

Shopping Life Style and Fashion Involvement on Buying Interest of Fashion Product with Motivation as Intervening Variable in the High Income Community of Siulak Mukai

by Indra Budaya

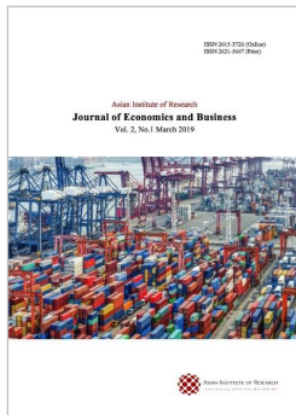
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Shopping Life Style and Fashion Involvement on Buying Interest of Fashion Product with Motivation as Intervening Variable in the High Income Community of Siulak Mukai

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Abstract

This study was aimed to know and explain how the influence of shopping lifestyle and fashion involvement to buying interest through motivation as an intervening variable. This research is quantitative. The sampling method used was purposive sampling with research instruments of questionnaires distributed to respondents by chance who has a high income in Siulak Mukai society. The results showed that both shopping lifestyle and fashion involvement have positive effects on motivation and buying interest, and indirectly also have significant positive influence between shopping lifestyle and fashion involvement to buying interest through motivation as intervening variable based on the testing result of structural equation model (SEM) with AMOS 21.

Keywords: Shopping Life Style, Fashion Involvement, Motivation, and Buying Interest

1. Introduction

With the changing times in a growing modern era of globalization and rapid technological advances on the world, its impacts on business development also have grown, and the competition needs increasingly competitive efforts, so this can create the relationship between companies with consumers. Judging from the number of entrepreneurs who opened a retail business mainly in shopping centers, the competition that occurs in the retail market is going over his with the times as the more advanced modern technology at the present time. Silalahi (2008:14) also revealed that the retail market was owned directly by modern management methods and emphasis on service and convenience when shopping.

The development of aspects of lifestyle and fashion also increasingly touches everyone's daily life. Life and fashion style affect what we wear and eat, how we live and how we view ourselves. Fashion also sparked the world market to continue to grow, manufacturers to produce, to sell marketers and consumers to buy. How to dress that follows fashion also shows personality and one's idealism.

In addition, to meet the demand of consumers over the products they need in its distribution, they need more construction of malls or shopping centres, shopping online, factory outlet, boutique and department store in

Indonesia and in the world. The large number of malls or shopping centers makes business opportunities for business especially in the field of fashion because of many visitors who visited the shopping centre and alike, where the majority of visitors who visit want to buy the fashion they need.

According to Mc Carthey in Sutawa et al. (2015:41) interest in buying is an urge that arises in a person to purchase goods and services in order to meet their needs. In addition Kotler also stated his theory about the factors that affect the purchasing interest in Sutawa et al (2015) factors that affect the purchasing interest including cultural, social, personal and psychological, according to Kotler's theory the author concludes that consumer behavior holds a very strong influence for the buying behavior of interest such behaviour then formed the last buyer, namely cultural, social, personal (private) and psychology the characteristics of buyers, which can encourage consumers to do the decision-making process buy goods so that consumers benefit from the selection of products purchased.

According to Kotler & Armstrong (2001, p. 172) in Rico S (2013:2-3), there are several factors that influence consumer behaviour whom psychological factors are motivation. Kotler and Armstrong stated motivation was a boost in a person who generates an action. This impetus resulted from the desire of the person that appears due to the needs that have not been fulfilled. One social factor affecting the purchase is a lifestyle, according to Betty Jackson in Japariato (2011:33), about the shopping lifestyle is the expression of lifestyle in shopping that reflects the differences of social status.

Fashion involvement one of the psychological factors that have an impact on purchases, according to Zaichkowsky in Japariato (2011:33), was defined as the involvement of the relationship of a person towards an object based on the needs, values, and interest. In fashion, fashion marketing involvement refers to attraction attention by category fashion products (such as clothing). Fashion involvement is primarily used to predict the behaviour of variables associated with a product such as apparel product involvement, behavior purchase, and the characteristics of consumers (Browne and Kaldenberg, 1997; 1989 Fairhurst; Flynnand Goldsmith, 1993 in Japariato 2011). For example, O'Cass (2004) in Japariato (2011).

