Factors Influencing Purchase Intention to Men's Apparel Sold Online

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Abstract

Attention to purchase intention on apparel products that has been associated solely with women is now directed to men. The sellers of men's apparel thus need to know the factors influencing intention to purchase men's clothing in order to improve their business. This research aims to understand the influence of fashion awareness, price, and social media advertising on the intention to purchase men's apparel products from e-commerce. The primary data was obtained using a questionnaire distributed in the form of Google forms to men who had bought apparel from e-commerce. The completed 201 questionnaires were analyzed using regression analysis. The results indicate that fashion awareness, price, and social media advertising partially and simultaneously have a positive and significant effect on the intention to purchase men's apparel products sold in e-commerce. They show a moderate contribution of 48.5 percent, which indicate the existence of other factors outside those examined in this research.

Keywords: fashion consciousness, men's apparel, price suitability, purchase intentions, social media advertisement.

INTRODUCTION

Online shopping that allows consumers and sellers to transact remotely has been growing tremendously in Indonesia since 73.7 percent of Indonesians have access to the internet. They use e-commerce to shop online. The most frequent accessed e-commerce sites by Indonesians are Tokopedia and Shopee (Iprice, 2022). There were on average 157.4 million visitors monthly in the fourth quarter of 2021. Even though the number indicates potential customers, online shop owners still struggle to attract consumers' attention to shop at their

stores as competition in the market is tougher. For doing business online successfully, they must have good knowledge and strategies.

Online shopping enable people to choose various categories of products with fashion, electronics, automotive, and household appliances are the most purchased categories. Among those, fashion is the category purchased most by Indonesians (Katadata.co.id, 2022) which accounts for 22 percent in 2022. Fashion covers variety of products such as bags, clothes, watches, and shoes. The products can be unisex, but most are differentiated by gender.

Based on gender, Indonesian e-commerce users in 2022 were dominated by men which accounted for 62 percent (Katadata.co.id, 2022). Men are considered to have better self-control and less impulsive buying behavior than women (Diba, 2013). More specifically, Astari and Widagda (2014) concluded that men are less likely to make impulse purchase than women in perfumes. In terms of fashion products, Sondhi and Singhvi (2006) show that men purchase apparel considerably as a need and habitual while women buy it as to have fun, socialize, or update themselves to the latest trend.

In general, purchasing fashion products is influenced by purchase intention (Tatemba & Rantung, 2021). Purchase intention is influenced by many factors, such as product reviews and photos (Servanda et al, 2019), sales promotion, customer service, visual merchandising, and payment (Tatemba & Ratung, 2021), discounts (Rahayu, 2019, Korean waves (Novarianti & Adshiansyah, 2021), promotions (Kara, 2016), prices, trends, and religious (Apriliana, 2019). Nevertheless, it is still questionable if these factors also play role in intention to purchase fashion products by men. This study intends to explore factors influencing men purchase intentions of fashion products sold online.

Wijiatun (2021) found fashion consciousness as one factor that influences purchase intention on fashion products. Even though men are considered to have lower fashion

consciousness than women (Bakewell et al., 2006), observing fashion consciousness on men is being the focus (Kautish & Sharma, 2018). Lam and Yee's (2014) research found that advances in technology, media, self-identity, and changes in work practices have affected fashion consciousness on men. Fashion consciousness is defined as the degree to which a person is involved with a fashion style (Nam et al., 2007). Higher awareness results in higher involvement in shopping activities (Lam and Yee, 2014). Fashion consciousness in a country can be influenced by many factors such as economic conditions, culture, and social life. Parker et al. (2004) indicated that people in America, Japan, and China have different levels of fashion consciousness.

On one side, men fashion consciousness is considered lower than women, but on the other side, price of men apparels are actually higher than those of women. The data from Katadata.co.id (2022) support this by indicating that on average men purchase four fashion items which is lower than the average number purchased by women amounted seven items a year. Meanwhile, the average transaction value is IDR 131.384 for men, and IDR 112.592 for women. It indicates that even though the number of transactions by men is lower, the value of transactions by men is actually higher in the fashion category, this indicates that there is a difference in product prices in the fashion category for men which tend to be higher than for women.

