
**COMPARING THE INDONESIAN PURCHASING INTENTIONS
TOWARDS FOREIGN DRESSES PRODUCTS COMPARED TO
DOMESTIC PRODUCTS**

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ABSTRACT

Indonesia is one of countries that multinational companies will market their product because Indonesia has potential markets and also part of ASEAN regional agreements. Hence Indonesian populations would like to buy foreign products because they think foreign products have higher quality than domestic products. This study uses the descriptive analysis by looking at the consumer's purchasing intention towards foreign dresses compare to domestic dresses and the difference between consumers purchase intention toward domestic dresses and foreign dresses. The total samples are 430 respondents. The sample was distributed at mall of Plaza Indonesia, Jakarta by using random sampling. There is a finding that self concept, group conformity, brand association, attitude and brand image all together influence consumers purchase intention of domestic dresses also foreign dresses. There is no difference between consumers purchase intention of domestic dresses and foreign dresses.

Key words: *attitude, group conformity, brand association, brand image and self concept*

1. INTRODUCTION

The globalization era that has already existed for quite a long time, has caused a product of a country to be able and be easily marketed in other countries, hence many multi national companies are competing to market their products to other countries in order to increase their sales. In general, multinational companies will market their products to countries which they believe are potential because of their high economic development, a stable political condition and local culture that can accept foreign products (Kotabe and Helsen, 2011). One of the countries that are very much targeted by the multi national companies is Indonesia.

Because the Indonesian condition has fulfilled the prerequisite for entering foreign products, plus the regional agreements (AFTA) that was realized at the end 2015, in which the import tariff in Indonesia can be 0% and non tariff barriers eliminate (Hima Manajemen, FE, UNY (2015), the meaning that the prices of ASEAN Country products in Indonesia will become cheaper. This condition has created a threat to the Indonesian domestic products if they cannot compete in quality and price.

Further, the Indonesian economy will be in a more serious condition, because most of the consumers will choose foreign products which they consider to have better quality and have prices that are more reachable, compared to the domestic products. In connection with this matter, domestic companies that are marketing their products must be able to compete with competitor's products from outside Indonesia by differing their products and qualities to be better with more affordable prices (Kotler and Armstrong, 2012). This is not easy because it needs a reasonable high cost to produce an unique product and an affordable price for which an economies of scale is needed. To have economies of scale, a relatively large sales is needed. To increase sales, the company must incessantly advertise its products so that it can create a good image in the eyes of the candidate consumers. Besides, especially, companies that produce dresses must also find out or to conduct a survey about the consumer's attitudes towards foreign brands if compared to domestic brands, therefore that domestic companies can create the right strategies that will make the potential consumer attracted to buy domestic dresses compared to foreign dresses. If not, there is a great chance that the domestic companies will not be able to withstand the competition and at the end they should close their company.

Based on these conditions, the author would like to know are there self concept, group conformities, attitudes, brand associations and brand images influence the purchase intentions of the consumers towards foreign dresses compared to domestic dresses.

2. OBJECTIVES OF STUDY

The goal of this study is to understand if there are influence of self concept, group conformity, attitude, brand association and brand image towards the consumer purchase intentions for foreign dresses compared to the domestic dresses. Also to understand if there are the differences between purchase intentions of the consumers towards foreign dresses compared to domestic dresses.

3. REVIEW OF LITERATURE

1. Self Concept

According to (Rosenberg, 1979, p.7) in Kumar, Kimdan Pelton (2009), the self concept is the thoughts and feelings of a person towards his/her self. (Rosenberg, 1979, p.7) in Kumar, Kimdan and Pelton (2009), suggests there are some factors in selfconcept:

a. Need for Uniqueness

A person's self concept is related to the need for uniqueness, in which the person hopes that his/her self is different from other persons. Fromkin (1970, p.521), declares that certain persons need not to have the same identity with other persons. According to Tian (2010), the consumer expresses his/her difference by owning something new and by a new unique product, aiming to develop and increase his/her self concept. Fromkin (1970) explained that the motivation behind the different needs towards other persons was caused by being not satisfied towards him/her self. People that are attracted by certain dresses mirrors his/her care about the physical appearance, increase his/her feeling of safety, wishing to be seen as different and express his/her ego (Gurel and Gurel, 1978, Kaiser, 1998).

b. Clothing Interest

A person can defend and increase his/her image through the purchase of a product and to use it. A person's dress communicates somebody's symbolic meaning in which it can increase his/her self concept (Goffman, 2007, Grubb and Grathwohl, 1967). According to Solomon and Schopler (1982), a dress is a the principal component in the 'material self', hence if a person is aware that he has become a public attention, he/she will show an increase in interest in clothing.

