

Influence of Pop Culture, Emotional Trust, Inconsistent Reviews and Consumer Purchase Intention on Zalora's Women Product in Indonesia

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©Scholedge International Journal of Management & Development (2394-3378), Vol.03, Issue 02 (2016) pg20-31.
Published by: Scholedge R&D Center [www.theSCHOLEDGE.org] [Email: sijmd@scholedge.org]

Abstract

The paper observed the several variables which impacts on the female consumer purchase intention on Zalora products in Indonesia. Respondents in this study were women aged 18-30 years who have a Facebook account and like the Facebook fanpage of Zalora Indonesia (<https://www.facebook.com/ZaloraIndonesia>). This study used analysis of Structural Equation Modeling (SEM). The data were processed with IBM SPSS AMOS 21. The analysis results in this study showed that pop culture, emotional trust and inconsistent reviews impacted on the female consumer purchase intention on the Zalora products in Indonesia

Keyword: pop culture, emotional trust, inconsistent reviews, purchase intention, Zalora

Background

Popular culture is a reflection of the existence of human civilization (Newkirk, 2002). The phenomenon can be observed through a people perspective. The existence of new culture is often regarded as new situation to a community (Williams, 2011). Therefore, the phenomenon which prevailed in the community tends to be regarded as new challenge which brings impacts to the community future development (Berkhout, et.al, 2002).

The adopted internet technology in the commerce has brought new culture of business (Pires, et al, 2003). Internet with their various sites has become an instrument of commerce that reach consumers at national and international levels effectively, for example, one can choose and purchase goods and services over the internet from other country (Freund, 2002). Payments have used an account that is owned and conducted through online transactions with a credit or debit card (Franklin, 1999). However, this trade model also has drawbacks due to lower consumer trust in the online store transaction. Therefore, branding a positive perception for consumers has been done by many e-commerce companies (Corbitt, 2003). In implementation, the system needs qualifications to attract audience to visit and buy on the store. This of course can increase consumer trust in purchasing the products (Gefen, 2004).

The importance of trust in online business has long been acknowledged for business sustainability (Teece, 2010). For facilitating transactions and customer trust, then vendors must do something to nurture the trust (Sheppard, 1998). Trust occurs when one party believes the actions of other parties are under their term and agreement (Sheppard, 1998). As a result, to bring trust in the brand or service, the customer or user should understand the steps to build positive branding. It resulted in higher trust and influenced the customer commitment and loyalty towards the product and services (Delgado, 2001).

Thus, online trust is a key differentiator that determines the success or failure of online store to conduct their business through the Internet. More importantly, in the online transaction the customers do not know personally about the online store (Kaluscha, 2003). Therefore, the initial trust through positive branding, it determines customer believe in the transaction. In addition, the customers also do not recognize the online vendors which make the customers face a greater challenge to propose their complaint or suggestions about the product and service (Buhalis, 2008). A retailer's website can be an essential source of information to cope with uncertainty. Therefore, positive branding can shape customer attitudes toward the purchase (Goldsmith, 2000). The attitudes of purchase have many factors especially emotional contexts (Dick, 1994). Since the customer considers the relationship is characterized by the quality of the service then the customer relationship showed the company responsibility to keep the relation. Therefore, the emotional context becomes a proxy to evaluate the quality of service given by the company (Epstein, 1989).

Attitudes towards online shopping are defined as the positive or negative feelings of consumers with regard to the achievement of purchasing behavior on the internet (Chen, 2003). To observe consumer attitudes, we need to know what characteristics of the consumers typically in online shopping's and what their attitudes in the activities (Dabholkar, 2002). In simple terms, this means that excellent online product must be balanced with the consumer's knowledge and awareness about the online transaction (Hoffman, 1999).

This has been done by many websites that offer online store services such as EBay, Kaskus, Zalora, Zalora, and OLX. Whereas, the others social media such as Facebook, Twitter, and Instagram also offers similar features. The number of online stores has sprung up and builds higher competition among the online business owners to attract consumers by offering a wide range of promotions (Bockstedt, 2006).

Zalora Indonesia is a shopping website that provides fashion clothing products of various brands, both locally and internationally. The awareness about the online transaction has also implemented by Zalora Indonesia. The site do not charge shipping to all customers who shop the products and guarantee the return of the goods if the customer was not satisfied with the product received. The feature has been known well by the audience.

