1st INTERNATIONAL CONFERENCE
Indonesian Management Scientist Association (AIMI)

Theme:
Enhancing Indonesian Business Competitive Advantage

PROCEEDING
1st INTERNATIONAL CONFERENCE
Indonesian Management Scientist Association (AIMI)
April 23 - 25, 2010 Inna Putri Bali Hotel, Nusa - Bali
PREFACE

The 1st International Conference Indonesian Management Scientist Association (AIMI) with the theme “Enhancing Indonesia Business Competitive Advantage”, and the sub theme are globalization at tourism, financial, manufacturing, CSR, good corporate governance, and knowledge management aspects. Through this conference is expected can show many ideas to improve Indonesian business competitive advantage at global market. The guidance book presented papers with sub topics in: Operation Management, Finance Management, Human Resource Management, Marketing Management, Strategic Management, Public Sector Management, Management Information System.

This Proceeding is published to give information about the result of The 1st International Conference Indonesian Management Scientist Association (AIMI) in INNA Putri Bali Hotel, Nusa Dua, Bali at 23-25 April 2010. We hope the material in this book can give benefit and also recommendation to all of integrated institution in improving Indonesian business competitive advantage in future.

Committee
Proceeding The 1st International Conference
Indonesian Management Scientist Association - AIMI

Theme: Enhancing Indonesian Business Competitive Advantage

Peer Review

Prof. Dr. Djumpilah Zain, SE
Prof. M.S. Idrus, SE, M,EC., Ph,D
Prof. Dr. Eka Afnan Troena, SE
Prof. Dr. Ubud Salim, SE,MA
Prof. Armanu Thoyib,SE,M.Sc,P.Hd
Prof. Dr. Surachman,SE,MSIE
Dr. Mientarti Rahayu,SE,MM
Dr. Fachur Rohman,SE,MSi
Dr. Noermijati,SE,MS
Opening Remark by The Chairman of AIMI
on the First International Conference
"Enhancing Indonesian Business Competitive Advantage"
23 - 25 April 2010

Your Excellency,
Minister of Tourism,
Minister of Trade,
Minister of Industry,
Governor of Bali, and
Governor of East Kalimantan,
Honorable Executive Boards of public and private institutions in Indonesia,
Distinguished speakers from Indonesia and overseas,
Respectable members of AIMI,
Ladies and Gentlemen.

Good morning,
It is my privilege on behalf of the chairman of the Indonesian Management
Scientist Association (AIMI), to extend a very warm welcome to all of you. I
would like to express my thankfulness to the Lord Alloh for making all of us
here and my gratitude goes to all of you, respectable audiences, who have
financially and morally supported AIMI in conducting the First AIMI
International Conference, entitled: Enhancing Indonesian Business
Competitive Advantage.
Ladies and Gentlemen,
Let me first tell you that AIMI was just founded last year in 2009 through
alumni meeting of Doctorate Program in Management, Faculty of Economics
of Brawijaya University (FoE-BU), Malang-East Java. It is, therefore, still not
very much recognized by many people in Indonesia. Historically, AIMI was
initiated from a tracer study which was held by the Doctorate Program in
Management Faculty of Economics of Brawijaya University (FoE-BU).
Afterwards, the report of the tracer study was followed-up with a meeting of
alumni of Doctorate Program in Management FoE-BU whose members are
now about two hundred and thirty one. Finally, in the meeting, AIMI was
declared.
A part of AIMI missions is to foster positive contribution of ideas and thoughts from the scientists, academics, and professionals in management towards developing competitive business activities to take part in the global competition. In the long run, it is expected that AIMI can provide positive contribution of high values towards achieving the goals of Indonesian business and public management to improve the prosperity of the Indonesian people.

Ladies and Gentlemen,

The fruitful discussion as a result of this First International Conference will be disseminated among Indonesian decision makers, academics, and professional in business and public management. Furthermore, the result will be followed-up with periodical regional group discussion and annual national meeting, on the basis of rapid environmental, social, and cultural changes and challenges.