Such statements are based on the community of Siulak Mukai, Kerinci, Indonesia who often visited the mall, shopping center and the like to shop while on vacation or to visit out area or visiting abroad. For the people of high income in Siulak Mukai shopping thing that has become a lifestyle. Will they be willing to sacrifice something for the sake of getting the products they enjoy doing seem to motivate them to have it because of the cultural Siulak Mukai glad to compete primarily in lifestyle and fashion. The outside cultural influences and foreign as well as national and international celebrities or fanatical fans influence and motivation in the thinking patterns of fashion and lifestyle, including in the way of shopping against buying interest.

High-income communities will buy clothes that are searchable by price, quality, brands, as well as the desired mode. The statement is supported by the results of pra research conducted by the author with the finding that the community of high income who visit tend to plan my shopping for clothes, shoes, handbags, electronics, accessories. High-income community that was more worried about the quality of the brand, model, at the price listed is the fashion involvement happens when society from high income saw a difficult product sought is found then it will be motivated to buy the product because he had been planning the purchase that led to buying interest.

From the background and according to the previous expert that states the consumer behavior plays a major role in aspects influenced the motivation of consumers in purchasing (Kotler, 2009), the authors are interested in conducting this research.

2. Method

2.1 Population and Sample

The population of the region is a generalization that consists of the object/subject who has certain qualities and characteristics set by the researchers to learn and then drawn the conclusion, (Sugiyono, 2013:80). In other words, a population is a group of individuals or objects which have the quality of research quality and characteristics of the high class.

The **sample is** a portion **of the population** composed of a number of members selected from the population. Sugiyono (2013:81), the sample is part of the population who wish to probe, their characteristics and are considered able to represent the population. In this study, a sample of Siulak Mukai Kerinci community members has a high income. The sampling used in this research is purposive sampling technique, namely the determination of samples with specific considerations (selection of sample units) with the way researchers choose certain people who would consider that provide the data required (Lincoln and Guba, 1985) in (Sugiyono, 2013:219) time used in this research is February 5, s/d 2018 February 25, 2018 so the sample is retrieved and used in this research as much as 100 respondents.

2.2 Operational Concepts

The variable is a characteristic of an object that the price for each object can be observed or measured (Sukestiyarno, 2009:4). In this study, there are three variables (X), one variable and one intervening variable (Y).

a) *Buying Interest*

Buying Interest was described as a power relationship between attitude relative to the individual. indicators used in Buying Interest Suwandari (2008):

- Attention is the attention of prospective consumers against products that are offered by the manufacturer.
- Interest is the interest of prospective consumers against products that are offered by the manufacturer.
- Desire, namely the desire of prospective consumers to have products that are offered by the manufacturer.
- Action is action or response of prospective consumers to have products that are offered by the manufacturer

b) *Motivation*

An intervening variable is a variable between or mediating. The functions of these variables, i.e. mediate the relationship between variables intervening with variables of this research is the Motivation (I). Indicators of Motivation according to ERG Alderfer (1969) in Jessica Scolastica (2013:10) is:

- Existence is the need or desire fulfillment of Materialistic and physiological factors including the need for a sense of security.
- Relatedness is the need or desire because of relationships with others, and the environment.
- Growth that is the need or desire to grow and reach maximum potential.

c) *Shopping Lifestyle*

Shopping lifestyle is patterns of a person's life that are expressed in the activities, interests, and expressed opinions arising from attitudes, personality and inner allocate time and money to a wide range of products, services, technology, fashion, entertainment and education they consider important in his life. The dimensions used to measure shopping lifestyle (Cobb and Hoyer: 1986) in Japariato (2011):

- Bid advertisement is Respond to buy each bid advertisement about fashion products.
- The latest model that is buying clothes latest model when viewing it in the shopping center (mall, shopping centre, etc.)
- The brand is convinced that merk (product category) famous in best buy in terms of quality.