The presence of social media, including online forum discussions, blogs, social networking sites, micro blogging, and review sites online has great impacts. It facilitates consumers to increase their awareness about the online reviews on products, services, or retailers based on their purchase experience (Trusov, Bucklin, and Pauwels 2009). Through online reviews, or what is known as the news spread of information online, it has become a form of information affected consumer purchasing decisions (Lee, 2008).

At first, conventional shopping is a concept that shows an attitude to get the goods as everyday purposes by way of exchanging a sum of money in lieu of the goods. However, the concept of shopping itself has evolved as a reflection of the new trend, lifestyle and recreation in the community (Goulding, 2002). Shopping is a lifestyle of its own, which even becomes a hobby for many people.

With the introduction of technology in the online community, including among female consumers, the shopping model has changed into online practice (Zhou, 2007). It also has increased by about 60% with the involvement of women's online audience. With the introduction of internet in Indonesia since 1990, the number of women online audience has been increased rapidly till 2000 it has equal number of 49% women and 51% men (Allen, 2001).

With the increased online audience, and unstandardized service quality, it reduced the online audience trust (DiMaggio, 2001). Worse, there are many failures in online transaction as evidenced from failure of dot com business in US. Therefore, it has resulted on reduced trust. Such event has impact on the

online transaction (Chen, 2007). In addition, the audience got distrust online presence and strong negative perception on online transactions (Corritore, 2003). Distrust is a confirmed as negative expectations about the behavior of other parties (Kramer, 1999). According to the theory of accessibility / diagnosticity, negative information is usually more diagnostic than positive information. Because the product can be assessed positively in the quality of high, average and low, therefore, it tends to be more ambiguous. Conversely, negative information strongly suggests low performance (Herr, 1991). Moreover, this theory also suggests that diagnosticity information may depend on the situation. When it is difficult for consumers to judge or ambiguous feeling in some situations, diagnosticity information available will increase resulting in intention in the purchase (Hoch, 1986).

Based on the above background, in this study the researchers wanted to examine whether there is influence of pop culture, emotional trust, inconsistencies of information against the intention of the Zalora's product purchase in Indonesia?

RESEARCH METHODS

Research Design

This is quantitative research where the researcher can determine the variables studied about the research object and then to create instruments to measure it (Creswell, 2013). From the research type, it is a field research which focuses on data collected from informants (Edmondson, 2007). Field research is a research done directly where the object under study is the student / university student Budiluhur who have ever conducted online shopping and online transaction at least once.

Research Approach

The approach in this study is a quantitative approach, because these studies are presented through data and numbers (Creswell, 2013). This is in accordance with Silverman, (2006) which suggested quantitative research is a research approach that is widely demanded by using numbers, ranging from data collection, interpretation of the data, as well as the appearance of the results

Quantitative research is required to use a lot of numbers, ranging from data collection, interpretation of these data, as well as the appearance of the results. Likewise, understanding the conclusion of the study would be better if accompanied by tables, graphs, charts, drawings or other views (Lemke, 2005).

Population and Sample Research

Population is the generalization region consisting of an object or a subject that has certain qualities and characteristics defined by the researchers to learn and then be deduced. Meanwhile, the entire population is the subject of research. Respondents in this study were women aged 18-30 years who have a Facebook account and activate the "like" feature of the Facebook fanpage of Zalora Indonesia (<https://www.facebook.com/ZaloraIndonesia>). Based on the Slovin's formula, it obtained 120 people as the sample. The number of samples is based on population which has Facebook account and activates the "like" feature of fanpage account Zalora Indonesia.

The collection of the sample in this study is based on the amount or specific characteristics drawn from a population to be studied. It used purposive sampling, where the data collection is conducted based on specific criteria of gender since it observed about female consumption of fashion sold by Zalora Website. In addition, it also included demographic population aged 18-30 years. The questionnaires procedure is done through online method by sending a message through Facebook to the Zalora members.

Before the questionnaire distributed to respondents, it conducted a pre-test of the questionnaire, by distributing questionnaires to 30 respondents. The purpose of this pre-test is to determine the reliability and validity of the questions items. To analyze the data, it used IBM SPSS Statistics 16 and SEM.

According Hosking (1987) the recommended sampling size to obtain optimal result is used the Maximum Likelihood of 100-200 samples. Therefore, in order to avoid incomplete data from respondent, then the sample size in this study was 120 respondents.