Grubb and Grathwohl (1997), stated that a person will consume a product or certain brand with the aim to get an increase of his/her self. Besides, they also said that a person's self concept will be increased, if the said person believes that he/she can do it by consuming products/brands which are appropriate with his/her self concept. Individuals of a certain country, have the view that by using certain dresses, it indicates his/her social status (Bahl, 2006).

c. Perceived Quality

Persons that are attracted towards certain clothing products tends to focus on quality and the clothing material (Kaiser, 1998). Then consumers perceive that a well known brands have superior qualities (Maxwell, 2001). The individual will also value that high quality products are coming from the West (Batra et. Al. 2000).

d. Emotional Value

Certain products and brands have provided experiences that are related towards the emotional values of the consumers (Holbrook, 1986). The emotional value is defined as the benefits received from feelings, such as happy (Cweeney and Soutar, 2001). For the consumers of a certain country, buying a well known brand shows their prestige (Bullis, 1997). Further, consumers in developing countries will look at the origin of the country of the product as a sign to place his/her personal symbol, and as a base for increasing his/her status (Batra et. Al. 2000). Products that are originated from Western Countries have a positive impact towards the consumer's attitude to the brands of the products and his/her high admiration towards the life style of the Western countries (Batra et. Al 2000). Foreign products are categorized as exotic and better compared to domestic products (Bullis, 1997).

2. Group Conformity

A person will think that a Western country's product can increase his/her reputation towards an important person. Besides, a person thinks that most people in his environment are hoping to purchase the same product. A decision to purchase a dress from a Western country is influenced by number of people that will buy from that foreign country. After which, the decision to purchase cloths from that specific country will be accepted or not by his/her group. (Lee, 1990).

3. *Attitude*

Attitude is a prior knowledge that consistently responds towards an object whether positive or negative. To measure the consumer's attitude towards clothing, there are 5 attributes: they are well known, comfortable, the newest fashion product, qualified and easy to be adjusted to other items (Shimp et al., 2001).

4. *Brand Association*

Aaker (1991) suggest, brand association is "everything that are related towards memory of a brand". Besides, Keller (1993) had presented a conceptual model of a brand association consisting of brand attribute, the brand benefit and attitude towards a brand.

5. *Brand Image*

Lassar, Mital and Sharma (1995) had suggested that high prices and brand equity that are related towards the high image rating are associated with a chosen brand instead of a non chosen brand. The association with the uniqueness, power and benefits will create a positive brand image (Keller, 1993).

6. *Purchase intention*

Consumers will have the intention to purchase a certain brand, because it offers a special feature, quality or emotional benefits. Besides, the perception towards a high quality will make the consumers understand the difference and superiority of a certain brand and will push them to choose from brands that are offered by the competitors. After evaluating these brands and if there are two same brands, the consumer will choose the brand with the higher qualities (McConnell, 1968b, Yoo et. Al. 2000). The consumer will not only consider the quality, but also the emotional value in which they will buy a brand that will satisfy his/her emotional needs such as feeling happy in using the said brand. (Staus and Neuhaus, 1997, Yu and Dean, 2000).

A person that has shown a high attractiveness towards dresses, will be willing to give time, energy and spend his/her money to choose cloths that aim to increase his/her appearance (Kaiser, 1998). According to Wang (2009), sometime the consumer will buy certain products to solve problems he/she is facing. There are 4 matters that can be used to measure his/her purchasing interest, which are: the consumer will certainly purchase clothes with brands from a certain country, it will certainly consider to purchase cloths of the relevant country, and it will with certainty plan to purchase cloths with a brand of that particular country. The consumers consider the brand as an emotional benefit such as to show the status, richness, and prestige. Besides, as a benefit of the brand, such as cheap prices and the consumer's perception towards the brand that will influence the purchasing interest.

