

# Relationships among Marketing Variables

(Study of fashion and culinary industry)

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**Abstract**—For years many previous findings indicated significant relationships among marketing variables that impact purchasing and service. Nevertheless, few empirical studies were conducted to investigate the affected factors of the variables. Hence, with 44 and 31 respondents in fashion and culinary industries, using statistical product and service solution 24 (SPSS 24) the objectives of the study were to examine the relationship among marketing variables in the fashion and culinary industries. The results indicated that consumer shopping habit and new product perception were determinants in improving the purchasing in fashion industry. Whilst product information and promotion strategy were found to have significant effect, leading to service enhancement in culinary sector.

**Keywords**—relationship; marketing; fashion; culinary; Indonesia

## I. INTRODUCTION

For years, consumer shopping behavior plays a significant role in purchasing. Salehi searched the relationship between consumer habit of spending time in the internet and online shopping [1]. It was found to be significantly positive. This was also further asserted by Yun and James that historical purchasing behavior has a crucial role in buying behavior [2,3].

Another factor affected by consumer shopping behavior is new product perception. The behavior of assorting quality products gives significant effect in achieving value [4]. In addition, Lee also showed that consumer attentions to product qualities would crucially affect their choice compared to the others [5]. Consumer product perceptions of price, quality, and value are regarded as a critical determinant factor of purchasing [6]. Rajneesh found that purchasing is influenced by time constraints, price levels, and subjects' motivation of the consumer perceptions of product quality [7]. Further findings by Reppi et al. suggested that perception of product quality positively and significantly influences the decision of purchasing a smartphone in an information center in Manado [8].

Other interesting relationship indications are related to how product information would influence service and promotion strategy as well as how promotion strategy its self-affects service. Firstly, in hotel industries, Hameed and Ashraf concluded that clear and real information of hotel product knowledge leads to competitive service advantages in

Jordanian [9]. Whilst Adefulu pointed that such information could lead to improving various services and profitability from various market share [10]. Managers concerned about maintaining a competitive edge in the market might find it appropriate to begin by examining promotional strategy adoption. Next is an indication in Graeff that promotional strategies could significantly be designed from the positive consequences of product use to suggest, encourage, and facilitate personal interpretations of the consumers [11]. Further, similar study on the impact of marketing mix strategy on services took place in hospitals by Ahmad et al. where it was confirmed that marketing promotion strategy improved differently in terms of health service, promotion, physical evidence, process and personal strategies [12].

A study by Mustafa et al. in the Islamic banking industry in Jordanian showed that advertisement is the most important field in promotion that banks should pay attention to in order to increase services for expanding the customers [13]. A study by Shameem and Gupta in insurance services indicated that financial service sector has become more competitive and financial institutions need to consider ways of developing relationships with their existing customers in order to defend their market share [14]. The dimension of marketing strategy should focus on the direction that an organization would take in relation to a specific market or set of markets in order to achieve a specified set of objectives.

As addressed in the above-mentioned literature of various relationship among marketing variables, however, few empirical studies were conducted to examine the relationships in fashion and culinary industries especially in Indonesia. Hence the objective of this study was to examine the relationships in these sectors in order to investigate the factors that affected purchasing and service in fashion and culinary industries.

## II. RESEARCH METHOD

### A. Data Source

Based on a study conducted by Bishop a few stages of data collection were performed to assure the quality of data used in the study [6]. A face-to-face pilot survey was conducted to 44 respondents from fashion industries and to 31 respondents from culinary industries. In the final stage of data collection, a self-

administered questionnaire was distributed to the respondents, who was the owner or manager of the industries.

### B. Variable Measurements

Adopted from a study by Dwiwinarno et al. there were six variables of the relationships. Consumer shopping habits were derived from the shopping habit of the planning, method, moment, mood, and frequency of impulse buying. New product perceptions were developed from the owning, quantity, brand, and rumor of new products. Purchasing was referred to the impulse and planned buying, products, stores, and services [15].

Developed from a study by Dwiwinarno et al. product information was developed from product function, attributes, services, and promotions [15]. Product promotion was from promotion mix. Services were derived from effectiveness and efficiency, cleanliness, and attractiveness. The respondents were asked to indicate the level of performance in six variables in the fashion and culinary industries using a 5-point scale, ranging from 1 = strongly disagree to 5 = strongly agree.

### C. Analysis

Regression analysis supported by statistical product and service solution 24 (SPSS 24) software was used in this study to examine the relationship among variables including validity, the normality of data distribution, and reliability.

