ROLE OF CONSUMER ENGAGEMENT ON PURCHASE BEHAVIOR

Moch. Sabur, Farida Jasfar & Muhammad Zilal Hamzah

Abstract

Consumer involvement is now one of the interesting conversations in the midst of business competition, the level of consumer involvement can be based on the values and needs felt by consumers themselves. The main objective of this study is to analyze the role of consumer involvement in buying behavior. The drive to understand purchasing behavior has created significant interest in the role of consumer involvement. This study examines the role of consumer involvement in buying behavior. This study analyzes the role of four types of consumer involvement both product involvement, involvement of purchasing decisions, involvement of advertising and consumption involvement on purchasing behavior by using a structural equation modeling (SEM) analysis tool, focusing on factors that influence consumer involvement, namely value of materialism, value of use product, degree of innovation, stimulant factors and situation factors. The number of samples used is as many as 500 people with the criteria of teenage and adult respondents who are in traditional markets. The results of the study show that the four types of consumer involvement have a significant influence on buying behavior.

Keywords: consumer involvement, product involvement, involvement in purchasing decisions, advertising involvement, consumption involvement, buying behavior.

Introduction

Purchasing behavior is increasingly complex where consumers often buy products not as routines but as purchases based on the situation that occurred at that time. The desire to buy a product can come suddenly for a variety of situational reasons, so buying clothes can happen without the intention to buy clothes, but many other reasons. One factor that is closely related to the purchasing decision is involvement. Involvement is a variable that distinguishes individuals from other individuals that can influence consumer communication behavior and consumer decision making.

Involvement is a mediator that mediates antecedent factors with consumer purchasing behavior. Purchasing behavior in this study relates to the time of purchase, frequency of purchase, place of purchase, convenience of purchase, amount of money spent at purchase. There are many factors that influence involvement,

including materialism, age, gender (O'Cass, 2004). Other factors that influence involvement are individual factors, situational factors and stimulant factors (Zaikowsky, 1986). In the previous study there were other antecedents used such as materialism, brand engagement and consumption status (Golsmith et al., 2012).

This research is different from previous research because the authors integrate the role of consumer involvement from Zaichkoswsky (1986) with Goldsmith and Hofacker (1991), O'Cass (2000), Wu, S (2001), O'Cass (2004), Jordan & Simpson (2006), Vieira (2009), Goldsmith, RE, Flynn, LR., Clark, RA. (2012), and Ferreira & Coelho (2015). This integration is expected to obtain more complete information about the role of consumer involvement. This measurement method involves various more detailed aspects regarding the role of consumer involvement that is applied to the behavior of buying clothes in traditional markets in Pandeglang Region.

Literature Review

The involvement of consumers is the interest/interest of consumers in the acquisition, consumption and disposition of goods and services, with increasing involvement of a product, consumers have greater motivation to pay attention, understand and explore information in making purchases. Zaichkowsky (1986) in Solomon and Nancy (2009) defines involvement: "a persons perceived relevance of an object based on their inherent needs, value and interest", where involvement is the perception of an object based on needs, values and interests. Objects can be defined on the product / brand, advertising or purchasing situation, which is then illustrated that involvement is a function of people, situations and objects. In general, involvement can be defined as the interaction between individuals (consumers) with objects (products), in marketing clothing, product involvement becomes a reference to the expansion of interests related to various categories of clothing products. Engagement is often used to predict behavioral variables related to clothing products such as product involvement, buying behavior and consumer characteristics (Browne and Kaldenberg, 1997; Flynn and Goldsmith, 1993 in Ha and Park, 2009). For example O'Cass (2004) found that there was a high relationship between the involvement of clothing with individual characteristics of both women and young people, as well as knowledge of clothing that would affect the pride of consumers to buy the product.

Engel & Blackwell (2001) define purchasing behavior as individual activities that are directly involved with the process of obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities. Kotler and Armstrong (2012) state that buying behavior is an individual habit both directly and indirectly involved in acquiring and using goods and services. The author uses involvement as a tool in an effort to better understand consumer purchasing behavior related to ownership (Laurent and Kapferer, 1985; Mittal and Lee, 1989; Zaichkowsky, 1986). Previous research has sought to understand the ways in which consumers become involved with products and to understand the role of involvement whose use has an influence on buying behavior. (Browne and Kaldenberg, 1997; Tigert et al., 1976; Traylor and Joseph, 1984).