Higher price of menswear products can be attributed to lifestyle. Ony and Lina (2020) found that the lifestyle of metrosexual men that is related to consumerism, capitalism, and narcissism is characterized by sensitivity to fashion products and their quality and brand. The concept of metrosexual is attached to the lifestyle of men in urban areas who have high income and high self-esteem. It can be stated that there is a relationship between fashion consciousness

and price of men's fashion products which tend to be high because they are influenced by lifestyle. Companies can take advantage of this higher price to increase profits.

Companies can adopt marketing communication tools to increase the consumption rate of men who have lower fashion consciousness by arousing their fashion sense (Lertwannawit & Mandhachitara, 2012). Refering to Agianto, Setiawati, and Firmansyah (2020) mentioning that the use of social media such as Instagram can affect lifestyle, companies can increase interest in buying fashion products by carrying out marketing activities through social media. Erlangga et al. (2021) show that advertisements through social media can influence purchase intention of the products. Even though social media users in Indonesia continuesly increase to up to 191 million in 2022 (Datareportal.com, 2022) and Instagram and Tiktok are two most used social media, but advertisements on Instagram and TikTok is more likely to reach women than men.

This research aims to find out how fashion consciousness, price, and social media advertising affect the intention to buy men's apparel sold online. The results may contribute to apparel companies to increase men purchase intention to fashion products by knowing the effect of fashion consciousness, prices, and social media advertisements.

LITERATURE REVIEW

Lifestyle is defined as a person's pattern of life that is reflected through the person's activities, interests, and opinions (Keller, Kotler, & Manceau, 2016). Ony and Lina (2020) show that lifestyle of metrosexual men in particular is associated with consumerism, capitalism, and narcissism. The actions are attached to the lifestyle of men with high incomes and high self-esteem. One of the characteristics of the men is sensitivity to products of fashion and their quality and brand.

Agianto, Setiawati, and Firmansyah (2020) stated that a person's lifestyle can be influenced by the use of social media such as Instagram. Therefore, sellers can use social media in marketing fashion product in order to influence purchase intention through consumer's lifestyle.

Depending on personal characteristics, consumer will respond uniquely to the conditions that influence their purchase. This will create purchase intention before the actual purchase happens (Sartika, 2017). Purchase intention is a plan to purchase a certain brand at a certain time (Iwan et al., 2012). Purchase intention is also defined as a condition in which consumers want to buy a product under certain conditions (Mirabi et al., 2015). Before the actual purchase happens, consumer follows purchase decision process. Servanda et al. (2019) stated that purchase decision process is a process carried out by consumers to make purchases of products. This process begins with several considerations made by consumers (Che et al., 2017). Consumers choose one brand among many which later generates interest (Yustiana & Jamiat, 2021).

A company can measure purchase intention to estimate actual purchase (Iwan et al., 2012). Efforts to increase consumer purchase intention can increase company sales.

Research conducted by Eriksson et al.(2017); Lam and Yee (2014) indicates that fashion consciousness is positively related to online clothing purchase. Lertwannawit and Mandhachitara (2012) define fashion consciousness as the desire to follow and adopt the latest styles to maintain status in a social environment. Fashion consciousness refers to a level of involvement with the style or fashion of clothing. Someone who is considered to have fashion consciousness is not always a person who has influence in the world of fashion. Fashion consciousness can be characterized by an interest in the fashion and appearance of the person (Nam et al., 2007). Fashion conscious consumers tend to follow fashion trends and try to have

fashionable and attractive styles. They tend to see fashion products both online and offline in a good mood (Wiranata & Hananto, 2020). Park et al (2006) also explained that people with high fashion involvement have high purchase intention and can purchase immediately when they see new fashion products that match their preferences.

Fashion consciousness that was originally associated with women is now observed in men (Kautish & Sharma, 2018). Factors influencing fashion consciousness on men are technology advancement, media influence, self-identity ambiguity, and changes in work practices (Lam and Yee, 2014).

Fashion product marketers can take advantage of fashion consciousness since consumers having a high interest in fashion can accept promotions better than ordinary ones. O' Cass et al. (2013) stated that fashion-conscious consumers tend to be very involved with everything related to fashion. They tend to be more involved in shopping activities compared to others.