d) *Fashion Involvement*

The involvement of a person with a fashion product because it needs, use, benefits, interest, interest, and values against the products in the influence by the behavior about fashion. The dimensions used to measure fashion involvement (Kim, 2005) in Japariato (2011):

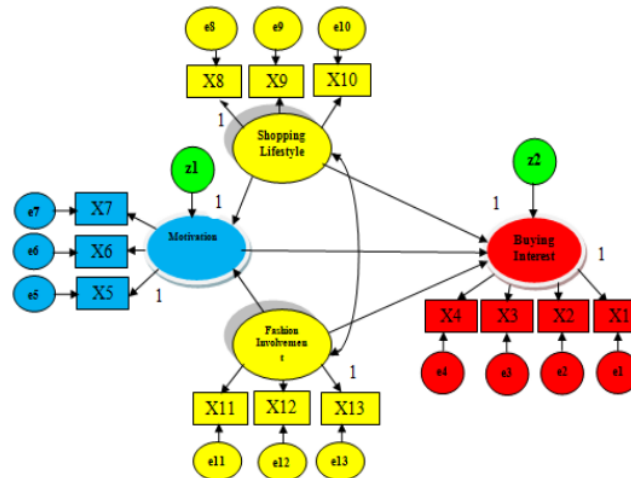
- The trend that is having one or more clothes with the latest model (trend).
- Supporting activities
- Characteristics and Image

2.3 Research Design

In the development of models of SEM are search or model development which has a strong theoretical justification. A researcher must perform a series of intense examination of the literature to obtain justifications over the theoretical models developed. In this research will be developed models aim to analyse the effect of lifestyle and fashion shopping involvement against motivation in growing buying interest on the high-income community in

Siulak Mukai. The research design of this study using Test Structural Equation Models (SEM) using AMOS 21 with the following model as follows:

Picture 1. Structural Equation Model (SEM) of Research



The suitability of the model is evaluated through an examination of the criteria of goodness-of-fit. The first action is to evaluate whether the data used can meet the assumption – the assumption of SEM that is the size of the sample, normality, outliers, linearity and multi-collinearity and singularity. After that, the researchers tested the suitability of and test statistics. Some indices of conformity and cut-off value that is used to test whether a model is accepted or rejected are:

Table 1. Goodness-of-Fit

| Goodness-Of-Fit Indexes | Cut-Of-Value |
|--------------------------|--------------|
| Chi-Square | Df A 0,05 |
| Significance Probability | ≥ 0.05 |
| RMSEA | ≥ 0.08 |
| GFI | ≥ 0.90 |
| AGFI | ≥ 0.90 |
| CMIN/DF | ≥ 2.00 |
| TLI | ≥ 0.95 |
| CFI | ≥ 0.95 |

Source: Ghazali (2008)

Test of Causality (Causality Test) is conducted to know the existence of a relationship between variables or not influence research. This test by way of analyzing the value of the Regression Weight, i.e., the value of the critical ratio (CR) required ≥ 1.96 and the Probability (P) ≤ 0.05 when sporting results data are qualified, then the hypothesis is accepted (Ghozali, 2008).

3. Results

The most dominant gender groups are male 53 people (53%). Women and 47 men (47%) is assumed to be male is the most respondents that meet high-income criteria, the dominant age group was at the age of 45-54 years as many as 44 people (44%), followed by age and 35-44 as many as 36 people (36%), 55-64 a total of 10 people (10%) and the age of 25-34 as many as 9 people (9%) and 1 person 65 (1%) of the 100 respondents means that

many respondents are in the productive age 35-54 is (80%). it appears that the most dominant education group is on S1 as much as 73 people (73%) from 100 respondents. The most predominant income group was at Rp. 3.5 million Above as much as 91 people (91%) of 100 respondents.