Methodology

In accordance with the purpose of the research is to understand the role of consumer involvement in purchasing behavior, the sample units are adolescents and adults who are in traditional market areas who are expected to represent population behavior. The sample to be surveyed in this study amounted to 500 people from adolescents and adults who shop for clothes, this is in accordance with the statement of Ferdinand (2005) which explains that the minimum sample is 5 x the number of indicator variables. This study uses 63 significant indicator variables which means the minimum number of samples is 63 x 5 = 315 respondents. This study analyzes data used with the Structural Equation Model (SEM) method and by using the LISREL 8.80 application processing software tool.
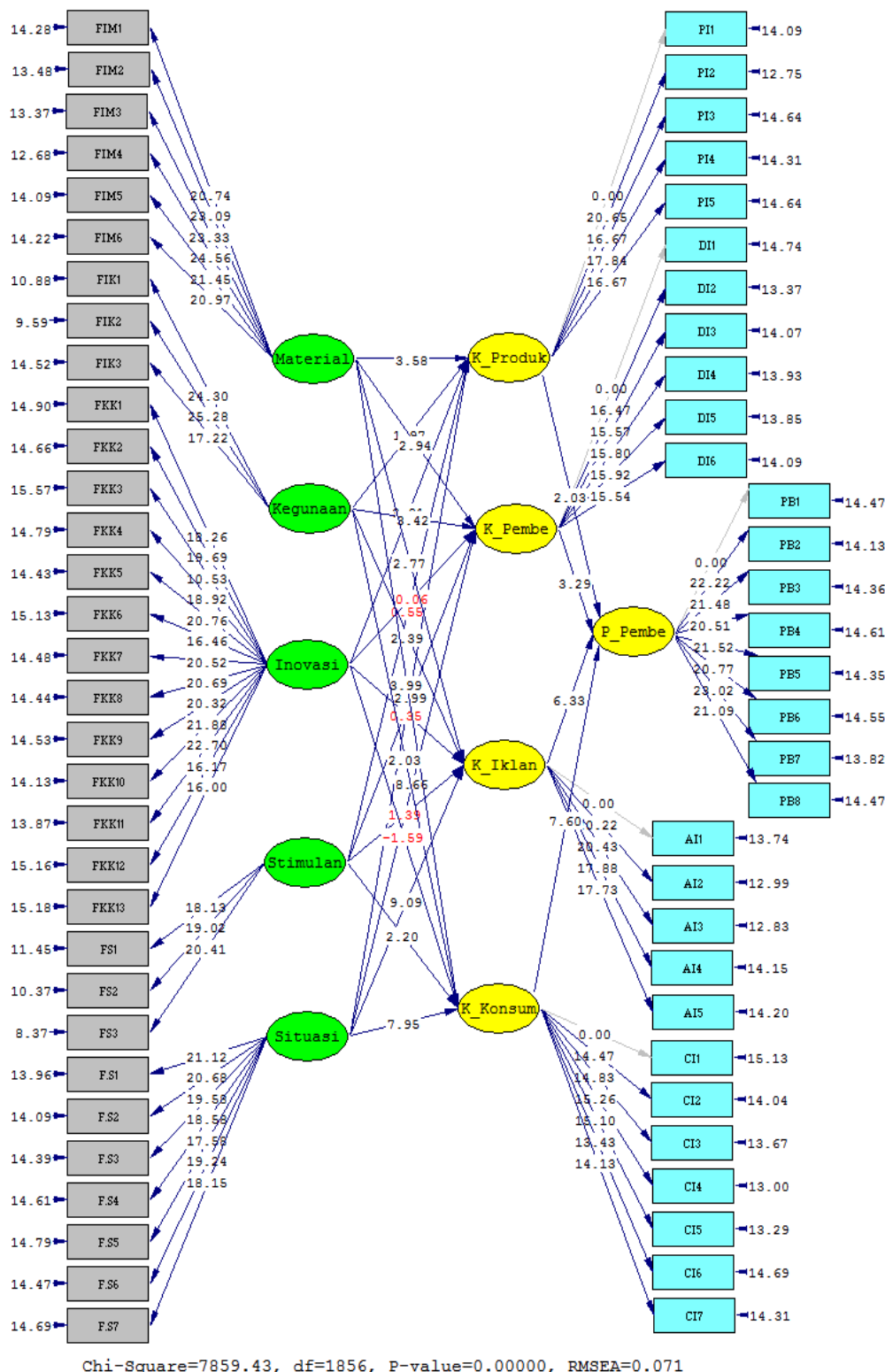
Results and Research Analysis

Standardized solutions model images display a complete model path diagram with numbers that are standardized estimation results. Pictures of the t-values model display a complete model path diagram with numbers indicating t-values. The t-value that is <1.96 (α = 5%) indicates that the corresponding number is not significant or equal to zero.