Walsh et al. (2001) found that Germany fashion consciousness consumers are characterized by a desire to have up-to-date styles, change clothes frequently, and have a pleasant shopping experience. Study conducted by Parker et al. (2004) showed that Americans, Japanese, and Chinese have different levels of fashion consciousness that are associated with differences in the economic and social conditions. These findings indicate that a person's fashion consciousness is influenced by external factors which vary across countries.

Consumer's purchase intention to a particular product may also be affected by the product price. Herrmann et al. (2007) showed that price is an important factor that can influence consumer purchase. Price is defined as the amount of money paid by consumer to obtain a product or service in exchange. Price is the only marketing mix that directly generates revenue for the company. Through price, companies can position the value of their products

depending on the pricing strategy (Keller et al., 2016). For consumer, price is considered an indicator of product quality.

Mirabi et al. (2015) stated that purchase intention is an effective tool for predicting a purchase. Lee et al. (2011) studied the effect of consumer perceptions of price fairness on their purchasing decisions. The finding shows that price is an appropriate predictor of consumer purchase decisions. Oppositely, previous studies showed if price has no significant effect on purchase intention (Halim and Iskandar, 2019; Mirabi et al., 2015; Moon et al., 2008).

Product advertisement can be conducted to attract consumers' intention and can be targeted to specific geographic and demographic groups through social media. Social media advertisement can help in creating contents according to the intended groups (Sances, 2021), such as those aged 20 to 30 years residing in Indonesia.

Social media is an important channel for advertising and marketing communications (Zhang, 2010). Miller, Fabian, and Lin (2019) stated that the importance of social media is in the interaction with consumers through attractive and low-cost media. Social media enables marketing activities to influence consumer purchasing decisions. Instagram and Tiktok are social media that are quite often used today in which users can upload short videos and stream live.

On the other side, social media has limitation on the type of content that can be uploaded. This encourages its users to focus on certain media on the application. For example, Instagram allows its users to share images via posts and stories as well as long-form videos via IGTV. Meanwhile, Tiktok allows its users to choose songs in combination with their videos to create their own content.

Various features on Instagram and Tiktok can be used for entertainment and marketing activities. An advertisement of a brand be inserted in a content to make the advertisement can

be seen by many (Li et al., 2021). Business owners can communicate with consumers, regardless time, place, or intermediary. This enables direct two-way communication (Kim and Ko, 2012) .

Jung (2017) shows that social media advertisement can attract consumers to open it and finally make a purchase. In addition, Balakrishnan et al. (2014) indicate that the interest in engaging with the product through social media increases the product purchase intention.

Referring to the explanation above, this research is expected to answer how fashion consciousness, price, and advertising through social media influences the purchase intention of men in Indonesia towards fashion products.

METHODS

The population of this study are Indonesian adult men. As the population is large, it is thus necessary to use sample as a representative of the population. A quota sampling of 200 was applied to select men aged 20 to 59 years who purposively purchased apparels through e-commerce sites and were exposed to social media advertisements. This study used primary data obtained through questionnaires distributed to respondents using the Google form.

The questionnaire was shared via Instagram for about four weeks. Of 211 collected responses, 10 responses did meet the criteria of men and thus were dropped. The number of completed questionnaires used in this research was 201. It was decided to use all questionnaires rather than to drop one questionnaire to meet the planned number of sample in order to maintain objectivity.

The questionnaire contains questions on demographic background (age, education, occupation, income), online buying behavior covering social media frequently used, e-

commerce sites frequently used, and spending on apparels, and perception on fashion consciousness, price, social media advertising, and purchase intention to apparel.

The data was analyzed using multiple linear regression to find out how fashion consciousness, price, and social media advertising influence purchase intention. This analysis was carried out using the SPSS version 25. Significance influence of the independent variables to dependent variable was tested using t test dan F test respectively for partial dan simultaneous influence. Coefficient of determination was applied to measure the proportion of variation from the independent variables to the dependent variable by using.

RESULTS AND DISCUSSION

The Respondents Profile

Table 1 presents profile of the respondents. They are dominated by those who work as private employees (47.26%), self-employed (27.36%), and student (18.90%). Accordingly, majority of the respondents have less than 10 million income per month (83.09%). The respondents are dominated by those aged 19-23 years old (58.71%) and have bachelor degree (61.69%). This profile indicate that the respondents are young and in productive age.

