

Matrealism Forms Consumer Compulsive Buying With Fashion Orientation As Mediation (Survey On @Appleblossom.Id Followers)

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ABSTRACT

Changes in people's lifestyles regarding technology are becoming increasingly interesting to study. The existence of increasingly developing technology demands changes in the materialistic behavior of consumers who are increasingly high in order to maintain their existence. For example, the development trend of clothing fashion makes a compulsive buying pattern that requires them to follow it. On the other hand, negative behavior emerges from the pattern of compulsive behavior and on the other hand, social views make him happier in that behavior.

This study aims to analyze the effect of materialism on compulsive buying mediated by fashion orientation. The population in this study were all followers of Appleblossom Store Purwokerto. The sample size in this study was 100 consumers. Convenience sampling method is used in sample selection. The analytical tool used in this research is simple linear regression method.

The results of the analysis show that the materialism have a positive effect on compulsive buying. Furthermore, materialism affects fashion orientation and consumer's fashion orientation affects compulsive buying. The managerial implication of this research can be used as a reference regarding the development of a clothing fashion marketing strategy which is strongly influenced by technological developments that make changes in the nature of consumers become more materialistic because they see the latest fashion trends so as to make potential profits through compulsive purchases made.

Keywords: Materialism, Fashion Orientation, Compulsive Buying.

1. Introduction

Human needs are constantly growing, which is supported by the growing use of information and communication technology, not only to provide services and ease of obtaining information, but also to be used as a digital based marketing communication medium to meet human needs. This can be seen from the growth of social media which is increasing from year to year and also the users of various social media accounts which are increasingly developing. One of them is the

creative economy industry in the form of fashion products that often communicate through social media with the aim of meeting human needs and facilitating marketing and influencing users to follow fashion trends that continue to progress. The term fashion is often used in a positive sense, namely as a synonym for glamor, beauty, and style that continues to change from time to time. Changes in consumer behavior as a result of following the development of fashion orientation become the impact of the frequent emergence of compulsive buying behavior. Compulsive buying is a purchase that occurs when consumers experience uncontrollable forces and urges to buy and shop. The term fashion is often used in a positive sense, namely as a synonym for glamor, beauty, and style that continues to change from time to time. Changes in consumer behavior as a result of following the development of fashion orientation become the impact of the frequent emergence of compulsive buying behavior. Compulsive buying is a purchase that occurs when consumers experience uncontrollable forces and urges to buy and shop. Krugger (1998) stated that compulsive shoppers usually pay more attention to their appearance and use more goods, especially clothing. In addition, the convenience of shopping in this modern era has had the effect of compulsive behavior, where according to Rook and Fisher (1995) compulsive buying behavior is driven by stimulus material needs such as appearance needs or those that indicate social status which is called personality materialism. A materialist assumes that ownership is the key to happiness and that success can be judged from one's material possessions (Attiq and Azam, 2015). The existence of fashion developments that continue to advance and then provide a stimulus to materialism where consumers ultimately create a fashion orientation in themselves that makes compulsive buying behavior.

2. Literature Review

2.1 Compulsive Buying

Compulsive buying according to Edwards (1993) occurs when consumers experience uncontrollable forces and urges to buy and shop. When someone buys the desired product, the happy feeling in the buying process from shopping will quickly turn into guilt, worry, shame and even depression (Roberts, 1998). In the buying process, the compulsive buyer's motivation is as a means to increase his self-esteem rather than to take the benefits and economic values of the purchase (Faber and O'Guinn, 1989).

2.2 Fashion Orientation

Fashion orientation is a series of activities related to spending money from other sources in order to fulfill the desire to look in accordance with the latest available fashion (Gutman Mills, 1982). According to Bharathi and Sudha (2017), fashion orientation is something that is closely related to someone who tends to identify shopping centers according to their inspiration and is expected to be a pioneer for shopping activities.

2.3 Materialisme

Belk (1985) defines materialism as "the importance of a consumer attaches to worldly possessions". The definition asserts that materialism is related to the issue of worldly possessions which are considered important in this life. Important aspects of ownership such as utility, appearance, finances and the ability to highlight status, success, and prestige (O'Cass, 2004).

2.4 Materialisme with Compulsive Buying

Materialism is a thought that assumes that feelings of pleasure and recognition in showing status can be overcome by ownership of an item (Schiffman and Kanuk, 2008). Individuals who are materialists will tend to buy things that they feel will increase their status without thinking. This is evidenced by research conducted by Alain d'Astous (1990) which revealed that materialism has a positive effect on compulsive buying. The results of this study are also supported by Richins and Dawson (1992) and Debasis Pradhan, D. Israel, and Amit Kumar Jena (2018) which state that materialism provides consumers with incentives to make compulsive purchases because the materialistic values possessed by individuals will lead to happiness and satisfaction life.