Instrument used to measure the research variables used 5-point Likert scale. This study uses a number of statements to the 5-points scale to indicate agree or disagree with the question items.

1 = strongly disagree

2 = disagree

3 = neutral (doubtful)

4 = agree

5 = strongly agree

This scale is used for research focused on respondents and objects. It will collect the information about the different responses of each participant.

Data analysis technique

Data Processing Methods with SPSS

In this study, the stages that must be passed in data processing with AMOS are normality test, Confirmatory Factor Analysis (CFA), and Second Order Confirmatory Factor Analysis (CFA 2nd). Since the observed variables cannot be measured directly, the researchers used the 2nd CFA in order to measure directly the observed variables. In the 2nd CFA, the endogenous latent variables, e.g., trust emotional, cognitive belief, gender, and inconsistent review will be the observed variable whereas the latent exogenous variable is consumer purchase intention.

RESULTS AND DISCUSSION

Analysis Results

This study used analysis of Structural Equation Modeling (SEM). The software used for this study is IBM SPSS Amos 21. The theoretical model has been described in the path diagram is analyzed based on the obtained data.

Model Measurement Testing

Measurement model testing is used to examine the relationship between the indicators with latent variables. The combination with the structural model testing and measurements testing allow the researchers to test the measurement error as an integral part of SEM and analysis factor in conjunction with hypothesis testing. In the measurement of the test results, it obtained Chi-square value 299 779, Degrees of freedom 98 and Probability level 0.000. Measurement test results can be seen in Figure 1.1.

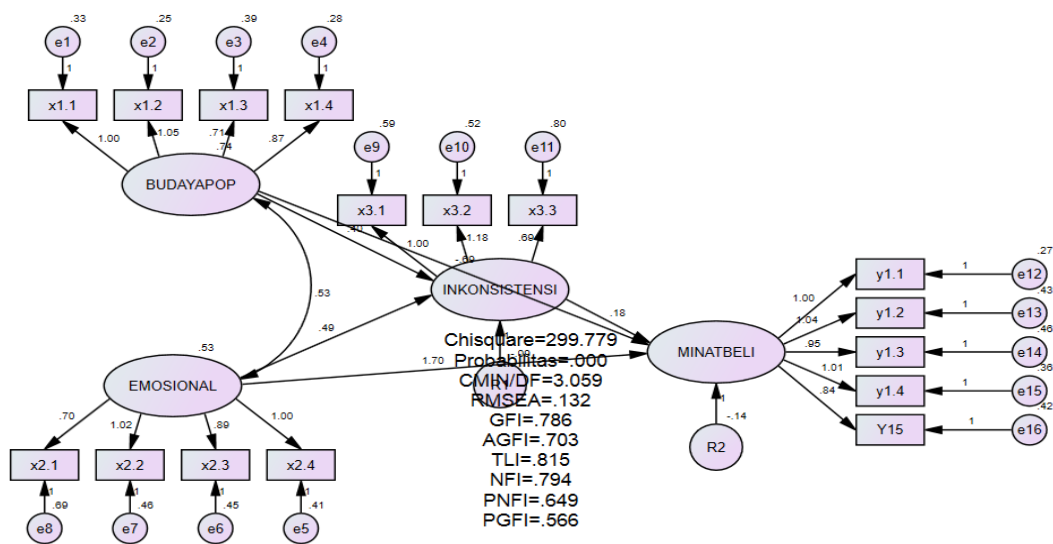


Fig. 1.1. measurement result

Hypothesis test against the model shows that this model fits the data used in this study. The Chi-Square value is big enough, e.g., 299, 779, since the value is affected by the degree of freedom. In this study, the degree of freedom is 98. If the value is smaller than the degree of freedom, the Chi-Square value will be reduced.

Structural models above showed the chi-square is 299, 779 and a degree of freedom 98. In Figure 1, it showed that the value CMIN / df matched with the criteria. Although the value of RMSEA, TLI, CFI, GFI and AGFI are at less than standardized value, the value of TFI, GFI and NFI is closer to the recommended value, and then the model is still viable to continue to be used. This means that the model is quite fit for use.

Normality Test Data

Evaluation is done by using the data normality critical ratio value of skewness value equal to ± 2.58 at a significance level of 0.01 (1%). Data is said to be normal distribution if the skewness value of the critical ratio value below ± 2.58 .