## III. RESULTS

### A. Validity, Reliability and Normality

The findings of this study showed that that all the constructs of each variable: consumer shopping habit (8 items), new product perception (5 items), purchasing (15 items), product information (12 items), promotion strategy (13 items), and services (11 items) were found to be significant at 0.001 level. Hence all the constructs were found to be valid [16]. In addition, the skewness and kurtosis value of variables were also found: consumer shopping habit, new product perception, purchasing, product information, promotion strategy, and services were found between a value of - 2 and + 2. Hence all the variables were distributed normally [17]. Furthermore, the Cronbach' alpha of the reliability test indicated that consumer shopping habit, purchasing, product information, promotion strategy, and services were found above 0.6 except new product perception. Hence, they were mostly reliable [17].

### B. The Relationships

It could be shown in table. 1 that a standard linear regression using the enter method was used to assess the ability of six variables (consumer shopping habit, new product perception, purchasing, product information, promotion strategy, and services) to explain variations in the relationships. Preliminary analyses were firstly conducted to ensure there was no violation of the assumptions of validity, reliability, and normality. With the value of reliability test for new product perception at 0.540 close to the benchmark, it could be observed from the table.1 below that in fashion industries the effect of consumer shopping habit on purchasing and new

product perception were found to be positive and significant at beta 1.178 and 0.224 at probability value of 0.000 and 0.005 significant at the 0.01 level. Afterwards the effect of new product perception on purchasing was indicated to be positive and significant at beta 1.777 at a probability value of 0.000 significant at the 0.01 level. Another relationship, as seen from table.1, in culinary industries, was the effect of product information on purchasing and promotion strategy. It was found to be positive and significant at beta 0.779 and 0.619 at probability value of 0.000 and 0.000 significant at the 0.01 level. Afterwards the effect of promotion strategy on services was indicated to be positive and significant at beta 0.872 at probability value of 0.000 significant at the 0.01 level.

TABLE I. REGRESSION RESULT

Variables		B	Std beta coefficients	t	sig
Consumer habit	shopping	1.178**	0.686	6.112	0.000
Consumer habit	shopping	0.224**	0.415	2.959	0.005
New product perception	product	1.777**	0.558	4.356	0.000
Product information		0.779**	0.860	9.217	0.000
Product information		0.619**	0.720	5.690	0.000
Promotion strategy		0.872**	0.826	8.023	0.000

\*\* Correlation is significant at 0.01 level.

\* Correlation is significant at 0.05 level.

## IV. DISCUSSION

Many previous studies have shown significant relationships among consumer shopping habit, new product perception, purchasing, product information, promotion strategy, and services, but very few were found in fashion and culinary industries especially in Indonesia.

In the fashion industry, it was found that the influence of consumer shopping habits on purchasing and new product perception, with the value of reliability test for new product perception at 0.540 close to the benchmark, turned out to be significantly positive. It was supported by previous similar studies. James et al. showed that consumer behavior of consuming wine in Southern California gives positive and significant effect on buying intentions [3]. Yun proved that the historical behavior of purchasing variable was found to have significant and positive relationship with behavior on a purchasing transaction [2]. Another significant and positive relationship was demonstrated between consumer shopping behavior and perception of new products. A study by Orth et al. demonstrated that lifestyle segmentation in product quality becomes an important value sought by customers [4]. A further research was also demonstrated by Lee that consumers preferred to pay attention to the quality of the product compared to other options [5]. With the value of reliability test for new product perception at 0.540, another positive and significant relationship was also indicated between the perception of new product and purchasing. Consumer perception of price, quality, and value of the product is considered as a determinant behavior of shopping [6]. A further

study by Rajneesh showed that perception of product quality and financial transaction has a different response depending on time constraints, price levels, and the subject's motivation to process information in order to process further in purchasing [7]. Further findings by Reppi et al. showed that the perception of product quality has positive and significant effect on purchasing decision [8].

In the culinary industry, it was found that the influence of product information on service and promotion strategy was significant. These were supported by a study by Hameed and Ashraf in hospitality industry that there were positive and significant results of the relationship between product information and service [9]. Adefulu found that the product information of hotel must have a different brand as compared to other competitors [10]. Managers should be concerned about improving services to maintain the market.

Next relationship was supported by Graeff that product information should be considered as a significant factor to design, advise, and encourage promotion strategies [11]. Another effect was a significant and positive relationship between promotion strategy and service. Mustafa et al. showed that advertising is the most important field in promotion to improve services to expand customers [13]. A study by Shameem and Gupta in insurance service suggested that competitive financial service sectors need to consider how to develop relationships with their existing customers to maintain market share. Thus, the dimension of marketing strategy should be focused on the direction to be taken by an organization in relation to the market or a specific market to achieve a set of goals [14].

## V. CONCLUSION

From the discussion explained above, it can be concluded that the relationships among marketing variables: consumer shopping habit, new product perception, purchasing, product information, promotion strategy, and service are considered as significantly important. Purchasing is an independent variable that is significantly influenced by consumer shopping habit and new product perception in fashion industry. Meanwhile, product information and promotion strategy are found to be crucial in enhancing the competitiveness of service in culinary sector.

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