

Cognitive-Shopping Influence Factors on Woman's Buying Decision

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Article Info

Volume 83

Page Number: 8440 - 8444

Publication Issue:

March - April 2020

Abstract:

This study was anchored by theories on cognition for consumers' decision-making. It has explored the influence of product knowledge and fashion involvement on the buying decision of women on Moslem apparel. This study tested at the 0.05 level of significance research hypotheses, there is no significant influence of product knowledge and consumer involvement of women either partially and simultaneously on the buying decision pattern of women. The study was conducted on survey methods for women respondents. This study used random-sampling and have 380 sample sizes. The method of analysis used in this research was multiple regressions. This study concludes that there is a significant influence of product knowledge and consumer involvement of women simultaneously on the buying decision pattern of women. Consumer involvement also has a significant influence on the buying decision of women partially. While product knowledge has a negative influence on women's buying decisions partially. The finding on the product knowledge variable is opposite to the previous studies in buying decisions, whereas product knowledge did not influence consumer's decisions

Article History

Article Received: 24 July 2019

Revised: 12 September 2019

Accepted: 15 February 2020

Publication: 09 April 2020

Keywords: Cognitive, Buying Decision; Product Knowledge; Fashion Involvement

I. INTRODUCTION

Moslem apparel or hijab fashion is one of the halal industries in Indonesia. As a Moslem-majority country, Moslem apparel continues to increase. Data from Indonesia Islamic Fashion Consortium (IIFC) revealed that six from ten women in Indonesia were wearing Moslem apparel/hijab [1]. Other supporting data from the Indonesia Ministry of Industry showed that there were 20 billion people in Indonesia wearing hijab [2]. Among 750 thousands of SME in Indonesia, 30 percents or 225 thousand are Moslem fashion industry. Around 80 percent of products from these industries were sale in the domestic market.

Fashion cannot be separated from women's lives. The need to look pretty and attractive, make women pay attention to purchase fashion items, i.e. apparel. Many things become factors that influence a woman's decision to buy clothes, such as product knowledge

Product knowledge is an important factor in determining the purchaser [3]. Based on product knowledge is a compilation of various kinds of information about the product, which includes knowledge about the characteristics of the product, product

category, brand, product terminology, product-attributes, and price.

Another variable, consumer involvement refers to the consumer's perception of the importance of personal relevance of an object, or activity. Consumers who see the products that have personally relevant consequences tend to be involved with the product and have a relationship with the product.

Product knowledge and consumer behavior can influence buying decisions. Researchers took consumer decision making the definition as cognitive processes by which consumers interpret product information and integrate that knowledge to make choices among alternatives [4].

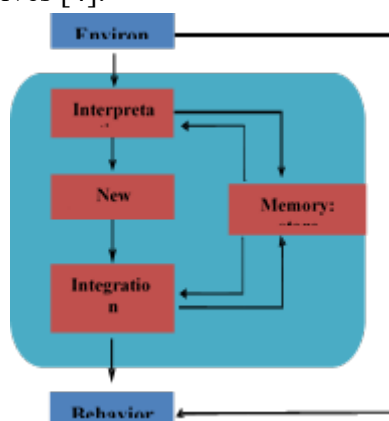


Figure 1. Conceptual Framework

Derived from those theories on product knowledge from [3], consumer involvement taken from [5] and [4] in buying decision. This study aimed to find the influence of the shopping-influence factor in the buying decision of women for a fashion product. The study looked inside the product knowledge and consumer involvement from women.

II. REVIEW OF LITERATURE AND STUDY

Buying Decision

considered consumer decision making as consumer problem-solving. The consumer

decision-making process starts with need recognition. The causes of need recognition may be very simple or very complex and may result from changes in the consumer's current and/or desired state. These causes may be influenced by both internal and external factors [3].

