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Fashion Involvement and Impulse Buying on Online-Based Fashion Consumers

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ABSTRACT
This study aimed to describe the fashion involvement and impulse buying of Zalora consumers in Indonesia. The research method used is an explanatory survey method with a total sample of 100 visitors to the Zalora.co.id website. The data analysis technique used is descriptive and verification using path analysis with SPSS 23.0 for windows program tools. The results of the study reveal that fashion involvement has a positive effect on impulse buying with the influence being in a strong category based on the Guilford table. This shows that fashion involvement is a fairly good trigger simultaneously for impulse buying. To grow and increase impulse buying on Zalora consumers, it is recommended to make products that can stimulate consumers to buy products.

Keywords: *Marketing, Consumer Behavior, Fashion Involvement, Impulse Buying.*

1. INTRODUCTION

The tight rivalry among manufacturers for a highly competitive market is currently causing several issues [1]. Companies must adapt to developments in the business environment that are occurring at an increasing rate. The challenge that companies confront today is how to attract and keep customers so that the company may survive and grow; this goal will be realized if the company implements the Marketing process [2]. The term "outlet" refers to a location where people buy items, both planned and unplanned [3]. E-commerce has also become one of the rapidly growing markets, with customers conducting a large number of transactions there [4]. Customers' unplanned purchases are common; this phenomenon is known as an e-buying impulse [3], [5]. Over the last few decades, substantial research on impulsive buying has been conducted [6]. Large-scale research on the behavior of impulse buying began in the 1950s [7]. DuPont and customer purchasing patterns during the era, in this case, the 50 categories of items identified in the survey of advertising agencies fell under the category of impulsive buying [7], [8]. The number of surveys indicating that the majority of sales are unplanned purchases (impulse buying) has motivated numerous researchers to begin studying how impulse buying may be converted into sales with promising profitability [9][10][11]. Impulse buying is an essential factor in marketing activities due to the complexity and frequency with which it occurs in a variety of items [12]. Research trends on impulsive buying continue to rise year after year [13], indicating that impulse buying is still a problem that can be investigated.

Nowadays, the desire for clothes is not only included in the main requirements (needs) whose fulfillment is urgent [14], but it is also a lifestyle that must be possessed [15], and has even become a psychological need [16].

The urgency of these needs and lifestyles fosters impulsive buying in fashion [17]; [18]. The fashion industry is now expanding at a fast pace. People in diverse circles have a strong desire to always appear fashionable and up to date.

Along with the expanding world of fashion, the market potential in the fashion business is becoming more and more widespread, not only in local but also in global markets [19]. A marketer must be able to evaluate

customer attitudes and behavior to discover fashion business opportunities [20],[21],[22] and is related with pleasure and leisure [23]. A new coronavirus, also known as Covid-19 or coronavirus, has spread around the world [24]. The implementation of the social restriction policy in Indonesia has slowed the business sector since all movements must be controlled so that business actors may continue their normal activities [25]. Amid this pandemic era, people's interest in shopping has shifted to online.

Based on research conducted by the databox, clothing, shoes, and accessories which are part of the fashion commodities, are the best-selling products purchased online with a proportion of 76%. This research demonstrates that fashion products are well-liked by the general population. Pets, on the other hand, were the least purchased product, accounting for 19% of all purchases. The phenomenon of online shopping is truly fertile ground for online companies, including E-Commerce, which is one of the digital marketing platforms.

According to a databox study, there is about 10 E-commerce with the highest number of visitors. Shopee is the most popular, with 96.5 million visitors. Meanwhile, Zalora had taken the final spot. This fact has become an evaluation material for Zalora's management to enhance its client services to compete with other E-Commerce sites. Based on the Top Brand Gen-Z Index of Online Shopping Indonesia in 2021, E-Commerce Zalora is still less competitive with other rivals, not just in terms of visitor numbers.

The growth of the current modern era has transformed the function of shopping which was originally for fulfilling the necessities of life into an arena where people compete to buy products or goods that should not be purchased. The impact of societal trends generates an impulse that perceives shopping as a need and necessitates the purchase of the product or item. The majority of individuals do not think about the factors that have to be considered while purchasing items. When customers view things that are considered good and appear stunning, they will be stupefied and unable to think clearly, therefore they will buy the item without thinking. As a result, customer behavior or impulsive buying behavior has a beneficial impact on business actors, particularly in the fashion sector.