Chi-Square=7859.43, df=1856, P-value=0.00000, RMSEA=0.071
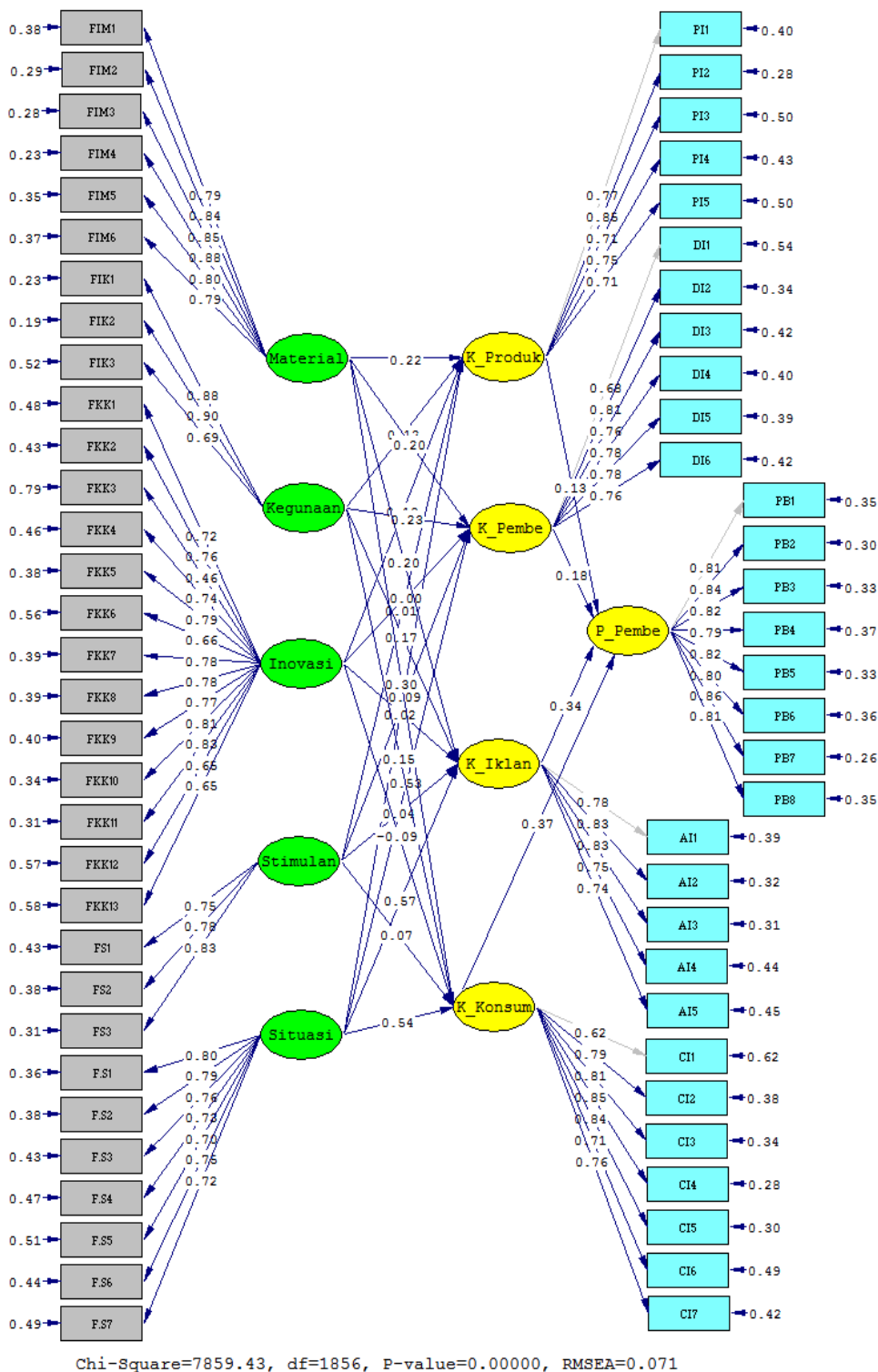
Structural Full Model (Standardized Solutions)