Product Knowledge

Product knowledge becomes one of the factors that affect consumer's abilities to make a decision and engage in buying. Consumers can get knowledge from product or service experiences such as interactions with sales-people, information from friends or media, previous decision making or product usage, or memory [6]. It is stated that differences in prior knowledge will affect how consumers make decisions.

Mowen & Minor as cited by [7], define it as the amount of experience with, and information about particular products or services a person has.[3], describe that generally, knowledge-level can be defined as the information stored within the memory. The subset of total information relevant to consumers functioning in the market place is called consumer knowledge. Based on those two definitions, it can be concluded that consumer knowledge is whole information which consumer has, in relation to many kinds of products and services, also other knowledge related to those products and services and information of its function or benefit for the consumer.

Much evidence shows that product knowledge does have an impact on information processing to the consumer [8]. For example, [9] states that, in a RV leisure van research, when the consumer selects a product he/she usually relies on his/her product knowledge to evaluate it, and his/her product knowledge

would also affect his/her information search procedure, attitude, and information search quantity. In addition, his/her level of product knowledge would determine consumer purchase decisions and indirectly affect his/her buying intention. [8] assert that product knowledge depends on consumer's awareness or understanding about the product, or consumer's confidence about it.

Consumer Involvement

Consumer involvement is defined as a person's relationship to an object based on needs, values, and interests. As long as involvement can improve the product, the consumer will pay more attention to the product's advertisements, give more effort to understand these ads and focus on information related to the product. On the other hand, a person may not want to bother to pay attention to the information provided if the involvement cannot improve the product. According to [5] involvement is interest or part of motivation posed by a particular stimulus or situation and addressed through the characteristic appearances.

The shopping-influence factor in this study describes consumers categorically based on some factors in which influence consumer decisions so that they can be grouped for marketing and advertising purposes. The shopping-influence factor in this study referred to product knowledge and consumer involvement regarding fashion products.

III. PROPOSED METHODOLOGY

The study design was conducted in a field setting because the research environment was conducted in real-life situations. Moreover, this study was quantitative research since the data analysis was based on statistical treatment.

Based on the scope and limitation, this study was limited by place. This research was conducted in Bandar Lampung City, with the fact that the city is the main city of Lampung Province, which becomes a trendsetter of fashion products and has more trade centers than other cities in Lampung.

This study took 400 respondents of adult women wearing moslem apparel/hijab and have the purchasing power to buy their needs on apparel. On the data collection, there were 20 questionnaires which incomplete. Therefore, only 380 questionnaires that could be processed.

IV. HYPOTHESIS

The following study hypotheses were tested at the 0.05 level of significance:

H0: There is no significant influence of product knowledge and consumer involvement of women either partially and simultaneously on the buying decision pattern of women.

Ha: There is no significant influence of product knowledge and consumer involvement of women either partially and simultaneously on the buying decision pattern of women.

V. RESULT AND DISCUSSION

The value of R square was 0.588, which meant that 58.8% from variance Y (women's buying decision) can be explained by the changes of the variable of X_1 (women's product knowledge), X_2 (women's consumer involvement). In other words, the variable of women's buying decision regarding fashion product was influenced by another factor as much as 41.2%.

Table 1. Rated R Square for Buying Decision of Women

Model	R	R ²	Adjusted R Square	Std. Error of the Estimate
1	0.767 ^a	0.588	0.585	3.280

This study has taken F-test, which to test whether the independent variables simultaneously have a significant influence on the dependent variable. The F-test result can be seen as follows:

Table 2. F Test Results for Buying Decision of Women

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5770,296	3	1923,432	178,814	000b
Residual	4044,491	377	10,757		
Total	9814,787	380			

From the table above, it can be seen that the value of sig was $0.000 < 0.05$ so that H_0 was rejected. It meant that the independent variables simultaneously influenced the dependent variable. In other words, if women's product knowledge and women's involvement were enhanced, then the buying decision of women regarding fashion products would increase.