We believe that AIMI mission and vision can be successfully achieved with strong foundation in the form of active participation of management scientists, academics and professionals and supports from many parties, including the policy makers in business and public management.

Further, we are very grateful to all of our honorable audience who have participated in the First International Conference of AIMI by providing both material and moral supports, and have been actively involved towards the achievement of the vision of mission of AIMI.

Ladies and Gentlemen,

To conclude, I would like to convey our special appreciation to all our colleagues, professors, faculty members, and students in graduate program in management Faculty of Economics of Brawijaya University (FoE-BU) for their hard work and commitment.

May the Almighty God always help us to accomplish AIMI mission.

Thank you very much.

The chairman of AIMI:
Prof. Armanu Thoyib, SE.MSc.PhD
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PRODUK, PURCHASE, CONSUMPTION AND ADVERTISING INVOLVEMENT IN FASHION INDUSTRY IN SURABAYA (PERSPECTIVE REVIEW ON AGE AND GENDER)

Christina Whidya Utami
Astrid Herawaty Soesefio

(Program Studi Manajemen Unika Widya Mandala Surabaya)

Abstract

Fashion industry is one of most rapid industry in growth. The high competition in this industry resulting in marketers that forced to getting 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 includes 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 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
fashion industry and classification based on age providing significantly different effects on fashion industry. A teenage group, for example, definitely has different views on fashion when compared to adult group. Similarly, adult views when compared to elderly group are different.

Consumers' involvement in such a product is able to influence the consumption pattern of consumers. According to O’Cass (2000), if a consumer is interested or involved in such a product, then he/she will have positive consumption pattern to the product. Conversely, if the involvement to such a product is smaller then there is a tendency to make no consumption. Marketing in markets a product must be performed using an advertisement so that able to stimulate consumers to committed purchasing. Those consumers with any interested on the product and having a desire to consume the product surely put huge attention on several things related to the product, which one of those is the product advertisement itself (Solomon, 1999: 113). Based on main function of the advertisement, is to encourage consumers to committed purchasing, then consumers' purchase decision involvement to such a product need to be considered as well. These arguments were confirmed by Flynn & Goldsmith (1993), Mittal (1989) and Muehling (1993) in O'Cass (2000) summarizing that there are four involvements that could influence consumer in fashion product choosing and purchasing, includes product development, purchase decision involvement, consumption involvement and advertising involvement.

Based on the above facts, author tried to obtained and analyzed in more details whether both gender and age differences affects product involvement, purchase decision involvement, consumption involvement and advertising involvement in fashion industry as well as how far these differences influences fashion industry viewed on product involvement, purchase decision involvement, consumption involvement and advertising involvement.

Based on both background and facts outlined above, the problems could be formalized as follows:
1. Does gender/gender have significant impact on product; purchase decision, consumption and advertising involvement in fashion industry?
2. Does age differences impacts on product; purchase decision, consumption and advertising involvement in fashion industry?
3. Does woman has higher involvement in fashion industry than man does?
4. Does younger age consumer having higher involvement than older in fashion industry?

2. Literature Review
2.1 Involvement
‘Involvement is the motivation to process product-related information’ or equally said that involvement could be generalized with personal acceptance and/or involvement caused by such a stimulation through certain situation and nuance (Solomon, 1999: 564). According to O’Cass (2000), ‘Involvement is argued here to refer to the extent to which the consumer views the focal object as a central part of their life, a meaningful and engaging object in their life and important to them’. Involvement is also motivation encourage consumer to directly made a decision. Consumer's involvement either in certain product or brand includes both cognitive and
affective aspects. Cognitively, consumer either on certain product or brand could form involvement based on performed evaluation. If those consumers have large involvement on such a product or brand, then these consumers will have strong affective response including strong emotion and feeling toward the product or brand. In addition, according to Peter, Olsen & Grunert (1999:77), involvement is a motivation in consumer that drive both cognitive process and their behavior in purchase decision-making. Measurement of involvement is essential in much marketing application. According to Solomon (1999:115), there are 10 criteria could be used to measure involvement, includes: Important-Unimportant, Boring-Interesting, Relevant-Irrelevant, Exciting-Unexciting, Means nothing-Means a lot to me, Appealing-Unappealing, Fascinating-Mundane, Worthless-Valuable, Involving-Uninvolving, Not needed-Needed. According to Solomon (1999:113) the conceptual of involvement could be seen in Figure 1 as follows:

