



Paper Code : M7 – 42

## **BUILDING MALE CONSUMERS (Y GENERATION) PURCHASE INTENTIONS TOWARDS BATIK IN THE CONTEXT OF SHOPPING ORIENTATION**

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### **Abstract**

*Sellers have high curiosity about how they make their purchasing decisions and how they use various marketing and operational tools which can be used effectively to influence their purchase decisions (Gregg & Walzack, 2008), from both utilitarian and hedonic points of view. Marketers must understand what motivates or encourages consumers' purchase intentions and make purchase decisions, since based on Bagozi's theory (1983) purchase intentions can help predict purchases at the next stage. Consumers' purchase intention towards a product is generally caused by either motivation or encouragement. This shopping motivation is also known as shopping orientation. Many studies indicated that consumers are motivated to shop for various reasons, even beyond their desire to obtain such products and services (Büttner, Florack, & Göritz, 2014; Gehrt, Rajan, Shainesh, Czerwinski, & O'Brien, 2012; Patel & Shukla, 2016). This study viewed consumers based on the Generation Cohort theory, because this theory of baby boomers provides a solid basis for the market segmentation of men. Millennium Generation (Y Generation) is one of Cohort generation theories which is a potential segment for Batik products. Batik is a unique cultural heritage of Indonesia which is currently receiving great attention from the government.*

**Keywords : Gen Y, Shopping enjoyment, Brand consciousness , Batik**

### **INTRODUCTION**

Many companies are facing tight competition. The competition is caused by many things, namely due to the rapid development of new technology, a variety of products offered in the market, as well as advanced innovations made by the company. The more products offered in the market, the various options available in the market. Thus, consumers have a lot of choices in the market and there is a drastic change in consumer tastes. If marketers are want to win the competition, marketers must be very understanding of consumer behavior that is related to consumer purchasing decisions. Sellers have a high curiosity about how consumers shape their purchasing decisions, and how consumers use various marketing and operational tools that can be used effectively to influence consumer buying decisions (Gregg & Walzack, 2008), both from a utilitarian point of view and from a hedonic point of view. Marketers must understand what motivates or encourages consumer buying intentions and then consumers make purchasing decisions, because based on the theory of Bagozi (1983) intention to buy can help predict purchases at a later stage.

Consumers intention to buy towards a product is generally caused by a motivation or encouragement. This shopping motivation is also known as shopping

orientation. Many studies indicate that consumers are motivated to shop for different reasons, even out of their desire to get those products and services (Büttner, Florack, & Göritz, 2014; Gehrt, Rajan, Shainesh, Czerwinski, & O'Brien, 2012; Hansen, Dennis, & Møller Jensen, 2009; Patel & Shukla, 2016; Seock & