

Decision for Buying Fashion Products for Students Through Online Stores in the City of Makassar

Mujahid
Social Science Management
University Fajar Macassar,
Indonesia
mujahid.unifa@gmail.com

Rajindra
Faculty of Economics, Universitas
Muhammadiyah Palu
Indonesia
rajindra.fekonump@gmail.com

Joshua
Management
University Fajar Macassar,
Indonesia

Abstract— This study aims to determine the decision to buy fashion products for students through online shops in the city of Makassar. This research is a qualitative descriptive analysis approach that uses 10 informants and students on several campuses in Makassar City. The data in this study were collected through and Field Research (Field Research) by means of Interviews and Observations and Library Research Techniques (Library Research. From the results of this study, it can be concluded that the choice of media in shopping for Online Shop in the interest of students is through social media, Instagram, time efficiency and payment systems become student purchasing decisions using online shops to meet their fashion needs. Friends give a considerable influence on student decisions both models, types, and also the shopping application at the online shop. Clothing, shoes, and make-up tools are products that are often searched for and bought by students through an online shop.

Keywords: Purchasing Decisions, Fashion, and Online Shop

I. INTRODUCTION

Economic growth certainly has a positive impact on the people of Indonesia, which in turn will increase purchasing power. In Indonesia, increased purchasing power also affects lifestyles, especially students in urban areas. This level of consumption is also higher because of the rapid development of information technology and the internet. No wonder the consumption level continues to increase. Large population, relatively high economic growth, and the potential for future growth indeed indeed make Indonesia has its own attraction.

The growing online shopping, among teenagers, is no exception for students to shop online. Students who are very close to the internet and not only to seek knowledge but also to find the latest information about their needs. With the internet, students are given a variety of facilities that greatly facilitate the search for the desired information and search for their needs, one of which is the ease of shopping via the internet or better known as an online shop.

Online shop is a system facilitated through internet media to make it easier for students to shop for the desired product. Before deciding to shop or make a purchase at an online shop, someone will go through several purchasing decision processes.

The use of the internet for business transaction activities is known as Electronic Commerce (e-commerce). The rapid

growth of the share of e-commerce in Indonesia is indeed undoubted.

One of the roles of technological progress is the sophistication of the internet. The internet can be a new tool that can be done in it. Facebook and Instagram are two applications that are connected to the internet. Facebook and Instagram are social media content that is often visited today and is widely used by people in the world even in Indonesia.

Fashion becomes a part that cannot be separated from the appearance and daily lifestyle. Items such as clothes and accessories that are worn are not just covers and decorations, but are a communication tool to convey personal identity. In subsequent developments fashion is not only about clothing and accessories such as jewelry and bracelets, but other traditional objects combined with sophisticated and unique elements become tools that can show and boost the appearance of users.

Students in this era have been able to appear with creativity and freedom in using lifestyle as information technology develops. Some of the students choose to decide on an online shop purchase, perhaps because of recommendations from friends, family, or the online shop that has a guarantee of their products.

II. LITERATURE REVIEW

A. Marketing

The general meaning of marketing is a system of business activities designed to plan, price, promote, and distribute goods that can satisfy desires and reach the target market and in accordance with the company's business objectives. Marketing also means adjusting the company's ability to meet the customer's needs to achieve the company's goals in the form of sustainable profits.

Base on (2) writes that marketing (Marketing) is a science concept in business strategy that aims to achieve sustainable satisfaction for stakeholders (customers, employees, and shareholders). As a science, Marketing is an objective science that is obtained by the use of certain instruments to regulate the performance of business activities in forming, developing, directing mutual exchange in the long run between producers and consumers or users. As a business strategy, Marketing is an act of adjusting a market-oriented organization in the face of business realities in a constantly changing micro and macro environment.

Definition of Consumer Behavior

Base on (2) defines consumer behavior as a study of the processes involved when individuals or groups choose, buy, use, or regulate (disposes) products, services, ideas or experiences to satisfy needs and desires.

Base on (3) define consumer behavior as the study of how individuals, groups and organizations choose to buy, use, and how goods, services, ideas, or experiences to satisfy their needs and desires.