2.2 Product involvement

Product involvement related to how big the interest of consumer toward such a product (Solomon, 1999: 114). Most-selling promotion are designed to improve this type of involvement. This confirmed by Peter & Olson’s (2003: 52) argument suggesting that consumer’s involvement on such a product could be resulted from their knowledge on the product and its relevancy to their life. More knowledge and need on such a product, higher involvement there will be.

2.3 Purchase Decision Involvement

According to East (1997: 19), consumer’s purchase involvement on such a product related to the importance of the purchase itself, consumer’s risk and the types of cognitive process at purchasing time. Higher the involvement consumer has in product purchase decision, easier for them to decide to purchase the product. Conversely, lower the involvement among consumers, it will be harder and took longer time for them to decide to purchase the product.

2.4 Consumption involvement

“Consumption is the use of product” (Peter & Olsen, 2003: 549). The use of product is an essential thing need to be considered by a marketer. The satisfied consumer will repeat their consumption behavior in the future. This in accordance with what Hawkins, Best & Coney (1998: 29) said, “consumption frequently has deep meaning for the customer”.

Consumer’s involvement in the use of product will influence their purchasing on such product. Consumers who have an involvement in such product, involvement means here that he/she feels that they required certain product, and then will do purchasing repeatedly on a product. More often they consume a product or feels that consuming the product is an essential thing, higher the involvement will be. Conversely, if they feel that consumption of the product is unnecessary thing to do, lower the involvement will be.
2.5 Advertising involvement

As Solomon (1999: 115) suggested, advertising involvement also
called as message-response involvement. Advertising involvement is
customer interest in the process of marketing communication. Several means
could be used for involvement program related to advertising are radio,
magazine, television, and others (Hawkins, Best et al., & Coney, 1998: 299).
Television is a mean that could support low-scale involvement for consumer,
while magazine could be used for high-scale involvement. This is as

According to East (1997: 19), "involvement as a way of explaining the
different levels of cognitive activity created by advertising and purchase
intention". It could be seen that according to East (1997), one of affected
things in consumer's involvement is by the presence of advertising. If
consumers have low involvement in a product, advertisement is one of means
that could be used to influence consumer's behavior by improving their
awareness and reminds them about the product.

2.6 Involvement and Marketing Strategy

There are several ways that could be utilized by marketing based on
consumer's involvement aspect. Schiffman & Kanuk (1997: 299) suggested
that if a marketer found a high-involvement consumer, then he/she could
utilize central route to persuasion. What is mean by central route to
persuasion is that a marketer should advertise their product or service want to
sell stronger and cleaner, using relevant issues that able to encourage those
consumer's cognitive process. If consumer is low in the involvement, a
marketer could use peripheral route to persuasion. It means that they have to
advertise their offered product or service through media includes music, artist
and other famous person and etc. In this case, no detail advertising is
required. To draw consumer's attention is the point.

2.7 Relation between gender, age differences, product involvement, purchase
decision involvement, consumption involvement and advertising involvement

There must be a difference in individual perception and opinion of a
thing. Opinion and patterned thinking of a woman are unnecessarily similar
to other women. Similarly, opinion and patterned thinking of a teenage are
not necessary as other adults. This is confirmed by Olson & Grunert (1997:
77) suggesting that involvement potentially influenced by individual
psychological factor so it could be called as felt involvement. Several things
including age, gender, surrounding environment and familial factors, could
affect psychological condition. Individual involvement in such a thing could
influence behavior motivating them (O’Cass: 2000). In fashion industry,
there are various different segments either based on gender or age.
Meanwhile, there are several factors in fashion industry that could be
references whether such person has strong motivation in the industry.
According to Solomon (1999: 113) that involvement of a consumer could be
based on advertisements, products, consumption and purchase decision. By
the presence of advertising, whether it influence individual in determine
motivation or by various products whether it could influence motivation in fashion industry.