Table 1. Profile of the Respondents

	Profile	Frequency	Percentage
Employment Status	Private employees	95	47.26
	Self-employed	55	27.36
	Student	38	18.90
	Laborer	2	0.99
	Civil servants	2	0.99
	Freelancer	3	1.49
	Unemployed	6	2.98
Monthly Income (million IDR)	< 5	97	48.26
	5 – 9.999	70	34.83
	10 – 14.999	13	6.47
	15 – 19.999	6	2.99
	≥ 20	15	7.46
Age	19 - 23	118	58.71
	24 - 28	37	18.41
	29 - 33	23	11.44
	34 - 38	13	6.47
	39 - 43	8	3.98
	>43	2	1.00
Education	High school	71	35.32
	Diploma (D3)	4	1.99
	Bachelor	124	61.69
	Master	2	0.99

Majority respondents (80.10%) shop only three times and less per month and spent 250,000 rupiah only (50.25%). However, there are few who shop seven times and more a month (4.48%) and who spend one million rupiah or more (10.95%). This indicates that the respondents represent variety condition on purchase behavior in which majority are shop less and spend less and on the other side few shop more and spend more.

Table 2. The Respondents' Shopping Behavior

	Profile	Freq	Percentage
Monthly Shopping Frequency	≤ 3	161	80.10
	4-6	31	15.42
	7-9	6	2.49
	≥10	4	1.99
Monthly Spending (thousand IDR)	< 250	101	50.25
	250 – 499.999	50	24.88
	500 – 749.999	19	9.45
	750 – 999.999	9	4.48
	>1,000	22	10.95

Regression Analysis

The regression analisis used to see the direction influence of the independent variables on the dependent variable resulted in coefficient values of fashion consciousness, price, and social media advertising were respectively 0.525, 0.249, and 0.244 (Table 3). As the coefficient value of each variable is positive, this means that men intention to purchase apparel changes accordingly to the changes on fashion consciousness, prices and social media advertising.

Table 3. The Result of Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.001	.310		.002	.999
Fashion Consciousness	.525	.057	.517	9.266	.000
Price	.249	.068	.199	3.653	.000
Social Media Advertising	.244	.077	.184	3.181	.002
R Square		.493	Adjusted R Square		.485
F		63.873	Sig.		.000

The t test used to understand significance of influence of fashion consciousness, price, and social media advertising to men purchase intention to apparel indicate that the infleunce of each variable is partially significant at $\alpha = 0.05$. It means that fashion consciousness, price, and social media advertising partially have a significant effect on men purchase intention to apparel. Simultaneously, fashion consciousness, price, and social media advertising significantly influence men purchase intention to apparel (F = 63.873 and sig = 0.000).

The adjusted R Square value of 0.485 shows that fashion consciousness, price, and social media advertising contribute to the changes of purchase intention as many as 48.5 percent. It means that there are other factors influencing purchase intention that are not included in this research and they will contribute 51.5 percent to variation of purchase intention.

Discussion

The result shows that fashion consciousness implying an interest in apparel that suit personal style has a positive and significant influence on intention to buy fashion products. fashion consciousness that is indicated by attention to the latest clothing styles and the desire to dress more attractively compared to other people is in line with Nam et al. (2007) who stated that fashion consciousness is characterized by an interest in fashion and personal appearance. Lertwannawit and Mandhachitara (2012) and Wiranata and Hananto (2020) explained that those who have high fashion consciousness are characterized by a desire to follow and adopt the latest styles in order to maintain their social status and like to follow fashion developments.

Parker et al. (2004) state that a person's fashion consciousness is influenced by external factors such as a person's economic and social conditions. This evidently applies on this research which shows that those who work as private employees or self-employed shop apparel more often than those with other employments. The data indicate that 81.8% respondents who spent more than 1 million rupiah are private employees and were self-employed. It is also apparent that those with high monthly spending on apparel are more likey a private employee or self-employed. This high spending is possibly caused by demands from their work environment. This finding is also consistent with the results of Ony and Lina (2020) which concluded that lifestyle of metrosexual men is sensitive to fashion products and their quality and brands. Park et al. (2006) emphasized that high fashion involvement rises buying interest.