Picture 2. Full Structural Equation Modeling Test

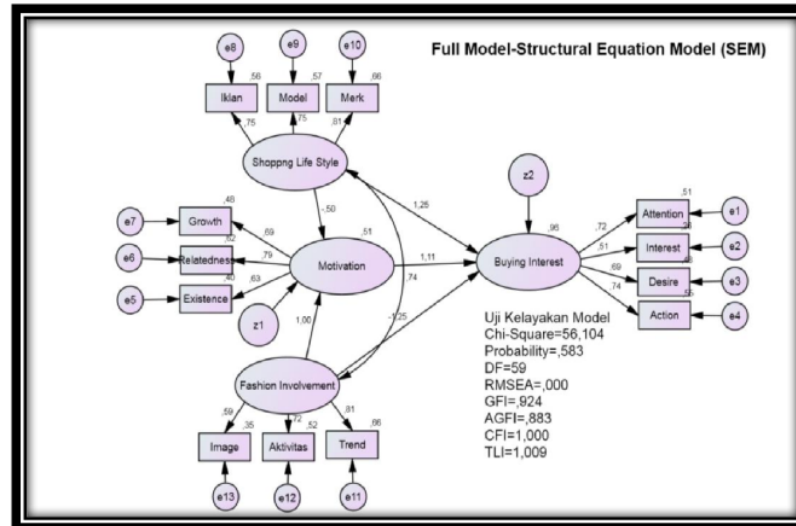


Table 2. Goodness of Fit Indexes of Full Structural Equation Modeling

| Goodness of Fit Indexes | Cut-off Value | The Results Of The Analysis | The Evaluation Model |
|-------------------------|---------------|-----------------------------|----------------------|
| Chi Square (df =59) | ≤ 77.930 | 56.104 | Good |
| Probability | ≥ 0.05 | 0.583 | Good |
| RMSEA | ≤ 0.08 | 0.000 | Good |
| GFI | ≥ 0.90 | 0.924 | Good |
| AGFI | ≥ 0.90 | 0.883 | Marginal |
| TLI | ≥ 0.95 | 1.009 | Good |
| CFI | ≥ 0.95 | 1.000 | Good |

2 Data processing analysis results look that all invalid constructs that are used to form a research model, full model analysis on the process of SEM has met criteria for goodness of fit. The value of the probability on this analysis shows values above the limit of significance, namely of 0583 ($p > 0.05$). This value indicates the absence of a distinction between the matrix kovarian matrix kovarian predictions are being estimated. A measure of goodness of fit also showed good conditions though AGFI hasn't reached the value of 0.90 (Taufiq Zain,2013). To get a good model. Test of Causality

Table 3. Tests of Causality

| | | | Estimate | S.E. | C.R. | P |
|-----------------|------|---------------------|----------|------|--------|------|
| Motivation | <--- | Fashion Involvement | .746 | .211 | 3.534 | *** |
| Motivation | <--- | Shopping Life Style | -.437 | .214 | -2.043 | .040 |
| Buying Interest | <--- | Motivation | 1.246 | .446 | 2.791 | .005 |
| Buying Interest | <--- | Shopping Life Style | 1.215 | .425 | 2.857 | .004 |
| Buying Interest | <--- | Fashion Involvement | -1.041 | .501 | -2.079 | .038 |

Hypothesis 1

Parameter estimation of the relationship between the shopping lifestyle on buying interest earned amounting to 1.215. The second relationship testing shows the value of the variable C.R = 2.857 with probability = 0.004 ($p < 0.05$). So it can be concluded that the shopping lifestyle significant effect on buying interest, so the higher the shopping lifestyle community owned high income then the buying interest will be higher as well. Thus hypothesis 1 received a positive correlation between as there lifestyle shopping and buying interest.

Hypothesis 2

Parameter estimation of the relationship between the fashion involvement on buying interest earned amounting to -1.041. The second relationship testing shows the value of the variable C.R = - 2.079 with probability = 0.038 ($p < 0.05$). So it can be concluded that the fashion involvement significant effect on buying interest buying interest, so the lower the involvement of community-owned fashion high income then the buying interest will be the lower as well. Thus hypothesis 2 received positive correlation between as there fashion involvement and buying interest.