H1: Materialism has a positive and significant effect on compulsive buying

2.5 Materialisme with Fashion Orientation

Research conducted by Gutman and Mills (1982) revealed that materialism has a positive effect on fashion orientation. The results of this study are also supported by Chung (1996), Browne and Kaldenberg (1997), Lee et al. (2004), and Yurchisin and Johnson (2004) who stated that materialistic individuals will tend to have a high fashion orientation where interest in the latest fashion and the importance of looking good and attractive and materialists are very involved in clothing products.

H2: Materialism has a positive and significant effect on fashion orientation

2.6 Fashion Orientation with Compulsive Buying

The results of research from Park and Burns (2005) that fashion orientation has a positive effect on compulsive buying. This is also supported by the results of research from Adil Abdillah (2015) which states that there is an indirect effect on compulsive buying through fashion orientation, where consumers who are high in fashion orientation will increase compulsive purchases such as the interest to look attractive. Krugger (1998) stated that compulsive shoppers usually pay more attention to their appearance and use more goods, especially clothing and Huddleston et al., (1993) use an interest in fashion to introduce a person's lifestyle characteristics.

H3: fashion orientation has a positive and significant effect on compulsive buying

2.7 Materialisme with Compulsive Buying and Fashion Orientation as Mediating Variables

The results of research conducted by Gutman and Mills (1982) investigated fashion orientation as a lifestyle variable related to attitudes, interests, and opinions about fashion and shopping as a link between materialistic individuals and increasing compulsive buying behavior. This happens because individuals who tend to follow the latest fashions and always have an interest in looking attractive will have a materialistic nature and in the end without thinking make compulsive purchases.

H4: fashion orientation mediates the effect of materialism on compulsive buying behavior

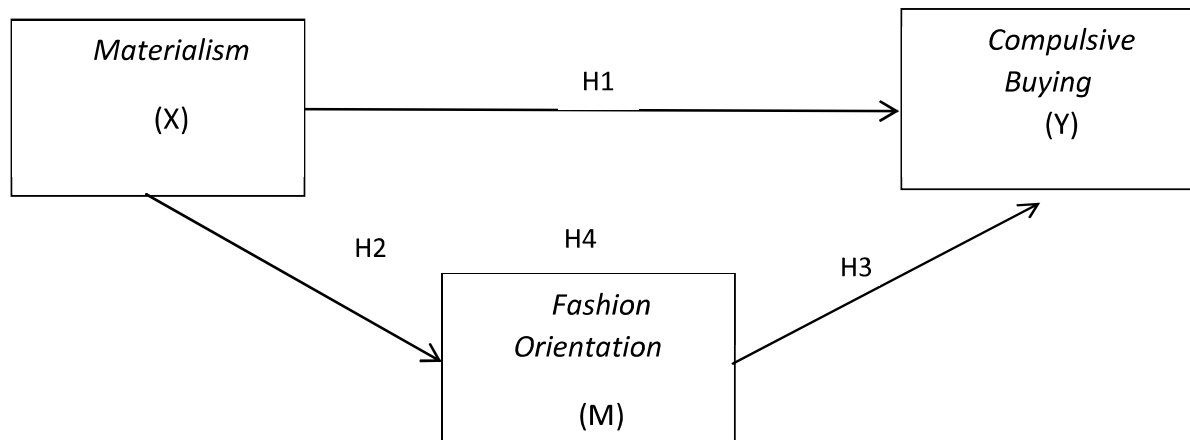


Figure 1. Model Research Model

3. Research Methodology

3.1 Measurement

Compulsive Buying is measured using 5 indicators from Edward (1993). The Fashion Orientation variable was measured by 4 indicators from Park and Burns (2005), and Materialism was measured by 3 indicators from Richin and Dawson (1992). All variables were measured using a 5 Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

3.2 Procedures

The population in this study were all followers of the Appleblossom store's Instagram social media in Purwokerto amounting to 159,000. The sampling technique in this study used purpose sampling with sampling in this study using the Slovin formula and obtained a sample of 100. After the questionnaires are distributed and the data has been collected, the completeness of the questionnaire results will be known and then processed at the next stage and the data analysis method used is Partial Least Square–Structural Equation Modeling (PLS-SEM). In this method there are two models, namely the inner model and the outer model.

4. Results

4.1 Analysis data

Data analysis in this study was carried out using SmartPLS software. This research has three latent variable with 22 indicators. Figure 2 is a path diagram of the results of research data analysis.