Source: Results of processing with LISREL 8.80

Chi-Square=7859.43, df=1856, P-value=0.00000, RMSEA=0.071

Structural Full Model (T Values)

Source: Results of processing with LISREL 8.80

On the results of data analysis using the Structural Equation Model (SEM) method and by using the LISREL 8.80 application processing software, a summary of the model conformity index is obtained as in the table below:

Table of Model Suitability Index

GOF Indicator	Ekspected Size	Estimation Result	Conclusion
Absolute Fit Size			
RMSEA	MSEA < 0,08	0,071	*Good Fit*
Incremental Fit Size			
NFI	NFI > 0.90	0,97	*Good Fit*
NNFI	NNFI > 0,90	0,96	*Good Fit*
CFI	CFI > 0,90	0,97	*Good Fit*
IFI	IFI > 0,90	0,97	*Good Fit*
RFI	RFI > 0,90	0,96	*Good Fit*
GFI	GFI > 0,90	0,91	*Good Fit*
AGFI	AGFI > 0,90	0,88	*Marginal Fit*

Source: Results of processing with LISREL 8.80

Based on the table above, there are six model suitability indices obtained that have a good fit index, namely: RMSEA, NFI, NNFI, CFI, IFI, RFI and GFI. While the two model suitability indices which are below the measure of conformity are good, but still within the scope of marginal fit is AGFI. Marginal fit is the condition of the suitability of the measurement model below the absolute fit criteria, as well as incremental fit, but can still be continued on further analysis, because it is close to the good fit size criteria (Hair, Andersen, Tatham, and Black, 2010).

Hypothesis Testing Results

This evaluation of Structural Full Model (T Values) includes the t-value of the coefficients/parameters and coefficient or parameter values. This value is a previously estimated value that is used as a comparison of t-values to test the hypothesis of the study. The results of this evaluation can be summarized in the table below which is accompanied by the assumptions of hypotheses from the research model as follows:

Table of Testing Results based *β Value* dan *t Test*

	Influence Between Latent Variables			β	*t-value*	Conclusion
1	Value of Materialism	$\to$	Product Imvolvement	0.22	3.58	Accepted
2	Value of Materialism	$\to$	Purchase Decision Involvement	0.20	2.94	Accepted
3	Value of Materialism	$\to$	Adv. Involvement	0.20	2.77	Accepted
4	Value of Materialism	$\to$	Consumption Involvement	0.30	3.99	Accepted
5	Value of Product Usability	$\to$	Involvement Product	0.12	1.97	Accepted
6	Value of Product Usability	$\to$	Purchase Decision Involvement	0.23	3.42	Accepted
7	Value of Product Usability	$\to$	Adv. Involvement	0.17	2.39	Accepted
8	Value of Product Usability	$\to$	Consumption Involvement	0.15	2.03	Accepted
9	Inovation	$\to$	Product Involvement	0.18	3.91	Accepted
10	Inovation	$\to$	Purchase Decision Involvement	0.0029	0.056	Rejected
11	Inovation	$\to$	Adv. Involvement	0.019	0.35	Rejected
12	Inovation	$\to$	Consumption Involvement	- 0.089	-1.59	Rejected

13	Stimulant Factor	→	Product Involvement	0.014	0.55	Rejected
14	Stimulant Factor	→	Purchase Decision Involvement	0.087	2.99	Accepted
15	Stimulant Factor	→	Adv. Involvement	0.042	1.39	Rejected
16	Stimulant Factor	→	Consumption Involvement	0.070	2.20	Accepted
17	Factor of the situation	→	Product Involvement	0.51	9.40	Accepted
18	Factor of the situation	→	Purchase Decision Involvement	0.53	8.66	Accepted
19	Factor of the situation	→	Adv. Involvement	0.57	9.09	Accepted
20	Factor of the situation	→	Consumption Involvement	0.54	7.95	Accepted
21	Product Involvement	→	Buyer Behavior	0.13	2.03	Accepted
22	Purchase Decision Involvement	→	Buyer Behavior	0.18	3.29	Accepted
23	Adv. Involvement	→	Buyer Behavior	0.34	6.33	Accepted
24	Consumption Involvement	→	Buyer Behavior	0.37	7.60	Accepted

Source: Results of processing with LISREL 8.80

Conclusion

Based on the results of the analysis of hypothesis testing that has been done in this study, it can be concluded:

1. Materialism values positively and significantly affect product involvement, meaning that more respondents feel that material ownership (assets) is important for life, have everything that provides comfort for life, and are happier if you can buy more desired items; then the more respondents feel very interested in clothing, clothing is an important part of life, and clothing is a personal identity.