Hypothesis 3

Parameter estimation of the relationship between the motivation on buying interest earned amounting to 1.246. The second relationship testing shows the value of the variable C.R = 2.791 with probability = 0.005 ($p < 0.05$). So it can be concluded that the significant motivation effect on motivation, so the higher the motivation of community-owned high income then the buying interest will be hinger as well. Thus hypothesis 3 received a positive correlation between as there motivation and buying interest.

Hypothesis 4

Parameter estimation of the relationship between the shopping lifestyle on motivation earned amounting to -0.437. The second relationship testing shows the value of the variable C.R = - 2.043 with probability = 0.040 ($p < 0.05$). So it can be concluded that the shopping lifestyle significant effect on motivation, so the lower the shopping lifestyle community owned high income then motivation will be the lower as well. Thus hypothesis 4 received a positive correlation between as there shopping lifestyle and motivation.

Hypothesis 5

Parameter estimation of the relationship between the fashion involvement terhadap motivation earned amounting 0.746 earned amounting C.R = 3.534 with probability = 0.000 ($p < 0.05$). So it can be concluded that the fashion involvement significant effect on motivation, so the higher the involvement of community-owned fashion high income then motivation will be higher as well. Thus hypothesis 5 received a positive correlation between as there fashion involvement and motivation.

Hypothesis 6

Parameter estimation in standardized indirect effects indicates that there is an indirect influence shopping lifestyle on buying interest through motivation is -0.559. So it can be concluded that the shopping lifestyle significant effect on buying interest through motivation.

Hypothesis 7

Parameter estimation in standardized indirect effects indicates that there is an indirect influence fashion involvement in buying interest through motivation 1.113. So it can be concluded that the fashion involvement significant effect on buying interest through motivation.

2 4. Discussion

The research concluded that shopping lifestyle has a significant direct effect on buying interest, fashion involvement has a significant effect on buying interest, motivation has a significant effect on buying interest buying interest, shopping lifestyle has a significant effect on motivation and fashion involvement also has a significant effect on motivation. Then for indirect effects, shopping lifestyle has an indirect effect on buying interest through motivation and fashion involvement also has an indirect effect on buying interest through motivation.

This research is the same findings as the previous study by Nandini and Jeevananda (2012) that below 30 years customers tend to perform higher fashion clothing involvement. Correlation analysis showed that there was a significant positive correlation between purchase knowledge, confidence, social consciousness, materialism and the factors of fashion clothing involvement.

Then, Kotler and Armstrong (2001, p. 172) also stated that there are several factors that influence consumer behaviour whom psychological factors are motivation. Kotler and Armstrong stated motivation was a boost in a person who generates an action. This impetus resulted from the desire of the person that appears due to the needs that have not been fulfilled. One social factor affecting the purchase is a lifestyle, according to Betty Jackson in Japarianto (2011:33), about the shopping lifestyle is the expression of lifestyle in shopping that reflects the differences of social status.

The community of Siulak Mukai, Kerinci, Indonesia who often visited the mall, shopping center like to shop during their vacations or visiting out area or visiting other countries, and as a high-income community, they will buy clothes that are searchable by price, quality, brands, as well as the desired mode. On the study by Vikas Gautama and Vikram Sharma. 2018 that the full mediation of fashion involvement in the relationship between materialism and use innovativeness. Furthermore, our study results found full mediation of fashion innovativeness in the relationship between materialism and use innovativeness. On the other hand, materialism had a direct significant negative impact on use innovativeness in case of fashion products. Therefore it is strongly recommended to the fashion product marketers to highlight the concept of use innovativeness in the entire marketing mix for better business prospects, in order to motivate the growth of the fashion businesses in an advanced technology era.

5. Conclusion

Further research can be done by looking at limitations on research that can be used as a source of ideas for the development of the research in the future. The recommended expansion of the research from the research is adding an independent variable that affects the motivation to improve the buying interest. In addition research indicators used in the study can be supplemented by indicators other than the research that is relevant to the research that will be done. Other things that can be done is to increase the number of respondents to increase the value of AFGI so as not to show good results (not marginal).

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