B. Consumer Purchasing Decisions

Complex decision making processes often involve several decisions. A decision involves choosing between two or more alternative actions (or behaviors). Decisions always require choices between different behaviors. In essence, although marketers often refer to choices between objects (products, brands, or stores), even though they actually choose among alternative behaviors related to the object.

As shown in the decision-making model, all aspects of influence and cognition are involved in consumer decision making, including, knowledge, meaning, beliefs that are activated from memory and the processes of attention and understanding involved in the translation of new information in the environment. however, the essence of decision making combines knowledge to evaluate two or more alternative behaviors, and chooses one of them. The result of this integration process is a choice (choice), which is presented cognitively as a desire to behave (BI).

Purchasing Decision Making Process

The specific purchase process consists of the following sequence of events: 1. Introduction to the Problem, 2. Information Search, 3. Alternative Evaluation, 4. Purchasing Decisions, and 5. Post-Purchase Behavior.(8)

C. Internet Marketing

The presence of the internet is the main tool for sending information, businesses of all sizes to increase customer awareness of goods and services by referring to the use of the power of the internet (wireless media) to produce certain responses from consumers. In the world of marketing it is known as internet marketing, digital marketing, web marketing, online marketing, search engine marketing, or e-marketing to offer goods and services directly to consumers or from business to business online.

Business to Business (B2B) means business processes between sellers and sellers or producers with producers or producers with wholesalers, traders, agents, and the like done online. They can do business processes, from promotions, product offers and requests, questions and answers between them can be done online through the internet or mobile phones that have features for that.

Business to Customer (B2C) is part of e-commerce which is usually a means used to transact / business processes or conduct buying and selling activities online, for example to find out the number of products on the market, or to process buying and selling goods directly B2C is one of the e-commerce models that appears to help a change and consumers can make transactions electronically or online wherever and whenever

III. RESEARCH METHODS

The data sources used are primary and secondary data. Primary sources are data sources that directly provide data to data collectors. Primary data sources can be obtained from the results of interviews and direct observation of informants.

To obtain data, the technique in collecting data in this study using purposive sampling technique. purposive sampling is sampling data sources with certain considerations (9).

A. Data Collection Technique

Data collection used in this study are as follows, Field Research (Interview and Observation technique), and Library Research (Library Research), which is the collection of theoretical data by examining various literature and other library materials related to the problem under study. These data are in the form of consumer purchasing decisions, factors that influence consumer decisions, and also consumer purchasing systems.

Suggest that activities in qualitative data analysis are carried out interactively and take place continuously at each stage of the research so that it is complete, and the data is saturated. Activities in data analysis, 1. Check data that has been collected from the results of interviews and observations from the object of research. 2. Data Reduction (Data Reduction), means summarizing the data, choosing the main things, focusing on important things, and simplifying data so that it can provide a clearer picture of the data needed by researchers. 3. Data Display (Presentation of Data), presents data in the form of theories that are in accordance with the problems studied. Data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. 4. Conclusion Drawing, draw conclusions from existing data as a result of research. 5. Reviewing the first to fourth steps (9).

B. Check Validity of Findings

In qualitative research, findings or data can be declared valid if there is no difference between what researchers report and what actually happens to the object of research. Checking the validity of the data in this study uses the triangulation method, which is credibility testing which is defined as checking data from various sources in various ways, and at various times (9). The techniques for checking the validity of the findings conducted by researchers are as follows:

1. Triangulation of sources to test the credibility of data is done by checking data that has been obtained through several sources. Different data will produce different views and be able to expand knowledge to produce accurate truths.

2. Triangulation of techniques to test data credibility is done by checking data to the same source with different techniques. In this study researchers used interview and observation methods.

IV. RESULTS

Students claim that the decision to make online purchases is due to a number of needs and interests that arise when using social media facilities that indirectly connect them to online shops on the internet and social media.

Students realize the role of the environment in shaping their decisions related to decisions in consuming a product. Not only food products, fashion also becomes a product that often becomes a conversation and information exchange before making a purchase. The experience each has in shopping online makes them have richer information. The role of friends is often a tool to find information in making purchases.