Those results explained that buying decision was influenced by some factors, i.e. product knowledge and involvement of the product. Accordance with [9] research which

concludes that consumer selects a product he/she usually relies on his/her product knowledge to evaluate it, and his/her product knowledge would also affect his/her information search procedure, attitude, and information search quantity. In addition, his/her level of product knowledge would determine consumer purchase decisions and indirectly affect his/her buying intention. Assertively, [6] explained that differences in prior knowledge would affect how consumers make decisions.

While consumer involvement became another factor that influenced the buying decision of women. This result in line with [10] statement, which defines that intrinsic self-relevance always combined with situational self-relevance to create a level of involvement that actually experienced by consumers during the decision-making process. In other words, buying decisions affected by consumer involvement.

This research also took a t-test, which intended to test whether the independent variables partially have a significant effect on the dependent variable.

Table 3. t-Test Results for Buying Decision of Women

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.768	1.108		1.597	0.111		
	Prod. Knowledge(X1)	-0.024	0.026	-0.40	-0.912	0.362	0.568	1.762
	Consumer Inv.(X2)	0.048	0.020	0.105	2.453	0.015	0.599	1.671

In the table above, value sig. of variable X1 (women's product knowledge) was 0.362, which $\text{sig} > 0.05$, therefore, H_0 was not rejected. This meant that the variable X1 (women's product knowledge) partially has no significant influence on the variable Y (women's buying decision).

Variable X2 (women's consumer involvement) has resulted in 0.015, which was < 0.05 so that H_0 was rejected. It meant that both variable X2 (women's consumer involvement) partially influence and significant to the variable Y (women's buying decision).

Thus the estimation equation was:

$$Y = -0.040 \cdot X_1 + 0.105 \cdot X_2$$

The equation meant to a condition whereas there was an increase of the variable X1 while the variable X2 was constant, then it would cause the variable Y decreased as 0.040 since the relationship of X1 and Y was negative. However, when the variable X2 increased in the positive direction, while the X1 was constant, then the variable Y would increase as much as 0.105. That was because the X2 and Y have a positive relationship.

The result became a condition, which rarely happened in buying decisions, whereas product knowledge did not influence a consumer's decision. The condition possibly occurred, since the fashion product was a situational involvement purchase for respondents. The interpretation was taken based on [3] definition, that situational involvement is temporary and fades soon after the results of the purchase solved. They even gave an example that this often occurs in trendy fashions where bring high involvement at first, but suddenly diminished as soon as the goods are wear and fashion began to change.

According to [4], situational-involvement was determined by aspects of an immediate physical and

social environment that activate important consequences and values thus making products and brands seem self-relevant. This "temporary" and "immediate" indicate that the buying decision in this condition doesn't need deep knowledge or detailed-information regarding the product. Furthermore, there is a relationship between the product-knowledge level and consumer involvement. A consumer's level of involvement depends on aspects of the strength of connections between the product knowledge level and the self-knowledge level. Whereas, consumers who believe that their knowledge about price, brand, etc. of a product are important to their goals or values, will feel more involved with the product. It is in line with the theory of a means-end chain basis for involvement [4]. This theory describes the level of product involvement a consumer experiences during decision making is determined by the type of means-end knowledge activated in the situation.

VI. CONCLUSION

This study concludes that there is a significant influence of product knowledge and consumer involvement of women simultaneously on the buying decision pattern of women. Consumer involvement also has a significant influence on the buying decision of women partially. While product knowledge has a negative influence on women's buying decisions partially.

Regarding variable product knowledge, it was rarely happened and opposite to the previous studies in buying decisions, whereas product knowledge did not influence consumer's decision. The condition possibly occurred, since the fashion product was a situational involvement purchase for respondents. The interpretation was taken based on Laurent and Kapferer [3] definition, that situational involvement is temporary and fades soon after the results of the purchase solved. These findings opposite to [11] whereas fashion knowledge from their respondents positively influence fashion consciousness and indirectly influences hijab fashion consumption .

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