2. Materialism values positively and significantly affect the involvement of purchasing decisions, meaning that the more respondents feel that ownership of material (assets) is important for life, have everything that provides comfort for life, and happier if you can buy more desired items; then the more respondents feel that involvement in making clothing purchase decisions has an effect on feelings, clothing purchase decisions are very important, and making clothing purchase decisions requires deep thinking.

3. The value of materialism positively and significantly influences the involvement of advertising, meaning that the more respondents feel that ownership of material (assets) is important for life, has everything that provides comfort for life, and is happier if you can buy more desired items; then the more respondents feel the advertisement about clothing mode is interesting and very useful and the advertisement about clothing is very important.

4. The value of materialism positively and significantly affects the involvement of consumption, meaning that the more respondents feel that the ownership of material (assets) is important for life, has everything that provides comfort for life, and is happier if you can buy more desired items; then the more respondents feel like thinking about wearing clothing mode, wearing important clothing modes and becoming an important part of life.

5. The value of product use is positively and significantly affects product involvement, meaning that the more respondents feel that the clothes they buy are always needed and the clothes they buy are always important for life; then the more respondents feel very interested in clothing, clothing is an important part of life, and clothing is a personal identity.

6. The value of product usefulness positively and significantly affects the involvement of decision making, meaning that the more respondents feel that the clothes they buy are always needed and the clothes they

buy are always important for life; then the more respondents feel that involvement in making clothing purchase decisions has an effect on feelings, clothing purchase decisions are very important, and making clothing purchase decisions requires deep thinking.

7. The value of product use positively and significantly influences the involvement of advertisements, meaning that the more respondents feel that the clothes purchased are always needed and the clothes purchased are always important for life; then the more respondents feel the advertisement about clothing mode is interesting and very useful and the advertisement about clothing is very important.

8. The value of product use is positively and significantly affects the involvement of consumption, meaning that the more respondents feel that the clothes purchased are always needed and the clothes purchased are always important for life; then the more respondents feel like thinking about wearing clothing mode, wearing important clothing modes and becoming an important part of life.

9. The degree of consumer innovation positively and significantly influences product involvement, meaning that respondents feel that they always have new clothes than friends, are happy to make their own decisions, and like to go to the place where they get the latest clothing information; then the more respondents feel very interested in clothing, clothing is an important part of life, and clothing is a personal identity.

10. Positive degrees of consumer innovation but not significantly affect the involvement of purchasing decisions, meaning that the higher / positive degree of consumer innovation is not necessarily the higher / positive involvement in purchasing decisions.
The more respondents feel that they always have new clothes first than friends, love to make their own decisions, and like to go to the place where they get the latest clothing information; hence it is not necessarily the respondent to feel that involvement in making clothing purchasing decisions has an effect on feelings, clothing purchase decisions are very important, and making clothes purchase decisions because it requires deep thinking.

11. The degree of consumer innovation is positive but does not significantly influence advertising involvement, meaning that the higher / positive degree of consumer innovation is not necessarily the higher / positive involvement of the ad. The more respondents feel that they always have new clothes first than friends, love to make their own decisions, and like to go to the place where they get the latest clothing information; hence it is not necessarily the respondent to feel the advertisement about fashion clothing is attractive and very useful and the involvement of advertisements about clothing is not necessarily very important.

12. The degree of consumer innovation is negative but does not significantly affect consumption involvement, meaning that there is no real influence between the degree of innovation and the involvement of consumption.

13. Stimulant factors are positive but do not significantly affect product involvement, meaning that the higher / positive stimulant factors are not necessarily the higher / positive involvement of the product. The more respondents feel that the availability of various choices of clothes to be purchased makes it easier for the purchase, clarity and completeness of information through the communication media used in purchasing clothing is very helpful; hence the respondent does not necessarily feel very interested in clothing, even though clothing is an important part of life, and clothing is a personal identity.