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y15	2.000	5.000	-.366	-1.637	-.753	-1.683
y1.4	2.000	5.000	-.291	-1.302	-1.048	-2.344
y1.3	2.000	5.000	-.304	-1.358	-1.103	-2.467
y1.2	2.000	5.000	-.595	-2.660	-.940	-2.102
y1.1	2.000	5.000	-.322	-1.438	-.942	-2.106
x3.3	2.000	5.000	-.708	-3.168	-.595	-1.330
x3.2	2.000	5.000	-.450	-2.013	-.964	-2.155
x3.1	2.000	5.000	-.386	-1.727	-.836	-1.870
x2.1	2.000	5.000	-.416	-1.860	-.805	-1.800

Source: Author, processed data 2015

Based on calculations, all indicators of skewness have critical ratio value below ± 2.58 . The data of the indicators has normally distributed and fit for use.

Outlier Evaluation

Outlier Evaluation was done to look at the condition of observation of the data which contains unique characteristics. It means that the data result is very different from the observations of others and appear in its extreme form, either single variable or combination (Belsley, 2005). Outlier detection is done to see univariate and multivariate outlier. To view the multivariate outlier, it is done by looking at the value of Mahalanobis distance.

Value of Mahalanobis distance was then compared with chi-square value. If the value of Mahalanobis distance is existed, then, it contains a problem multivariate outlier (Ferdinand, 2000). Under this assumption, in this study the chi-square value had obtained 407, 334 and the largest value of Mahalanobis distance was 38.226. Therefore it can be concluded that in this study it has no multivariate outlier. The absence of multivariate outlier means the data is feasible to be used.

Goodness-of-fit testing

The SEM testing is done gradually. The reason of this test is to obtain the right model (fit). If the right model is not found, then the originally proposed model needs to be revised. The revision of SEM models emerged from inability of the proposed models to produce estimates. If such problems arise in the SEM analysis, it indicates that the research does not support the proposed structural model. Thus the model needs to be revised to develop the existing theory to form a new model.

Analysis of the data processing at the stage of full model SEM conducted to test the suitability and statistical tests. Test results of the goodness-of-fit model can describe in Table 2.

Table 2: Goodness-of-fit Testing Results

No	Index	Critical Value	Results	Evaluation Model
1	Chi-Square	Approach to zero	299.779	
2	Probability level	$\geq 0,05$	0,000	Less
3	CMIN/DF	$< 5,00$	3.059	Good
4	CFI	$\geq 0,90$	0,815	Marginal
5	RMSEA	$\leq 0,08$	0,132	Less
6	TLI	$\geq 0,90$	0,810	Marginal
7	GFI	$\geq 0,90$	0,786	Less
8	AGFI	$\geq 0,90$	0,703	Less

Source: Analysis result, 2015

These results indicated that the proposed models are acceptable. The value of CMIN / DF was 3.059 which indicated a good structural equation model. Although the index measuring RSMEA GFI and AGFI are in poor condition, CFI and TLI were accepted marginally. From the feasibility testing, the model is said to be feasible if at least one testing method are fulfilled.

Parameters Evaluation

Validity Discriminant Test

The size of individual reflexive is valid if it has value loading with latent variables to be measured ≥ 0.5 , if one indicator has a loading value $\lambda < 0.5$, then the indicator should be discarded (dropped) because it showed the indicators are not good enough to measure latent variables. Here are the results of AMOS structural diagram output using IBM SPSS AMOS software 21 as showed in Table 4.6 with validity test.

Table 3: Discriminant Validity

Variable	Roots AVE
Pop Culture	0,85
Emotional Trust	0,81
Inconsistent Reviews	0,88
Purchase Intention	0,81

Source: Analysis Result 2015

The discriminate validity test used AVE is done by comparing the value of the AVE root of each construct and correlation among constructs. It is recommended AVE value must be greater than 0.50 (Hair et al, 1998). Based on Table 3, it showed that AVE roots had larger constructs with the correlation among constructs. It concluded the model has good discriminant validity.

Reliability test

Generally, reliability test indicates the extent to which a measuring tool that can provide relatively similar results when measuring the return on the same subject. Reliability testing in the SEM can be obtained through the following formula (Ferdinand, 2002):

Description:

Standard loading obtained from standardized loading for each indicator were obtained from the computer estimation

ΣE_j is a measurement error of each indicator. Measurement error can be obtained from 1- indicator reliability. The variable is said to be reliable if it has alpha coefficient of 0.5 or higher.

Table 4 showed the reliability test of the observed variables.