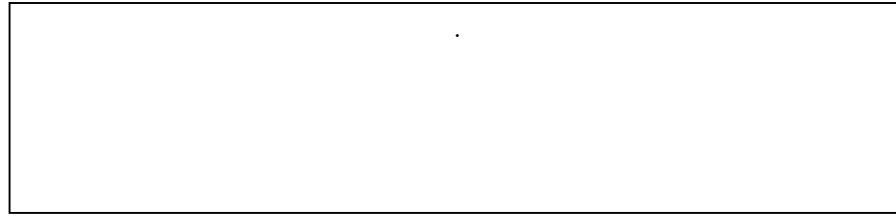


Figure 2. Path Chart

However, some indicators must be eliminated because they do not meet the validity test criteria, namely the outer loading value is more than 0.5. As a result, there are three indicators that eliminated, namely COM8, FAS9, and FAS10 indicators. Figure 2 is a path diagram after model improvement by eliminating indicators.

After calculating the PLS algorithm, the outer loading value for each indicator is obtained. Table 1 shows the value of outer loading for each indicator after the elimination process. As a result, each remaining indicator still has an outer loading value above 0.5 and still meets the criteria. Thus, the validity test can be continued. Table 2 shows the AVE value of each variable after the elimination process.

Table 1. Outer Loading

Variable	indicator	Outer Loading
Compulsive Buying	COM1	0,798
	COM2	0,757
	COM3	0,854
	COM4	0,696
	COM5	0,827
	COM6	0,754
	COM7	0,573
Fashion Orientation	FAS1	0,837
	FAS2	0,735
	FAS3	0,790
	FAS4	0,827
	FAS5	0,786
	FAS6	0,698
	FAS7	0,667
	FAS8	0,833
Materialism	MAT1	0,722
	MAT2	0,735
	MAT3	0,763
	MAT4	0,708
	MAT5	0,791
	MAT6	0,823
	MAT7	0,540

Table 2. Average Variance Ekstrated

Variable	AVE
Compulse Buying	0,572
Fashion Orientation	0,599
Materialism	0,535

Table 3. Fornell-Larcker Discriminant Validity Criterion

Variable	Compulsive Buying	Fashion Orientation	Materialism
Compulsive Buying	0,756		
Fashion Orientation	0,678	0,774	
Materialism	0,787	0,729	0,731

Furthermore, table 3 shows the Fornell-Larcker value of each variable after the elimination process. The results show that the Fornell-Larcker value has met the criteria, namely the AVE square value of each construct is greater than the correlation between other constructs. Composite reliability has a value of zero to one. An indicator is declared reliable if it has a value equal to or greater than 0.5. Table 3 shows the value of the composite reliability test results for each research variable and all of them get values above 0.5. So, all variables are declared reliable.

Table 4. Composite Reliability

Variable	Composite Reliability
Compulse Buying	0,902
Fashion Orientation	0,922
Materialism	0,888

Table 5. Cronbach Alpha

Variable	Cronbach Alpha
Compulse Buying	0,904
Fashion Orientation	0,873
Materialism	0,852

The Cronbach alpha test shows an acceptable value if it gets a value above 0.7. Table 5 shows the value of Cronbach's alpha for each research variable. All variables get a value above 0.7 so that it can be declared acceptable.

Table 6. R-square

Variable	Cronbach Alpha
Compulse Buying	0,642
Fashion Orientation	0,532

Table 6 shows the results of the calculation of the R-square test. Results shows that the materialism variable affects the fashion orientation variable by 64.2%. In addition, the variable materialism and compulsive buying affect fashion orientation as much as 53.2%. This means, the remaining 46.8% is influenced by other variables outside the model used in this study. The R-square test shows the overall influence value of the structural model. The R-square value of 0.67 means strong or good, 0.33 means sufficient or moderate, and 0.19 means weak (Chin, 1998, in Garson, 2016). Based on the numbers obtained, the R-square value on the variables used in this study was stated to be sufficient to influence the compulsive buying variable.

Table 7. T-statistics

Relationship Between Variables	T-statistics	Descriptions
Materialism -> fashion orientation	14,853	Significant
Materialism -> compulsive buying	5,139	Significant
fashion orientation -> compulsive buying	2,103	Significant
Materialism and fashion orientation -> compulsive buying	2,053	Significant

Based on these results, all hypotheses have values above 1.96 so they can be accepted. The path coefficient value shows the direction and strength of the influence of variable X on variable Y. Positive and negative values describe the resulting negative or positive effects. The closer to one, the stronger the path, and conversely, the closer to zero, the weaker (Garson, 2016).

5. Discussion

- Materialisme has an effect on fashion orientation
- Materialisme affects compulsive buying
- Fashion Orientation affects compulsive buying
- Materialisme affects compulsive buying with fashion orientation as a mediation.

6. Conclusion

Based on the results of data analysis and discussion of research that has been done, it can be concluded that materialism has a positive and significant effect on compulsive buying. Materialism also has a positive and significant influence on fashion orientation. Fashion orientation has a positive and significant effect on compulsive buying. The influence between materialism and compulsive buying variables can be partially mediated by the fashion orientation variable.

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