14. Stimulant factors positively and significantly affect the involvement of decision making, meaning that the more respondents feel that the availability of a variety of clothing choices to be purchased makes it easy to purchase, clarity and completeness of information through the communication media used in purchasing clothing is very helpful; then the more respondents feel that involvement in making clothing purchase decisions has an effect on feelings, clothing purchase decisions are very important, and making clothing purchase decisions requires deep thinking.

15. Stimulant factors are positive but do not significantly affect advertising involvement, meaning that the higher / positive stimulant factors are not necessarily the higher / positive involvement of the ad. The

more respondents feel that the availability of various choices of clothing to be purchased makes it easier to purchase, clarity and completeness of information through the communication media used in purchasing clothing is very helpful; so it is not necessarily the respondent to feel the advertisement about clothing mode is interesting and very useful and the advertisement about clothing will be very important.

16. Stimulant factors positively and significantly affect consumption involvement, meaning that more respondents feel that the availability of a variety of clothing choices to be purchased makes it easy to purchase, clarity and completeness of information through the communication media used in purchasing clothing is very helpful; then the more respondents feel like thinking about wearing clothing mode, wearing important clothing modes and becoming an important part of life.

17. Situation factors positively and significantly affect product involvement, meaning that more respondents feel that they often buy clothes due to the influence of friends / family / relatives, often buy clothes for certain needs related to assignments, and have certain times to buy clothes; then the more respondents feel very interested in clothing, clothing is an important part of life, and clothing is a personal identity.

18. Situation factors positively and significantly affect the involvement of purchasing decisions, meaning that more respondents feel that they often buy clothes because of the influence of friends / family / relatives, often buy clothes for certain needs related to the assignment, and have certain times to buy clothes; then the more respondents feel that involvement in making clothing purchase decisions has an effect on feelings, clothing purchase decisions are very important, and making clothing purchase decisions requires deep thinking.

19. Situation factors positively and significantly affect the involvement of advertisements, meaning that the more respondents feel that they often buy clothes because of the influence of friends / family / relatives, often buy clothes for certain needs related to the assignment, and have certain times to buy clothes; then the more respondents feel the advertisement about clothing mode is interesting and very useful and the advertisement about clothing is very important

20. Situation factors positively and significantly affect consumption involvement, meaning that the more respondents feel that they often buy clothes because of the influence of friends / family / relatives, often buy clothes for certain needs related to assignments, and have certain times to buy clothes; then the more respondents feel like thinking about wearing clothing mode, wearing important clothing modes and becoming an important part of life.

21. Product involvement positively and significantly affects the behavior of buying clothes, meaning that the more respondents feel that they are very interested in clothing, clothing is an important part of life, and clothing is a personal identity; then the more respondents feel included in the category often in buying clothes, always looking for as complete information before buying clothes and have a tendency to certain clothing modes in buying clothes.

22. The involvement of purchasing decisions positively and significantly influences the buying behavior of clothing, meaning that the more respondents feel that involvement in making clothing purchase decisions has an effect on feelings, clothing purchase decisions are very important, and clothing purchase decision making requires deep thinking; then the more respondents feel included in the category often in buying clothes, always looking for as complete information before buying clothes and have a tendency to certain clothing modes in buying clothes.

23. The involvement of advertisements positively and significantly influences the behavior of buying clothes, meaning that more respondents feel that advertisements about clothing modes are interesting and very useful and advertisements about clothing are very important; then the more respondents feel included in the category often in buying clothes, always looking for as complete information before buying clothes and have a tendency to certain clothing modes in buying clothes.

24. Consumption involvement positively and significantly influences the buying behavior of clothes, meaning that the more respondents feel that they like to think about wearing fashion clothing, wearing important clothing modes and becoming an important part of life; then the more respondents feel included in the

category often in buying clothes, always looking for as complete information before buying clothes and have a tendency to certain clothing modes in buying clothes.

Theoretical Implications

Based on the results of the analysis in this study, findings were obtained:

1. To increase the influence of product involvement on clothing buying behavior, the role of materialism values, product usability values, degree of innovation and situation factors should be increased.
2. To increase the influence of the involvement of purchasing decisions on buying behavior, the role of materialism values, product usability values and stimulant factors and situation factors should be increased.
3. To increase the influence of advertising involvement on clothing buying behavior, the role of materialism values, product usability values and situation factors should be increased.
4. To increase the influence of consumption involvement on clothing purchase behavior, the role of materialism values, product usefulness values and stimulant factors and situation factors should be increased.