3. Hypotheses

Based on both problem and theoretical backgrounds then the following hypotheses could be proposed:

- Hypothesis 1: Gender has impact on product; purchase decision, consumption and advertising involvement in fashion industry.
- Hypothesis 2: Age differences has impact on has impact on product, purchase decision, consumption and advertising involvement in fashion industry.
- Hypothesis 3: Women have higher involvement in fashion industry compared to men.
- Hypothesis 4: Younger consumers have higher involvement in fashion industry compared to older and above consumers.

4. Study Method

4.1 Study Design

This study was a descriptive-conclusive study used hypothesis and aimed to know whether both gender and age affected product involvement, purchase decision involvement, consumption involvement and advertising involvement in fashion industry as well as to identify if both women and younger consumers have higher involvement compared to men and older consumers.

4.2 Population and Sample

Population in the study was those whom ever perform purchase fashion product in Surabaya. There were 100 respondents taken as sample of the study this was in accordance with Zainuddin (1998: 100-101)

Sample was taken using non-probability sampling where questionnaire given to those respondents whom ever minimally once performed purchase fashion product in a month. In addition, purposive sampling that was random sample selection was performed also. Information obtained by balancing between objective and problem of the study. Used characteristics where both men and women whom ever performed purchase fashion product minimally once in a month, life in Surabaya and 18 years in old.

4.3 Operational Definition

In the present study, there were several variables includes:

- Gender (X1) was either class or group formed in such species as a mean or as a result of the used of sexual reproduction process to maintain their continuous of life. In the present study, gender was divided into two groups, men and women.
- Age Differences (X2) was time entity measuring the presence time of stuff or creature either in life or death condition. In this study, age was divided into several groups: Group 1: 18 – 24 years old, Group 2: 25-34 years old, Group 3: 35-44 years old and Group 4: 45 years old and above.
Product Involvement (Y1) was consumers’ involvement either in men or women from both younger and older age on fashion product. This variable was measured by Likert in 1-5 scales range from very disagree to very agree. Purchase Decision Involvement (Y2) was consumers’ involvement either in men or women from both younger and older age on purchase decision product. This variable was measured by Likert in 1-5 scales range from very disagree to very agree. Consumption Involvement (Y3) was consumers’ involvement either in men or women from both younger and older age on the use of product. This variable was measured by Likert in 1-5 scales range from very disagree to very agree. Advertising Involvement (Y4) was consumers’ involvement either in men or women from both younger and older age on the advertisement of a product. This variable was measured by Likert in 1-5 scales range from very disagree to very agree.

4.4 Instruments of study

This study utilized questionnaires given to the respondents according to predefined criteria including 18 years old in age, live in Surabaya and ever performed purchase such fashion products (either clothes or accessories) minimally once in a month. In order to examine the existing questions contained in questionnaire, observer used both validity and reliability tests by 30 respondents.

5. Technique of Data Analyses

Data Analyses

Analysis used in the present study was Multivariate Analysis of Variance (MANOVA). MANOVA’s formulation to identify the effect of gender and age on product involvement, purchase decision involvement, consumption involvement and advertising involvement in fashion industry in Surabaya is as follow:

\[ Y_1 - Y_2 - Y_3 - Y_4 = X_1 - X_2 \]

Where:
- \( Y_1 \) : Product involvement
- \( Y_2 \) : Purchase decision involvement
- \( Y_3 \) : Consumption involvement
- \( Y_4 \) : Advertising involvement
- \( X_1 \) : Gender
- \( X_2 \) : Age