According to the findings of a pre-research poll of 30 Zalora fashion customers, there is still a small proportion of Zalora fashion customers who buy items impulsively, with 30.84% answering yes and 69.14% answering no. According to various data, there are still many Zalora's customers who buy items without thinking. This situation demonstrates that Zalora's customer impulse buying is weak, which might have an influence on marketplace products sales.

Impulse buying is influenced by many factors such as customers' emotional experiences and cognitive reactions [26], as well as environmental factors and customer reactions to stimuli received [27]. Fashion involvement has a positive effect on buying behavior, this is because fashion involvement is a state that stimulates interest in objects or circumstances [28]. These reasons show that fashion involvement greatly influences impulse buying in a positive way [28].

Many experts who study impulse buying are influenced by their participation in fashion, one of which is [29]. The results of this study indicate that Fashion Involvement has a significant positive effect on impulsive buying of Zara products. The exogenous variable utilized in this study is fashion participation since it is consistent with the occurrences seen in the field.

Spontaneous purchases occur because customers are attracted to the attributes of the products they see [30]. The information provided will be captured and processed by customers for consideration [31]. These considerations will adjust what customers feel and think [28]. The customer's perspective, or so-called involvement, is very influential on purchasing decisions [32] especially for quick and spontaneous purchases [33].

Fashion-oriented impulse buying is closely related to involvement [17][34]. Students from the textile department, according to several studies, will carry out greater impulse buying than students from other majors [34]. This is because Fashion Involvement that is owned will trigger Impulse buying to occur [32],[34]. Especially in online shopping, a website based on feedback will become a more efficient platform in exchanging information between customers which will allow customers to easily find products with criteria that match their tastes and social needs [35].

The purpose of this research is to know the description of fashion involvement and impulse buying on Zalora consumers in Indonesia.

2. METHODS

This study discusses the effect of Fashion Involvement on Impulse buying. Two variables are used in this study: the independent variable and the dependent variable. Because path analysis is used in this study, the term variable is modified to exogenous variables and endogenous variables. In this study, the exogenous variable Fashion Involvement (X) consists of taste, pleasure, sign value, and risk probability [36]. The endogenous variable is Impulse buying (Y) which has affective and cognitive dimensions.

This is a descriptive study that uses the explanatory survey method. The type of data in this study consists of data on the general characteristics of Zalora customers in

Indonesia as well as the data for each of the variables studied. There were two sources of data used, namely primary data and secondary data. Data collection was done using observation, interviews, and questionnaires.

The population in this study includes Zalora website visitors, who were accessed on July 11, 2021, at 22.09, totaling 3,047,021 visitors. After entering the population size into the Slovin formula, 100 samples were produced for use in the study.

Validity and Reliability Testing Techniques Because data determines the quality of study outcomes, it must be tested. To determine whether or not the data instrument should be distributed, a testing step in the form of testing validity and reliability is required. The validity of the data can be seen from the data collection instrument. A good instrument must fulfill two important requirements, namely validity and reliability.

The validity of the instrument is tested to verify that the data gathered is identical to the data that occurs in the object under study, while the reliability test is performed to determine the level of accuracy of the data collecting instruments used. The validity and reliability tests in this study were carried out using computer software tools which is the SPSS 25.0 for windows program Explanative Analysis Techniques

An explanatory analysis was performed when it was established that the data was obtained were normally distributed. The explanatory analysis employs statistical tests to evaluate hypotheses and focuses on revealing the behavior of study variables. The result of the analysis is data that presents a discussion of the influence or relationship between two or more variables. The data analysis technique used to determine the correlation relationship in this study is the path analysis technique. In fulfilling the requirements of using the path analysis method, at least the data obtained is interval data. This analysis is used to determine the magnitude of the influence of the variable X (Fashion Involvement) which consists of taste, pleasure, sign-value, and risk probability (X1, X2, X3, X4) towards variable Y (Impulse buying)

3. RESULTS AND DISCUSSION

The normality test was conducted to determine whether the data obtained from the observations were normally distributed or not so that the data could be used or not in the path analysis model. To find out whether the data obtained are normally distributed or not, it can be done with statistical test analysis. The following is the Kolmogorov Smirnov test to strengthen the test results above in Table 1.1 below: Descriptive analysis was used to discover and describe the features of the variables investigated in a given circumstance. The research tool used in this research is a questionnaire. This questionnaire was compiled based on the variables contained in the study, the research variables, including

To further present the results of the calculation of the normality of the data from the data obtained in Table 1.

