	Supported
H2	CV $\rightarrow$ PE	0.201	3.776	0.000	Supported
H3	IA $\rightarrow$ PE	0.040	0.812	0.208	Not supported
H4	PL $\rightarrow$ PE	0.598	12.339	0.000	Supported
H5	PE $\rightarrow$ HM	0.520	10.296	0.000	Supported
H6	HM $\rightarrow$ IRI	0.306	5.416	0.000	Supported
H7	PE $\rightarrow$ IRI	0.299	5.000	0.000	Supported
H8	PE $\rightarrow$ HM $\rightarrow$ IRI	0.169	4.591	0.000	Supported

However, the path coefficient values in the direct effect are more significant than the indirect effect, indicating that short video stimuli play a more significant role than hedonic motivation in driving impulsive repurchase intention. This is because, as seen in Table 6, the R^2 value of perceived enjoyment can be explained as much as 63.4% by demand, convenience, interactivity, and playfulness. Furthermore, based on the F^2 value in Table 7, it is evident that the relationship between playfulness and perceived enjoyment has the most decisive influence. This result aligns with Lin et al. (2022), demonstrating the significant significance of playfulness. Thus, short videos themselves play a more substantial role for Generation Z than hedonic motivation in directing them toward making impulsive repurchase decisions. Short video is crucial for them, especially regarding the playfulness factor when watching such content.

The results of the Q^2 test are shown in Table 8. The results show that PE, HM, and IRI have increasingly relevant predictive capabilities. Meanwhile, the Q^2 values for DM, CV, IA, and PL indicate less relevant predictive capabilities. According to Henseler et al. (2015), a variable has good predictive relevance if the $Q^2 > 0$. However, Hair et al. (2022) mention that PLS-SEM does not recommend using the Q^2 value.

The goodness-of-fit test examined this study's standardised root mean square residual (SRMR) value. Based on Table 9, the SRMR value in this study is 0.095, indicating that the model is not a good fit. However, Hair et al. (2022) argue that goodness-of-fit measurements cannot be applied to formative research models and, therefore, recommend not conducting goodness-of-fit tests for PLS-SEM measurements. Meanwhile, the research model used in this study is formative, and the measurements are performed using PLS-SEM. Thus, the research model is still used to examine the causal relationships between variables under the objectives of using PLS-SEM measurements.

Table 6. R^2 Test Result

Variable	R^2
PE	0.634
HM	0.271
IRI	0.212

Table 7. F^2 Test Result

	PE	HM	IRI
DM	0.011		
CV	0.067		
IA	0.002		
PL	0.582		
PE		0.372	
HM			0.269

Table 8. Q2 Test Result

Variable	Q ²
DM	0
CV	0
IA	0
PL	0
PE	0.408
HM	0.182
IRI	0.206

Table 9. SRMR Test Result

SRMR Threshold	Result
≤0.08 (Nunan et al. 2020)	0.095

CONCLUSION

This study concludes that stimuli in short video endorsement of clothing products, such as demand, convenience, and playfulness, significantly influence perceived enjoyment in Generation Z. However, interactivity has little impact. Moreover, perceived enjoyment is found to have a significant influence on hedonic motivation in Generation Z. Subsequently; hedonic motivation has a significant impact on impulsive repurchase intention in Generation Z. The relationship between perceived enjoyment and impulsive repurchase intention in Generation Z can be concluded to have a significant influence. The results also indicate that hedonic motivation partially mediates the relationship between perceived enjoyment and impulsive repurchase intention in Generation Z. Additionally, a finding suggests that Generation Z females are more likely to make

impulsive repurchase decisions than males, especially concerning clothing products.

Academic Implications

There are three theoretical implications to this study. First, the research explains that perceived enjoyment can influence hedonic purchases, which can drive impulsive repurchases. Second, the study offers further insight into an individual's behaviour, namely the intention to make repurchases (impulsive repurchase intention) as a response to stimuli received and perceived organism. Third, the research explains the role of hedonic motivation as a mediator in the influence of perceived enjoyment on impulsive repurchase intention.

Managerial Implications

There are practical and applicable managerial implications and recommendations for clothing product brands using short video features on social media. First, short videos cannot explain the interaction between influencers and their audience, making them an ineffective strategy for marketers to enhance interactivity between the brand and consumers. Second, while using short videos provides benefits such as increased sales, brands must be more cautious in using short videos to increase consumer loyalty. This is because the research results show that short videos influence impulsive repurchase behaviour, which is not beneficial for consumer loyalty to the brand (Chopdar et al., 2022). Third, Generation Z's impulsive repurchase intention is more driven by short videos than by perceived hedonic motivation. Fourth, short videos are crucial for Generation Z, especially in terms of

playfulness when watching content short videos, directing them towards making impulsive repurchases rather than hedonic motivation.

This study provides brand insights on using short video features for promotion. Generation Z primarily uses Instagram Reels over similar features on other platforms, making it ideal for brand promotions. They frequently watch clothing endorsements by fashion-focused influencers, suggesting brands should partner with influencers in this niche. Additionally, Generation Z shows a stronger preference for purchasing from local clothing brands over international ones after watching short video endorsements. Lastly, while no significant difference exists in purchase frequency between genders, Generation Z females show a higher tendency for impulsive repurchasing, guiding brands in gender-targeted short video strategies.

LIMITATIONS

The study also identified several limitations. Interaction in the context of short video may differ from the interaction observed in live-streaming video contexts, leading to a nonsignificant relationship between the two variables in this study. Additionally, the research could not specify the types of clothing product brands as the specific objects of study. It also could not ensure that the brands mentioned by respondents were consistently considered throughout the questionnaire filling process. Furthermore, the validity and reliability tests in the pre-test stage did not employ confirmatory factor analysis (CFA), resulting in the removal of

many research indicators. The study also did not conduct validation checking in the wording test to ensure that the questionnaire statements aligned with the short video context. Finally, the research directly eliminated indicators that fell below the threshold after the pre-test, specifically in the validity and reliability tests.

SUGGESTIONS FOR FUTURE STUDIES

Based on these limitations, several recommendations can be made. Studies focusing on short video contexts could consider incorporating variables other than interactivity as stimuli. Future research should specifically identify types of clothing product brands that significantly influence impulsive repurchase behaviour. Ensuring respondents consistently refer to a particular clothing product brand by re-questioning respondents in the study's questionnaire is recommended. This is done to maintain consistency in respondents' answers during the questionnaire filling process. Confirmatory factor analysis (CFA) in the validity and reliability testing during the pre-test stage can be employed in future research to minimise the removal of too many indicators. Additionally, future research is advised to explore indicators further to discover those relevant to a short video. Finally, reconducting a pre-test is recommended in future research to ascertain which indicators must be removed.

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