4. METHODOLOGY

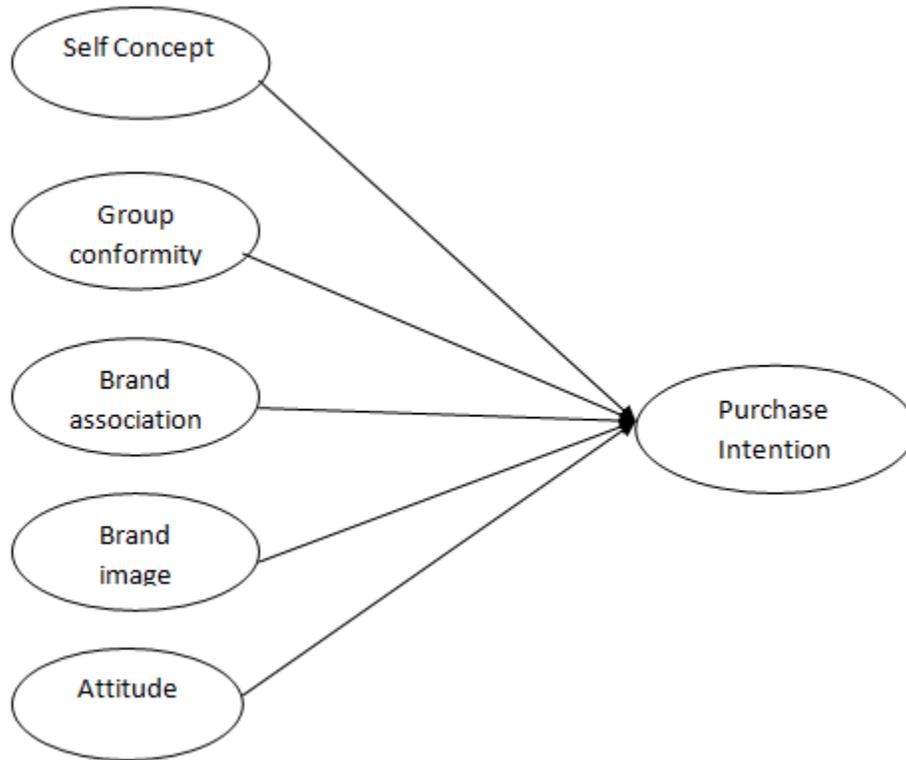


Figure 1 Effects of group conformity, brand association, brand image and attitude toward purchase intention

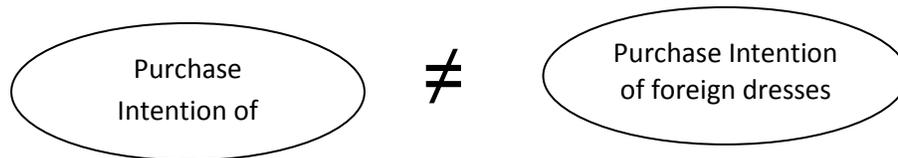


Figure 2 Differences between purchase intention of domestic dresses and purchase decision of foreign dresses

Hypothesis:

H1 : There is an influence between self concept, group conformity, attitude, and brand association toward the consumers purchase intention of domestic dresses.

H2: There is an influence between self concept, group conformity, attitude, and brand association toward the consumers purchase intention of foreign dresses.

H3 : There is a difference between consumers purchase intention of domestic dresses and foreign dresses.

This study uses the descriptive analysis by looking at the consumer's purchasing intention towards foreign dresses compare to domestic dresses and the difference between consumers purchase intention toward domestic dresses and foreign dresses.

The population chosen are people that have already purchased foreign and domestic dresses. Because the population is not known, the sample is calculated from the indicator times 10, in accordance

with Hair et al (2006) The total samples are $43 \times 10 = 430$ respondents. The samples will be distributed in Plaza Indonesia, Jakarta by using random sampling.

5. RESULT

Respondens characteristics

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid male	193	44.9	44.9	44.9
female	237	55.1	55.1	100.0
Total	430	100.0	100.0	

Based on the above table, the most respondents are female.

Spending

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <Rp. 1.500.000	116	26.7	26.7	26.7
Rp. 1.500.000 - Rp. 3.000.000	162	37.2	37.2	63.9
Rp. 3.000.001 - Rp. 4.500.000	69	15.9	15.9	79.8
>Rp. 4.500.000	83	20.2	20.2	100.0
Total	430	100.0	100.0	

Based on the above table, the most respondents spending/month are Rp. 1.500.000-Rp. 3000.000.

Job

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private employees	101	23.2	23.2	23.2
	State employees	38	8.7	8.7	32.0
	Housewife	58	13.3	13.3	45.3
	Undergraduate students	187	43.0	43.0	88.3
	Entrepreneur	44	10.2	10.2	10.2
	Others	2	1.6	1.6	100.0
	Total	430	100.0	100.0	

Based on the above table, the most respondents are undergraduate students.