Table 1. Normality Test

	Unstandardized Residual
N	100
Normal Mean	.0000000
Paramet[b]	
Std. Deviation	9.41031729
Most Absolute	.068
Extreme Positive	.051
Differences Negative	-.068
Test Statistic	.068
Asymp. Sig. (2-tiled)	.200[c.d]

After the normality test, the next step is to test the path coefficient and correlation coefficient. This study aims to determine the effect of fashion involvement sub-variables consisting of taste, pleasure, sign-value, and risk probability. The results of data processing can be seen in Table 2 below.

Table 2. Path coefficient and correlation coefficient test results

Variable	X_1	X_2	X_3	X_4	Y
X_1	1	0.86	0.738	0.878	0.751
X_2	0.86	1	0.797	0.84	0.753
X_3	0.738	0.797	1	0.8	0.706
X_4	0.878	0.84	0.8	1	0.74
Y	0.751	0.753	0.706	0.74	1

Based on the table above, it can be seen the correlation of each fashion involvement sub- variable consisting of taste (X1), pleasure (X2), sign value (X3), risk probability (X4), and the impulse buying variable (Y). The correlation between fashion involvement and impulse buying yielded, among other things, a sub variable of appetite for impulse buying of 0.751; a sub variable of pleasure for impulse buying of 0.753; a signed value sub variable on impulse buying of 0.706; and a risk probability sub variable on impulse buying of 0.74.

To obtain the path coefficient, the inverse correlation matrix is associated with the correlation between

exogenous sub-variables (X) and endogenous variables (Y). Figure 1.1 below presents a chart of correlation coefficients and path coefficients.

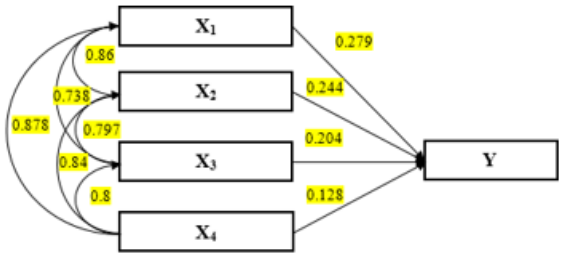

Figure 1. Path diagram of variable X against Y (correlation coefficient and path coefficient)

The coefficient of total determination (R2) can be calculated manually using the path coefficient matrix X1, X2, X3, and X4 and then multiplied by the Y column matrix. Meanwhile, if you use SPSS to find out, it can be seen in the R Square column as shown in Table 3 below:

Table 3. Coefficient of determination test results total

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.631	.616	9.60639

According to the table, a large coefficient determination total by the whole as large as 0.631 and a percentage as large as 63.1 percent indicates that the effect of fashion involvement is in a strong category. This data indicates that Zalora must continue and expand its fashion involvement. While the rest are influenced by other variables not examined in this study.

Based on the results of the study, it was concluded that there was a significant influence between taste (X1), pleasure (X2), sign value (X3), and risk probability (X4), on impulse buying (Y). To see more about the magnitude of the direct and indirect effects of each variable, it is presented in table 4 below.

Based on Table 5, it can be seen that the total influence of the most dominant is taste (X_1) on impulse buying (Y) with a value of 0.210. These results can be interpreted that the direct effect of appetite (X_1) on impulse buying (Y) is in a low category. While the fashion involvement sub variable has the least dominant total influence, namely the risk probability (X_4) on impulse buying (Y) with a value of 0.095. This result can be interpreted that the direct effect of risk probability on impulse buying (Y) is in the very low category. There are no sub-variables that can increase other sub-variables indirectly except for the risk probability sub-variable (X_4). Meanwhile for the variables that can increase other sub-variables are the taste sub variable (X_1).

According to the finding calculation, the coefficient of other routes that impact impulsive buying is 0.369 = 0.369 x 100%= 36.9%. This demonstrates that fashion participation in customers' fashion online-based Zalora was impacted by other variables that were not investigated by 36.9%, which is included in the weak category according to the Guilford table. Meanwhile, it is known that taste (X_1), pleasure (X_2), sign value (X_3), and risk probability (X_4) all have a 63.1 percent influence on impulsive buying.