Suggestions for Next Research

Based on the results of research and discussion, the following points are recommended for further research:

1. This study has limitations that need to be developed in the future. These limitations include the need for sharpening indicator indicators on consumer involvement and also antecedents. This sharpening is expected to get better results and relevance to the development of measurement of consumer involvement in Indonesia. Research using respondents who are in traditional markets has limited time in filling out answers in the questionnaire, although in this study it can show the influence of involvement in purchasing behavior.
2. Research on the role of consumer involvement in purchasing behavior is only carried out in traditional markets in Pandeglang District. Further research is needed with the role of consumer involvement in other cities both domestic and foreign because it could be that the role of consumer involvement in other cities will be different than this study.

BIBLIOGRAPHY

Blackwell, Roger D., Miniard, Paul W., & Engel, James F. (2001). *Consumer behavior,* 9th Eds. Orlando-Florida: Harcourt Inc Bodker,

Brownne BA, Kaldenberg DO. (1997). Conceptual self-monitoring : link to materialsm and product involvement. *The Journal of Consumer Marketing* 14:31

Ferdinand, Augusty. (20005. *Structural Equation Modeling Dalam Penelitian Manajemen. Aplikasi Model-Model Rumit dalam Penelitian untuk Tesis S2 dan Disertasi S3*. Semarang: Badan Penerbit Universitas Diponegoro.

Ferreira, AG.Filipe J. Coelho, (2015) "Product involvement, price perceptions, and brand loyalty", Journal of Product & Brand Management, Vol. 24 Issue: 4, pp.349-364.

Flynn LR, Goldsmith RE. (1993). A causal model of consumer involvement: replication and critique. *Journal of Social Behaviour and Personality.* 8(6): 129–142.

Goldsmith, RE & Hofacker, CF. (1991). Measuring Consumer Innovativeness. *Journal of the Academy of Marketing Science* 19(3): 209-221.

Goldsmith, R. E., & Clark, R. A. (2012). Materialism, Status Consumption, and Consumer Independence. *The Journal of Social Psychology, 152(1), 43–60.*

Ha SY, Park JO. 2009. Characteristics of design elements in environment friendly fashion focus on the content analysis of previous literature. *Journal of the Korean Society of Clothing and Textile.* 33(8) : 1280-1292.

Hair *et al.,* (2010). Multivariate Data Analysis, Seventh Edition. *Pearson Prentice   Hall*

Jordaan, Y., Simpson, M.N., (2006). Consumer innovativeness among females in specific fashion stores in the Menlyn shopping centre. *Journal of Family Ecology and Consumer Sciences* 34, 32-40.

Kotler, Philip dan Armstrong, Gary. 2012. *Principles of Marketing.* New Jersey: Prentice Hall.

Kotler, Philip and Kevin Lane Keller, (2016): *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.

Laurent , Kapferer JN. (1985), Measuring consumer involvement profiles. *Journal of Marketing Research* 22:41-53

O'Cass A. (2000). An Assesment of Consumer Product, Purchase Decision, Advertising, and Consumer Involvement in Fashion Clothing. *Journal of Economic Psycology,* 21(5):545-576

O'Cass A. (2004). Fashion Clothing Consumption : antecedents and consequences of fashion clothing involvement. *European Journal of Marketing* 38(7); 869-882.

Mittal, B., Lee, M. S. (1989), "A Causal Model of Consumer Involvement", *Journal of Economic Psychology*, Vol. **10**, pp. 363-389.

Solomon MR, Nancy JR, 2009. *Consumer Behavior in Fashion.* New Jersey : Prentice Hall.

Tigert, D., Ring, L. and King, C. (1976). Fashion involvement and buying behaviour: a methodological study, Advances in Consumer Research, Vol. 3, pp. 46-52.

Traylor, M. B. and Joseph, W. B. (1984), "Measuring Consumer Involvement with Products: Developing a General Scale", *Psychology and Marketing*, Vol. **1**, (Summer), pp. 65-77

Wu SI. (2001). An experimental study on relationsip between consumer involvement and advertising effectiveness. *Asia Paciic Journal of Marketing and Logistics* 13(1) : 43-46.

Zaichkowsky, J. (1986). Conceptualizing involvement, *Journal of Advertising*, Vol. 15 No. 2, pp. 4-34.