Last graduate

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	227	50.5	50.5	50.5
	Bachelor	174	40.0	40.1	92.4
	Master	17	3.9	3.9	96.3
	Phd	1	.2	.2	96.5
	Others	15	3.4	3.5	100.0
	Total	430	100	100.0	
Missing	System	1	.2		
Total		430	100.0		

Based on the above table, the most respondents are high school students.

Regression analysis of domestic dresses.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 ^a	.494	.488	2.88438

a. Predictors: (Constant), ADL, GDL, BADL, BIDL, SCDL

Based on the above table, the value of R.Square is 0.494, the meaning is 49,4% purchase intention can be explained by self self concepts, group conformities, attitudes, brand associations and brand images

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3485.893	5	697.179	83.799	.000 ^a
	Residual	3569.128	429	8.320		
	Total	7055.021	434			

a. Predictors: (Constant), ADL, GDL, BADL, BIDL, SCDL

b. Dependent Variable: PIDL

Based on the above table, significance value is $0,000 < 0.05$. The meaning is attitude, group conformity, brand association, brand image and self concept all together influence purchase intention of domestic dresses.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.571	1.122		4.964	.000
	SCDL	.099	.018	.308	5.526	.000
	GDL	-.039	.049	-.035	-.795	.427
	BADL	.161	.081	.092	1.989	.047
	BIDL	.105	.057	.099	1.837	.067
	ADL	.484	.071	.337	6.814	.000

a. Dependent Variable: PIDL

Based on the above table, significance value of self concept, brand association and attitude is $< 0,05$. The meaning is partially self concept, brand association and attitude influence consumers purchase intention of domestic dresses. However, group conformity and brand image partially not influence consumers purchase intention of domestic dresses, because their significance value are > 0.05 .

Regression Analysis of foreign dresses.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.603	.598	2.85841

a. Predictors: (Constant), ALN, GLN, BALN, BILN, SCLN

Based on the above table, value of R Square is 59,8%, the meaning is 59,8% purchase Intention can be explained by self concepts, group conformities, attitudes, brand associations and brand images.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5318.631	5	1063.726	130.191	.000 ^a
	Residual	3505.153	429	8.171		
	Total	8823.784	434			

a. Predictors: (Constant), ALN, GLN, BALN, BILN, SCLN

b. Dependent Variable: PILN

Based on the above table, significance value is 0.000, the meaning is attitude, group conformity, brand association, brand image and self concept all together influence purchase intention of foreign dresses.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.188	.915		5.673	.000
	SCLN	.122	.017	.415	7.298	.000
	GLN	-.059	.053	-.048	-1.107	.269
	BALN	.196	.083	.110	2.367	.018
	BILN	.087	.056	.083	1.541	.124
	ALN	.402	.068	.290	5.878	.000

a. Dependent Variable: PILN

Based on the above table, significance value of self concept and attitude is < 0.05 . The meaning is partially self concept and attitude influence consumers purchase intention of foreign dresses. However, group conformity, brand association and brand image partially not influence consumers purchase intention of foreign dresses because their

significance value are > 0.05 .

Differences of purchase intention towards foreign dresses compared to domestic dresses.**Paired Samples Statistics**

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PIDL	28.0828	435	4.03185	.19331
	PILN	28.1195	435	4.50902	.21619

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	PIDL & PILN	435	.699	.000

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 PIDL PILN	-.03678	3.34134	.16020	-.35166	.27809	-.230	434	.819

Based on the above table, significance value is $0,819: 2 = 0,4095$, this value $> 0,05$, therefore no differences between consumers purchase intention of domestic dresses and foreign dresses. The meaning is the consumers not differentiate domestic dresses or foreign dresses in according to purchase intention.

6. CONCLUSION

Based on the above analysis, there is a finding that self concept, group conformity, brand association, attitude and brand image all together influence consumers purchase intention of domestic dresses. Partially, self concept, brand association and attitude influence consumers purchase intention of domestic dresses. However, group conformity and brand image partially not influence purchase intention of domestic dresses.

Hence, attitude, group conformity, brand association, brand image and self concept all together influence consumers purchase intention of foreign dresses. Partially, self concept and attitude influence consumers purchase intention of foreign dresses. However, group conformity, brand association and brand image partially not influence consumers purchase intention of foreign dresses.

There is no difference between consumers purchase intention of domestic dresses and foreign dresses.

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