Simultaneous testing was conducted to determine the significance of the influence of fashion involvement on impulse buying. The hypothesis of this test is the influence of taste (X_1), pleasure (X_2), sign value (X_3), and risk probability (X_4) on impulse buying simultaneously tested using SPSS 23.0 for Windows. The following are the results of simultaneous hypothesis testing data processing can be seen in Table 4

Table 4. Simultaneous Hypothesis Testing Results

Alternative Hypothesis	**FCount**	**FTable**	**Sig.**	**Result**	**Conclusion**
X_1,X_2,X_3,X_4	40.698	2.47	0.000	H_0 rejected	Take effect significant positive effect against Y

Table 5. Path Coefficient Test Results and Correlation Coefficient

Variable	**Beta Coefficienters**	**Direct Influence**	**Indirect Influence**				**Indirect Influence Total**	**Influence Total**
			X1	**X2**	**X3**	**X4**		
X1	0.279	0.078	1.000	0.059	0.042	0.031	0.132	0.210
X2	0.244	0.060	0.059	1.000	0.040	0.026	0.124	0.183
X3	0.204	0.042	0.042	0.040	1.000	0.021	0.103	0.143
X4	0.128	0.016	0.031	0.026	0.021	1.000	0.078	0.095
Influence Total								**0.631**

3.1. Dependent Variable: Y

According to the table, a large coefficient determination total by the whole as large as 0.631 and a percentage as large as 63.1 percent indicates that the effect of fashion involvement is in a strong category. This data indicates that Zalora must continue and expand its fashion involvement. While the rest are influenced by other variables not examined in this study.

Based on the results of the study, it was concluded that there was a significant influence between taste (X1), pleasure (X2), sign value (X3), and risk probability (X4), on impulse buying (Y). To see more about the magnitude of the direct and indirect effects of each variable, it is presented in table 4 below, the details of the direct and indirect effects are as follows:

Based on the table above, it can be seen that the test for the F test taken from Anova with a probability level (Sig) = 0.000 because Sig 0.05 and $F_{count} > F_{table}$ i.e. 40,698 > 2.47, the decision is H0 rejected, meaning that overall (simultaneously) there is positive influence between fashion involvement and impulse buying on Zalora online-based fashion costumers. This result is supported by previous research which states that there is a simultaneous influence of fashion involvement on impulse buying.

3.2. Partial Hypothesis Testing

This test is conducted to determine whether each sub-variable fashion involvement has an effect or not on impulse buying. The following can be seen the partial test results in Table 6 using SPSS 23.0 for Windows

Table 6. Results of Partial Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	24.669	4.280		5.763	.000
X1	.592	.314	.279	1.888	.062
X2	.509	.293	.244	1.737	.086
X3	.584	.323	.204	1.809	.074
X4	.377	.441	.128	.854	.395

Based on the table above, it can be seen that appetite gets a value of t count (1.888) > t table (1.66) with a Sig value of 0.62 > 0.05, then the Ho hypothesis is rejected, it can be interpreted that taste has a positive effect and does not significant to impulse buying.

Based on the table above, it can be seen that pleasure gets a value of t count (1.737) > t table (1.66) with a Sig value of 0.86 > 0.05, then the Ho hypothesis is rejected, it can be interpreted that pleasure has a positive and insignificant effect on impulse buying.

Based on the table above, it can be seen that the sign value got a value of t count (8,184) > table (1,649) with a Sig value of 0.74 > 0.05, then the Ho hypothesis was rejected, it can be interpreted that the sign value has a positive and insignificant effect on impulse buying.

Based on the table above, it can be seen that the risk probability of obtaining a value of t count (0.854) > t table (1.66) with a Sig value of 0.395> 0.05, then the Ho hypothesis is accepted, it can be interpreted that the risk probability does not affect impulse buying. The results of this study are supported by the results of the journal as in the research [37], [38], [39] who said that direct effect of the lowest risk probability compared to other variables.

4. CONCLUSIONS

Simultaneous test results show that for the F test, F count (40,698) > F table (2,47). So the decision H0 is rejected, meaning that there is a positive influence between fashion involvement and impulse buying on online-based fashion consumers. For the partial test of the taste sub variable, the value of t count (1.888) > t table (1.66), then the decision H0 is rejected, meaning that the selection has a positive and significant effect on the impulse buying of online-based fashion consumers.

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