

Utilitarian Shopping Motives and Reference Groups on Online Fashion Product Purchase Decisions

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ABSTRACT

This study aims to examine shopping utility motives and the reference group that influences purchasing decisions. This research approach uses a scientific approach. The population in this study was all students of STIE Nobel Indonesia class 2016, 2017, and 2018 with 418 people. The criteria for this research are students of STIE Nobel Indonesia Makassar class 2016, 2017, and 2018 who have bought online fashion products with the Slovin formula to calculate the sample size of a known population of 205 people. Multiple linear regression statistical analysis with the help of SPSS used to process research data. Based on the results of research and discussion on the Influence of Utilitarian Shopping Motives and Reference Groups on Online Fashion Product Purchase Decisions (Study on Students of STIE Nobel Indonesia Makassar), several conclusions can be drawn; there is a positive and significant influence on the independent variable, namely the utilitarian shopping motive variable and the reference group partially. on the dependent variable, namely the purchase decision. This study suggests that companies should use reference groups for consumers in consumer decisions to buy fashion products. Then, future researchers should conduct the same research supported by making more observations by adding other supporting variables, such as hedonic motivation, lifestyle, consumer attitudes, and others.

INTRODUCTION

The advancement of information technology has resulted in changes to all facets of life, including lifestyle modifications. The internet has the ability to connect millions of users worldwide to billions of users, not just in one location. Currently, the internet is not restricted to users of information that can be accessed via a single channel; it can also be used to conduct transactions, establishing a new marketplace and business network that is neither geographically nor temporally bound (Aco, Endang 2017). Cyberspace (online) commerce enables users to conduct information searches more easily through surfing (Megantara and Suryani 2016). Numerous business owners utilize the internet as a marketing tool to attract customers and boost revenues. Online shopping has been able to alter economic patterns for the process of purchasing and selling goods and services by removing the requirement for sellers and buyers to interact physically. This is accomplished through the use of computers or other connected devices such as smartphones, tablets, or mobile phones with internet access (Pancaningrum and Risdiyanto). 2013). Consumers no longer need to spend an inordinate amount of time shopping, as they can do so simply by visiting the site or using e-commerce applications that can be used from anywhere and at any time (Latief and Ayustira 2020).

The present trend in which online shopping is viewed as more convenient. Online shopping is a manifestation of the internet's innovation in terms of shopping. Buyers can directly access the seller's web store and make purchases through the offered online portal. Following the discovery of the items, the payment process is conducted electronically through the use of bank transaction services or other third

parties. At every opportunity, some students bring up internet purchasing, particularly when it comes to fashion things.