Constructs	Construct Reliability	Specification
Pop Culture	0, 85	Valid
Emotional Trust	0, 81	Valid
Purchase Intention	0, 81	Valid
Inconsistent Reviews	0, 88	Valid

Source: Author, analysis result, 2014

Based on the table 4, it showed no reliable construct with value below 0.50 then all constructs in this study are fit for use.

Hypothesis Analysis

Goodness of fit criteria estimated structural models to be met. It became a foundation for the next step of the hypothesis as shown in Figure 1. Relationships between constructs in the hypothesis are indicated by regression weights. The analysis result of the influence of cognitive trust, emotional trust on intention purchase is given in Table 5.

Table 58.

			Estimate	S.E.	C.R.	P	Label
Inconsistent	<---	Pop Culture	.396	.133	2.973	.003	par_16
Inconsistent	<---	Emotional	.487	.188	2.587	.010	par_17
Purchase Intention	<---	Pop Culture	.689	.317	2.176	.030	par_13
Purchase Intention	<---	Emotional	1.697	.342	4.966	***	par_14
Purchase Intention	<---	Inconsistent	.677	.288	2.016	.038	par_15

Source: Author, analysis result, 2015

Conclusion

Based on the background and discussion above it can be concluded that:

The influence of pop culture with women's purchase intention in the Zalora's product resulted CR value of 2.176 ($p \leq 0.05$), then H_0 is rejected and H_a accepted, meaning that there are positive influence between pop culture with women purchase intention on the Zalora's products in Indonesia. For Hypothesis H_1 , there is the influence of pop culture with women purchase intention in the Zalora's product in Indonesia. It evidenced from the urban college students are now has modern lifestyle and consumerism which refers to what to eat, wear, display, having fun activities to fill leisure time. Consumerism occurs only for momentary pleasure, became popular at certain trend line time. at a later timeline, it does not meet the criteria themselves of more trendy appearance, therefore, to be more popular, the feelings need to be restarted for the criteria of popular appearance is renewed. Clothes the women use today are usually a modern outfit of new fabrication output. Every new fashion model attracted most of the audience to quickly buy them. The audience is not to be outdone by others. It makes the purchases intention in the online products is increased, and supported by most women today have their own income resource which drive them to buy more.

From the statistical calculation using SEM Amos 21, the influence of emotional trust on women purchase intention in the Zalora's product obtained CR of 4.966 ($p = 0.000 < 0.05$). It has a meaning that there is a positive influence between emotional trusts on women purchase intention in the product. Therefore, H_0 is rejected and H_a is accepted, meaning that there is positive influence between emotional trusts with women purchase intention in the product. The Hypothesis H_2 of the influences of pop culture on women purchase intention is accepted. It also supported by other study (Lewicki, 2000) that trust relationship characterized by very high commitment of both parties is motivated by the emotional relationship. The commitment itself is central focus to the success of relational marketing with increased trust to influence it. According (Kennedy, 2001) Trust positively influences consumers' overall assessment on the product quality. Purchasing decisions, according (Olshavsky, 1979) can be interpreted as the selection of two or more alternative purchase decision. It means that the person before making a purchase effort will consider other available alternatives, so they can feel to have power to choose one of them. This phenomenon is very real clear when consumers make purchases brand for the first time, and buy smaller amounts than usual. This purchase is usually called a trial purchase.

Through a statistical calculation using SEM Amos 21, this study find the effect of online review was not consistent with the women purchase of the Zalora's products, the intention obtained value of CR for 2.016 ($p > 0.05$) which meaning that there is a positive influence between the reviews which not consistent with the customer purchase intention in the products based on the customers' gender. The p-value of inconsistent review on purchase intention is very significant. Based on the research results, it concluded that H_0 is rejected and H_a accepted, meaning that there is a significant value between inconsistent reviews with the intentions of female consumers to purchase the product Zalora in Indonesia. Hypothesis H_4 about the relationship of inconsistent reviews and purchase intention is accepted. This is supported by (Pookulangara, 2011) which states that online consumer reviews will always be read by the potential, actual, or existing customers, which is available to many people and institutions via the Internet. Park (2007) Also examined the effect of consumer reviews on the popularity of the sale. It resulted that the reviews can increase the sale if it is managed properly. In addition, the increased number of reviews is associated with an increased amount of customer experience. Thus, the number of reviews also affects audience experience and finally their trust.

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