6. Hypothetical Tests

According to the above hypothesizes where it has been suspected that there were effects of both gender and age on product, purchase decision, consumption and advertising involvement in fashion industry in Surabaya.
Therefore, several tests are required. According to Hair et al. (2009: 494),
hypothetical test for MANOVA was performed through four methods called as
Pillai’s Criterion, Wilks’ Lambda, Hotelling’s T and Roy’s greatest. In this
hypothetical test, a = 0.05 was used. This was as supported by Carey (1998) in
www.google.com describing the four formulations as follows:

1. Pillai’s trace
Considered as strongest hypothetical test and have the highest significance
value compared to other four hypothetical tests. The formulation is:

\[ H \left( H + E \right)^{-1} = \sum_{i=1}^{r} \frac{\lambda_i}{1 - \lambda_i} \]

2. Hotelling-Lawley’s trace
The formulation is:

\[ \text{trace}(\Lambda) = \text{trace}(HE^{-1}) = \sum_{i=1}^{r} \lambda_i \]

3. Wilks’ Lambda
This method is the first method used in MANOVA and very essential for
several multivariate analyses. The formulation is:

\[ \Lambda = \frac{E}{H + E} = \prod_{i=1}^{r} \frac{1}{1 + \lambda_i} \]

4. Roy’s Largest Root
Is the F-test in MANOVA. The formulation is:

\[ \text{Max}(\lambda) \]

To identify if there is a different in Purchase Decision Involvement,
Consumption Involvement and Advertising Involvement based on both gender
and age, the detailed results are present in Table 1.

<table>
<thead>
<tr>
<th>Groups</th>
<th>Variables</th>
<th>Probabilities</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Product Involvement</td>
<td>.000</td>
<td>There is</td>
</tr>
<tr>
<td></td>
<td>Purchase Decision Involvement</td>
<td>.001</td>
<td>There is</td>
</tr>
<tr>
<td></td>
<td>Consumption Involvement</td>
<td>.001</td>
<td>There is</td>
</tr>
<tr>
<td></td>
<td>Advertising Involvement</td>
<td>.000</td>
<td>There is</td>
</tr>
<tr>
<td>Age Difference</td>
<td>Product Involvement</td>
<td>.000</td>
<td>There is</td>
</tr>
<tr>
<td></td>
<td>Purchase Decision Involvement</td>
<td>.007</td>
<td>There is</td>
</tr>
<tr>
<td></td>
<td>Consumption Involvement</td>
<td>.038</td>
<td>There is</td>
</tr>
<tr>
<td></td>
<td>Advertising Involvement</td>
<td>.005</td>
<td>There is</td>
</tr>
</tbody>
</table>

Source: observers' process, 2010

In gender group, product, purchase decision, consumption and
advertising involvement variables were have 0.000 lower significance value
than significant level of a=0.05. It means that there were differences in product,
purchase decision, consumption and advertising involvement based on gender.
Therefore, hypothesize 1 stated that gender was significantly affected product involvement in fashion industry, is accepted.

In age difference group, product, purchase decision, consumption and advertising involvement variables were have 0.000 lower significance value than significant level of α=0.05. It means that there were differences in product, purchase decision, consumption and advertising involvement based on age. Therefore, hypothesize 5 stated that difference in age were significantly affected product involvement in fashion industry, is accepted.

By average values, it could be seen that women have higher value in average in each items contained in questionnaire than men on the four variables: Product Involvement, Purchase Decision Involvement, Consumption Involvement and Advertising Involvement. It could be concluded then that hypothesizes stating that women have higher involvement in fashion industry than men is accepted.

Similarly, it could be seen from average values that younger age group have higher value in average in each items contained in questionnaire than men on the four variables: Product Involvement, Purchase Decision Involvement, Consumption Involvement and Advertising Involvement. In the present study, age indicators were divided into four groups. Based on the average values, it could be seen that younger age group (18-24 years old) have highest value in average. Conversely, older age group (> 45 years old) has lowest value in average. So, hypothesize stating that younger age consumers have higher involvement in fashion industry compared to older consumers is accepted.