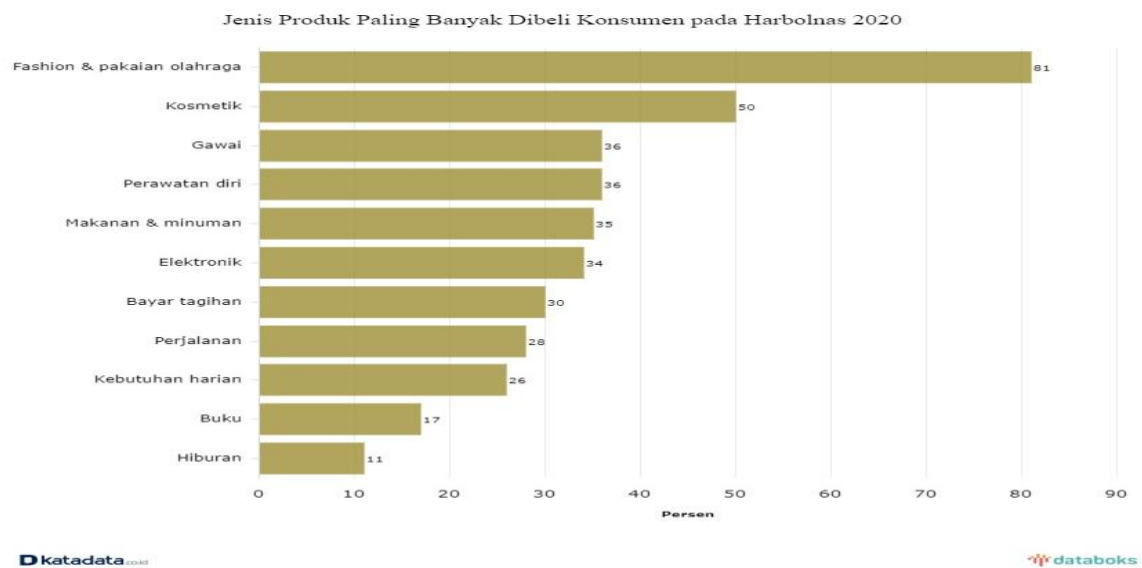


Figure 1. Types of Products that Consumers Buy the Most

As illustrated in Figure 1, fashion shopping is the most popular type of shopping among customers. Fashion products exhibit appropriate unique qualities and reflect the fashions that are popular during a certain time period. Additionally, fashion stimulates the global market to continue growing, producers to continue producing, marketers to continue selling, and consumers to continue purchasing. Purchasing decisions need the consideration of two or more distinct options involving actions or behaviors (Sarasdianthi, Mananda, and Suardana nd). The decision-making process for online shopping entails gathering information and assessing available possibilities (Dirwan, Themba, & Latief, 2021). Consumers will seek references online from a variety of sources (for example, information from online retailers); the information sought will be based on their own opinions or on the opinions of others (Pratiwi & Wardiningsih, 2019). Thus, purchase decisions represent a form of choosing and interest in selecting the most chosen brand among a variety of available brands. Numerous elements, including buying motivations, influence customers' online purchasing decisions. When customers make purchasing decisions, they prioritize concrete benefits or utilitarian shopping objectives. Utilitarian value refers to a consumer mindset in which they shop by purchasing or not purchasing items or services that they have considered to be necessary or sensible (Sari & Oetomo, 2014).

A person's behaviors take on reasonable motivations, especially the desire to act in a healthy, right, and good manner (Sangadji, 2013). According to a variety of applicable definitions, overall utilitarian value is the perception of customers when they shop based on their logical ideas and logic, when they shop based on the functional benefits and objective attributes of the items or services (Kiani, 2018). This research is motivated by utilitarian values and is based on motivation theory. The existence of unmet community needs, specifically the issue of cash being considered less secure, has compelled people to behave more rationally in conjunction with technological advancements, specifically by engaging in online shopping to fill in gaps in their lives in the hope of achieving satisfaction.

According to the findings of two studies (Cholifaturrosida, Mawardi & Bafadhal 2018) and (Awalia, 2019), the utilitarian shopping motive had a favorable and statistically significant effect on purchasing decisions. To appeal to utilitarian shoppers, businesses can offer a broader range of everyday necessities based on the benefits of these items in a more varied manner, both in terms of price and product selection (Fitriana, 2015). Then state your hypothesis:

H1: Utilitarian Shopping Motives have a positive and significant effect on purchasing decisions.

Reference groups also influence purchasing decisions. Reference groups influence members in at least three ways: introducing new behaviors and lifestyles to someone, influencing attitudes and self-concept, and creating comfort pressures that can affect their product choices (Kana 2014). Reference groups will provide standards and values that will influence a person's behavior (Kotler and Keller 2009). Reference groups are real or imaginary individuals or groups who influence evaluations, aspirations, and even behavior towards others (Wilna, Lubis & Prabawani 2015). The study results (Suhendar, Wibowo & Riyadi 2017) and (Nurtjahjani, 2018) found that the reference group had a significant effect on purchasing decisions. A person uses reference groups as a basis for comparison or a reference in forming affective, cognitive, and behavioral responses (Apriyandani, Yulianto & Sunarti 2017). (Sumarwan, 2010) suggests that a reference group is a group that serves as a reference for someone in purchasing and consumption decisions. A person makes a purchase not because of the desire to buy but because of encouragement from friends and following what other people buy. Meanwhile (Anggraini & Sanjaya 2020) found that reference groups did not affect purchasing decisions. Then put forward the hypothesis:

H2: The reference group has a positive and significant effect on purchasing decisions.

This study refers to research (Apriyandani, Yulianto & Sunarti 2017) that examines the influence of lifestyle and reference groups on purchasing decisions. Meanwhile, this study uses a utilitarian shopping motive variable. Therefore, the objectives of this study are 1) to examine the effect of utilitarian shopping motives on purchasing decisions, 2) to examine the influence of reference groups on purchasing decisions.