The result also show that price that is indicated with price suitability to the benefits and quality of the product has a positive and significant influence on men' interest to buy apparel. The result is in line with Herrmann et al. (2007) who stated that price is an important factor that can influence consumer purchase. However, Halim and Iskandar (2019), Mirabi et

al. (2015), and Moon et al. (2008) concluded oppositely, i.e price has no influence on buying interest. Price affordability and price suitability with product quality and benefits are the indicator of price. The respondents are likely to be neutral to price affordability but agree that fashion products price correspond to benefits and product quality. This contradictory finding indicates possibility that price suitability with the product's benefits and quality is more important than affordability of a product. This supports Herman et al. (2007) who state that price suitability influences consumer's opinion on the product.

The data present that there are some respondents who are willing to pay more and have a higher shopping frequency for fashion products. This group covers those who are private employees and entrepreneurs and have an income of 5 to 9.9 million rupiah per month. Thus, the finding indicates that employment status and income cause someone to be more interested in apparel and more willing to purchase higher price fashion products and buy them more frequent.

Balakrishnan et al. (2014) found that interaction with a product via social media increases purchase interest for that product. The indicator stating that advertising through social media has a significant influence on purchase intention to fashion is acceptable. The positive value of coefficient of regression imply that advertising through social media increases intention of men in Indonesia to purchase apparel. This finding is in line with Jung's (2017) concluding social media advertisements can attract consumers' interest. In other words, there is a significant influence between social media advertising and interest to buy apparel.

Attractive advertising visuals is one of the indicators in this research. Previous research by Jung (2017) shows that attractive social media advertisements can increase consumers' interest to make purchase. This information can be used by business owners to design an attractive advertisements for men's apparel that can attract consumers' interest. This research

identified that Instagram and Tiktok are used most. Thus, advertisements on these social media can be seen by more users. However, the message must be easily understood by the audience, shared at the right time andfrequency. This is based on the result in which the respondents agree that advertisement was easy to understand and the broadcast time and broadcast frequency were sufficient.

The coefficient of determination of 48.5 shows that there are other factors influencing men's interest in buying apparel. This indicates that there are other more factors that have not yet been covered in this study. Other factors can possibly be found from factors influencing purchase intention resulted from previous research such as consumer trust, brand image, product quality, product reviews, product photos, discounts, and promotions (Kara, 2016; Rahayu, 2019; Rosdiana et al., 2019; Salfina and Gusri, 2018; Servanda et al., 2019). Future researchers can use these factors and proof their influence on purchase intention to apparel in particularly men.

CONCLUSION AND IMPLICATIONS

Conclusion

This research aims to see the influence of fashion consiousness, price, and social media advertising on the interest in purchasing apparel on men in Indonesia. The results show that the fashion consiousness, price, and social media advertising partially and simultaneously have positive and significant influence on interest in purchasing apparel. There are other factors influencing purchase intention of men to buy apparel that are not identified in this research.

Recommendations

Based on the results indicating that fashion consciousness is the factor that has the most influence on purchase intention, business actors who sell apparel on e-commerce can improve their marketing strategies by introducing fashion conciousness, adjusting prices, and displaying advertisements on social media.

Educational marketing communications must be conducted to raise fashion conciousness. This communication can be done through social media advertisements with additional information such as recommendations for more attractive fashion styles or information about the latest fashion trends. These advertisements can also be directed at certain group of consumers. For example, an attractive dressing style for working in the office considering that the majority of respondents who shop most often are private employees.

Business owners can also take advantage of bundling feature on e-commerce sites to sell several apparels at once at discounted prices. Bundle can consist of several types of apparel such as trousers, shirts, and jackets that are suitable to be worn together. This strategy might increase fashion consciousness while providing added value for consumers and increasing men' buying interest.

However, business owners must not reduce quality of men apparel for being able to compete on price. Instead, they can increase benefits and quality of their products and adjust pricing strategies for the middle class income group who tend to shop more often. The large number of competitors on e-commerce sites creates to sell their products.

Coefficient of determination of 48.5 percent shows that there are other factors that influence men's buying interest. Therefore, future researchers could use or add variables that have been identified in previous research, such as consumer trust, brand image, product quality, product reviews, product photos, discounts, and promotions (Kara, 2016; Rahayu,

2019; Rosdiana et al., 2019; Salfina and Gusri, 2018; Servanda et al., 2019). However, those research have not specifically focused on men and thus future research can test the influence of these factors that might have an influence on men' buying interest to apparel.

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