7. Discussion

Based on the results of MANOVA test, it was proved that there was effect of both gender and age differences on product, purchases decision, consumption and advertising involvement in fashion industry. Results obtained in the study supports those from previous studies performed by O’Cass (2000) and Olson & Gruenert (1999:77).

There was effect of gender on product involvement. Product involvement in women was higher than men as a result of the curious and needs among women are higher than men. More curious and needs a woman in such fashion products, more involvement there will be in women than men (Peter & Olson, 2003:79). This potentially occurred as a result of the awareness that fashion is an essential thing in women life than men did. It is supported also by the higher commitment of women on fashion than men.

There was effect of gender on purchase decision involvement. Shopping experiences obtained by a woman much higher than man (Solomon, Bamossy and Askegaard, 2002). This influences women involvement in purchase decision for fashion much higher than men. This involvement was affected by the availability of more fashion option as well so women thinking more than men did in order to making purchase decision for fashion (Gustiaudarma, 2009). It could be viewed from the various fashion products that women wear. Women also have more spaces in the use of various colors, shapes and kind of fashion include accessories, shoes, clothes and etc. In making a correct decision about fashion, women gives higher values on themselves than men did.
There was effect of gender on Consumption Involvement. The higher use of fashion products, the higher involvement consumers will have in the product (Hawkins et al., 1998). Consumption involvement in women is higher than men. Consumption involvement is more influenced by intrinsic self-relevance than situational self-relevance factors (Peter & Olson, 2003: 79). This is showed by higher satisfaction among women than men when they wear such fashion products. This satisfaction makes fashion product as unseparable of women.

There was effect of gender on advertising involvement. Results of this study were supporting East’s (1997) statement that consumer’s involvement influenced also by advertisement. Fashion advertising draws more attention of women than men consumers. As more interesting, women give more attention than men in fashion advertising.

For women, fashion is a need. It supported by Gustisudarma (2009), then women’s involvement in fashion product viewed from four variables: product involvement, purchase decision involvement, consumption involvement and advertising involvement is high. In accordance with a theory suggested by Schiffman & Kanuk (1997: 299), then in coping with women consumers, a marketer need to utilize central route to persuasion. Providing detailed information in the performed brochure or advertisement could do this. These details could be in the form of offered product size, colors choices, raw materials of the product and others. By a fairly detailed information, it was expected that cognitive process in women consumers is formed thereby committed to purchase.

For those men consumers with lower involvement in fashion product, a marketer can stimulate them by an interesting advertisement for men. This called as peripheral route to persuasion. Detailed information is unnecessary for men thus, make the advertisement as simple as possible then combined with interesting music and featured beautiful artist, for example. In turn, it was expected that the advertising could draw their attention.

The difference of test results on the obtained involvement among men and women shows that there was effect of gender on product involvement, purchase decision involvement, consumption involvement and advertising involvement in fashion industry. This should be considered by a marketer in order to create a good advertising not only to market the product, but also to stimulate the need of product, consumption and curious among consumers of the advertising to perform.

Based on MANOVA test, it could be seen that there was effect of age difference on product involvement. Consumer’s involvement of 18-24 years old in such product was the highest one compared to three others. Women consumers in this age have high commitment on such fashion product as there was awareness that fashion is an essential thing in their life. In 25-34 years old, choosing fashion products that show the involvement in fashion product relevant to their working environment.

Age difference also has effect on Purchase Decision Involvement. 18-24 years old age group was those with the highest purchase decision involvement than three other groups. Results of the study supports O’Cass’s (2000) statement that individual involvement in something can influence
behavior motivates them. In 18-24 years old, women consumers are put much more attention in determine fashion product and give higher values on themselves. While in 25-34 years old, they more prefer to involved in purchase decision as they think that fashion purchase is significantly unseparable from their life.