RESEARCH METHOD

This study uses quantitative methods, namely the data collected using data collection techniques obtained from the results of distributing questionnaires sampled in this study to examine the effect of utilitarian shopping motives on purchasing decisions. The population in this study was students of STIE Nobel Indonesia class 2016, 2017, and 2018 with 418 people. The sample criteria in this study were students of STIE Nobel Indonesia Makassar class 2016, 2017, and 2018 who had bought online fashion products.

Table 1. List of Students of STIE Nobel Indonesia Makassar

Year	Management	Accountancy
2016	84	42
2017	113	37
2018	112	30
Total	309	109

The formula used to calculate the sample size of a known population is the slovin formula (Sugiyono 2011):

$$n = \frac{N}{1 + N(e^2)}$$

$$n = \frac{418}{1 + 418(0,05^2)}$$

$$n = \frac{418}{2,045}$$

$$n = 204,4009 = 205$$

Data analysis using multiple linear regression with the equation:

$$Y=a+bX_1+bX_2+e$$

Description :

- Y = Buying decision
- A = constant
- B = variable coefficient X
- X₁ = Utility Shopping Motive
- X₂ = Reference Group
- E = error

RESULTS AND DISCUSSION

The results of the normality test of the data with the normal probability plot graph test, indicate that the data in the study is feasible to use and is said to be normal, this can be seen in Figure 1.

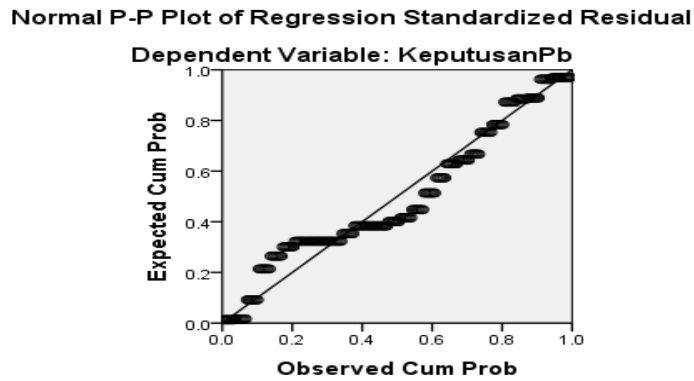


Figure 1. Normality Test Results

The results of the multicollinearity test, which are shown in table 2, show that the utility spending motive variable and the reference group have a tolerance value above 0.1 and a VIF less than ten and indicate that in the regression equation model, there is no symptom of multicollinearity so that the data can be used in this study.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics		Info
	Tolerance	VIF	
(Constant)			
1			
Utilitarian Shopping Motive	,684	1,461	Multicollinearity does not occur
Reference Group	,684	1,461	Multicollinearity does not occur

The display of the coefficient of determination test results in table 3 shows an R number of 0.749, which indicates that the relationship between purchasing decisions and the two independent variables is solid because it is above the solid definition, above 0.80. While the R square value of 0.749 or 74.90% indicates that the purchasing decision variable can be explained by the utilitarian shopping motive variable and the reference group by 74.90%, while the remaining 25.10% can be explained by other variables not found in this study.

Table 3. Hypothesis Test

Variable	Coefficient-Regression	t-calculated	Significant	Info
Utilitarian Shopping Motive	0,113	2,126	0,035	Significant
Reference Group	0,687	11,984	0,000	Significant
Constant	4,410	4,230	0,000	Significant
F-calculated	129,161			
Sig-F	0,000			
R	0,749			
R-Square	0,561			

Table 3 shows that the significance level is less than 0.05, so it can be said that the utilitarian shopping motive and the reference group simultaneously (together) influence purchasing decisions, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can predict the level of purchasing decisions. The results of the multiple linear regression test shown in table 3 shows the regression coefficient values formed in this test are:

$$Y = 4,410 + 0,113 X_1 + 0,687 X_2 + e$$

This regression equation shows a constant value of 2.126 and states that if the independent variable is zero (0), then the coefficient value of the utilitarian shopping motive variable is 0.113, and the coefficient value of the reference group variable is 0.687. This result states that if the utilitarian spending motive variable is increased by one unit, the purchasing decision variable will increase by 0.113 units or 11.30% if other variables are considered constant. The regression coefficient on the reference group variable is 0.687, and this result states that if the reference group variable increases by one unit, the purchasing decision variable will increase by 0.687 units or 68.70%, with other variables considered constant.