There are also services and also access to convenience also has an impact on student decisions. The convenience provided is a special attraction, this is because students feel that they are not bothered enough to visit the store or even the place directly.

In fulfilling their needs students in the city of Makassar have a choice of decisions starting from what products they use up to how to get them. One of them is by utilizing technological advances, by looking at the facilities available both through the internet and smartphones that they have. The choice of shopping online is considered far more profitable than having to come directly to the store / store that is available. The online purchasing system has quite a number of alternatives, starting from purchases through social media (Instagram, Facebook, Twitter, and other social media), it can also be done using store applications which are service providers in shopping online such as Lazada, Shopee, Zalora and Berrybenka.

This is also supported by several public figures / artists who promote several online shops through their Instagram. In a product purchasing decision by students the function of information is very important as a part of consideration for students or consumers to make purchases.

The same thing was conveyed by a student when interviewed, he admitted that the decision to make an online purchase was due to the influence of Instagram artists endorsed by an online shop.

Product recommendation patterns become a new consumer activity in the sequence of purchases of both goods and services. This pattern of recommendations becomes an activity carried out by consumers of the goods or services they get by buying and selling transactions both online and offline, both in direct selling and indirect selling. The role of students as consumers can help a product easily be known by the public and prospective consumers because student activities in making purchases are often the agent of promoting a product indirectly (advocate). Positive or negative experience with a product, service and purchasing process.

Students recommend what they use to friends, family, and other consumers to invite to consume or use a product that is the same as the one they use. This is considered an obligation that they must do as a form of exchange of information and benefits obtained, so often found post-purchase behavior from a student or consumer is to carry out product recommendation activities.

Discussion

Information seeking on the needs of fashion products desired by students is mostly done through social media such as Instagram. Instagram was chosen by students, because the average student uses this social media for personal interests

and also means of communication to interact with each other. So that in finding information through Instagram students feel easier. In addition, students also said that the store / store is faster to update information about its products on Instagram. Instagram displays a variety of photos and videos, so the store / store can display fashion developments and product choices through photos and videos.

The results of the study found that some informants chose to shop for fashion products through online shops such as clothing, shoes and make up tools, because more students could find many choices of the products they wanted and could not be found in shops or malls in the city of Makassar. Most stores in malls or markets have limited stock and can only accommodate a few alternative choices. trusted, good and cheap online shop. So that this is influential in making online shop purchasing decisions because of recommendations from friends.

Against two or more alternative choices, in other words, alternative choices must be available to someone when making a decision. Conversely, if the consumer does not have an alternative to choose and is really forced to make certain purchases and certain actions, then the situation is not a decision. To achieve success, marketers must further look at various factors that influence buyers and develop an understanding of how consumers do (3) purchase decision.

In line with the theory which states that the behavior of a consumer is determined from various aspects, one of which is the aspect of social factors.

V. CONCLUSION

Based on the results of the analysis carried out, the conclusions that can be put forward in this study are as follows:

Based on the information obtained in this study relating to purchasing decisions on fashion products through online shops for students in the city of Makassar, illustrate that:

The choice of media in shopping for Online Shop in the interest of students is through social media namely Instagram, time efficiency and payment systems become student purchasing decisions using an online shop to meet their fashion needs. Friends give a considerable influence on student decisions both models, types, and also the shopping application at the online shop.

Students in the city of Makassar through an online shop, then suggestions can be made in the form of It is recommended that in meeting the needs of students or consumers in the digital era, it is currently recommended that online shop / store pay attention to the aspects of Good Service in the form of fast response, and It is better for the next researcher to research customer satisfaction and loyalty which is considered important to be studied

REFERENCES

- [1] Hasan & Ali, 2013. Marketing and Selected Cases. Yogyakarta: CAPS (Center for Academic Publishing Service).
- [2] Kotler, Philip. 2002. Marketing Management. New Jersey: The Millennium Edition, PrenticeHall International Edition.
- [3] Setiadi, Nugroho J, 2003. Edition of Revision of Consumer Behavior. Jakarta: Prenadamedia Group.
- [4] Sugiyono, 2014. Understanding Qualitative Research. Ninth print. Bandung: Alfabeta