There was effect of age difference on consumption involvement. The use of selected fashion product by women consumers especially in 18-24 years old is an essential thing to be considered by a marketer (Peter & Olson, 2003). The consideration is given to both satisfaction when wearing a fashion product and the comfortable of the product when wore. Remembering that 25-34 years old age group is working consumers, then in order to point to this segment, a marketer should give more attention on the importance and the meaning of such fashion product in their work environments.

Advertising involvement influenced also by age difference. 18-24 years old, women consumers put more attention on the advertisement of fashion product, either in the form of electronic advertisements or displays in stores. Based on purchase decision involvement, fashion product marketers could offering more option of fashion products to 18-24 years old women consumers than to those in 25-34 years old. This is because at this age women consumers put high values on themselves when they made fashion product decision. Result of the study supports what East (1997) has been suggested that individual involvement influenced by advertising as well. Fashion advertising is more interested in younger consumers than the older. As more interesting, then 18-24 years old age group give more attention on fashion advertising than other age groups.

For those in 18-24 years old, fashion is a need, thus the involvement of this group on fashion product viewed from the four variables: product involvement, purchase decision involvement, consumption involvement and advertising involvement is high. According to the theory expressed by Schiffman & Kanuk (1997: 299), then in coping with these consumers, a marketer need to utilize central route to persuasion. Providing detailed information either in the performed brochure or advertising could do this. This information includes offered product size, colors choices, raw materials of the product and others. By the presence of fair detailed information, it was expected that cognitive process in these consumers is formed thereby committed to purchase. A marketer can make also an interesting display and creates supportive nuance as well as stimulate consumers to make more purchases.

For those older consumers in age or above with lower involvement in fashion product, a marketer can stimulate them by using an interesting advertising in order to draw their attention. This called as peripheral route to persuasion. This group of consumer will not pay attention in detail because they have lower product involvement in fashion product. Therefore, the advertising for this group should be made as simple as possible and adding music or interesting picture so could encourage their curious.
8. Conclusion

Based on the analyses results and discussion above, conclusion as follows could be made:

1. In gender group, product, purchase decision, consumption and advertising involvement variables were have 0.000 lower significance value than significant level of α=0.05. It means that there were differences in product, purchase decision, consumption and advertising involvement based on gender. Therefore, hypothesize 1 stated that gender was significantly affected product involvement in fashion industry, is accepted.

2. In age difference group, product, purchase decision, consumption and advertising involvement variables were have 0.000 lower significance value than significant level of α=0.05. It means that there were differences in product, purchase decision, consumption and advertising involvement based on age. Therefore, hypothesize 5 stated that difference in age were significantly affected product involvement in fashion industry, is accepted.

3. By average values, it could be seen that women have higher value in average in each items contained in questionnaire than men on the four variables: Product Involvement, Purchase Decision Involvement, Consumption Involvement and Advertising Involvement. It could be concluded then that hypothesizes stating that women have higher involvement in fashion industry than men is accepted.

4. By average values, it could be seen that younger age group has higher value in average in each items contained in questionnaire than men on the four variables: Product Involvement, Purchase Decision Involvement, Consumption Involvement and Advertising Involvement. In the present study, age indicators were divided into four groups. Based on the average values, it could be seen that younger age group (18-24 years old) have highest value in average. Conversely, older age group (> 45 years old) has lowest value in average. So, hypothesize 10 stating that younger age consumers have higher involvement in fashion industry compared to older consumers is accepted.

9. Suggestions

From the results of the study and conclusion above, the following things are could be suggested:

1. In order to improve and motivate consumer to perform purchasing, a marketer need to consider consumer involvement levels either in product, purchase decision, consumption and advertising. This information could be performing periodically by giving questionnaire to consumer or direct interview.

2. In order to improve effectiveness of marketing activities, a marketer need to put huge attention on segmentation and most suitable marketing activities in the segmentation.

3. This study used only fashion industry in Surabaya in its scope. In the future, further study could utilize other industries such as automotive, etc. thereby enrich the existing study and provide inputs for other industry than

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