PRODUCT, PURCHASE, CONSUMPTION AND ADVERTISING INVOLVEMENT IN FASHION INDUSTRY IN SURABAYA
(PERSPECTIVE REVIEW ON AGE AND GENDER)

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Abstract

Fashion industry is one of the most rapid industries in growth. The high competition in this industry results in marketers that forced to get more understanding and knowledge about what things that could be able to encourage someone to purchase fashion products. Involvement stimulates someone to do something. In the fashion industry, involvement could be shown through several variables include: product involvement, purchase decision involvement, consumption involvement and advertising involvement. This study was aimed to identify the effects of both gender and age differences on product, purchase decision, consumption and advertising involvement in fashion industry in Surabaya. This study was conducted through a survey. Questionnaire was given to selected respondents. Analyses tool used was Manova. The results of the study show that there was relationship between gender and age differences on product purchase decision, consumption and advertising involvement in fashion industry in Surabaya. Women and younger age consumers both have higher relation when compared to men and older age consumers. These support previous studies.

Keywords: product, purchase decision, consumption and advertising involvement

1. Introduction

By the differences in consumers’ priority, surely, a marketer needs to consider factors that able to influenced consumers in purchasing. The differences in this priority are relatively not high in the purchasing of fundamental requirement stuffs. This is as for those stuffs consumers usually need not much consideration in the purchasing decision-making. In contrary, different condition will be seen in the choosing of consumer’s psychological requirements. According to Utami (2006:38), psychological requirements are personal satisfaction-related requirements consumers received from purchasing or having such a product. This motivation could be related to feeling, either in beautiful, prestige, etc. The need of clothes is one of requirements heavily influenced by consumers’ feeling on purchasing time. Decision-making in determining fashion product is related to satisfaction and each assessment of consumers.

In fashion industry, purchasing decision-making heavily depend upon whether consumers were feel comfort to what market offered. There are two categories of offered product in the market. They are distinguished according to gender of consumers thus there are men- and women-made fashion products. There are also other dimensions adding variety in fashion industry in addition to fashion category classification for both men and women. Men’s opinion about such a fashion product surely different with what women said. Therefore, gender or gender factor have a significant effect in fashion industry. According to Auty & Elliot (1998) in O’Cass (2000), age is also an important dimension in...