The partial test results show the t value of 2.126 that the submission of the first hypothesis (H1), which states that the utilitarian shopping motive has a positive effect on purchasing decisions, is accepted. This is evidenced by the value of the utilitarian shopping motive variable, which has a significant level of 0.035, which is smaller than 0.05. So it can be explained that the utilitarian shopping motive has a significant effect on purchasing decisions. The t-value of 11.984 indicates that the effect given is positive on the dependent variable. The second hypothesis (H2), which states that the reference group positively affects purchasing decisions, is accepted. This is evidenced by the value of the reference group variable having a significant level of 0.000, which is smaller than 0.05. So it can be explained that the reference group has a significant effect on purchasing decisions.

Discussion

The influence of utilitarian shopping motives on online fashion product purchasing decisions

The study results support the first hypothesis that the utilitarian shopping motive variable has a positive and partially significant effect on purchasing decisions. Based on the results of data analysis, the t-calculated value is 2.126, which is above the t-estimated value of 1.972 ($2.126 > 1.972$). This means that there is a positive influence of utilitarian variables on online fashion product purchasing decisions. In addition, the significance probability value of 0.035 is smaller than 5% ($0.035 < 0.05$), it can be stated that the utilitarian variable has a significant effect on purchasing decisions for online fashion products. This study supports the theory of motivation, which refers to utilitarian values. The existence of community needs that are not being met, namely the problem of cash which is considered less secure, so that people are now compelled to behave more rationally with the accompaniment of technological advances, namely

doing online shopping as a fulfillment of gaps in themselves hoping to achieve satisfaction. The results of this study also support the research results (Cholifaturrosida, Mawardi & Bafadhal, 2018) and (Awalia, 2019) finding that utilitarian shopping motives have a positive and significant effect on purchasing decisions. (Cholifaturrosida, Mawardi & Bafadhal, 2018) States that when shopping, respondents who shop for used clothes tend to have hedonic shopping motifs that lead to seeking new sensations in shopping, pleasure, and emotional satisfaction. Furthermore, some shop for used clothes that tend to be more utilitarian in that they shop for rational and appropriate things and when shopping, they will only buy clothes that have been planned. To attract consumers whose shopping motives are utilitarian, companies can provide a variety of daily needs based on the benefits of these products in a more varied manner, both in terms of price and product choices (Wahyuni, 2017).

The influence of reference groups on online fashion product purchasing decisions

The study results support the first hypothesis that the reference group variable has a positive and partially significant effect on purchasing decisions for online fashion products. Based on the results of data analysis, it was obtained that the t-calculated value of 11,984 was above the t-estimated of 1,972 ($11,984 > 1,972$). This means that there is a positive influence of reference group variables on online fashion product purchasing decisions. In addition, the significance probability value of 0.000 is smaller than 5% ($0.000 < 0.05$), it can be stated that the reference group variable has a significant effect on purchasing decisions for online fashion products. The results of this study support the research results (Suhendar, Wibowo & Riyadi, 2017) and (Nurtjahjani, 2018) found that reference groups have a significant effect on purchasing decisions. The reference group shows that the recommendations given by the respondent's reference group and used by someone as a basis for comparison or a reference in shaping affective, cognitive, and behavioral responses (Apriyandani, Yulianto & Sunarti, 2017). (Sumarwan Ujung 2010) suggests that a reference group is a group that serves as a reference for someone in purchasing and consumption decisions. A person makes a purchase not because of the desire to buy but because of encouragement from friends and following what other people buy.

CONCLUSIONS

Based on the results of research and discussion on the Influence of Utilitarian Shopping Motives and Reference Groups on Online Fashion Product Purchase Decisions (Study on Students of STIE Nobel Indonesia Makassar), several conclusions can be drawn; there is a positive and significant influence on the independent variable, namely the utilitarian shopping motive variable and the reference group partially. on the dependent variable, namely the purchase decision. This study suggests that companies should use reference groups for consumers in consumer decisions to buy fashion products. Then, future researchers should conduct the same research supported by making more observations by adding other supporting variables, such as hedonic motivation, lifestyle, consumer attitudes, and others.

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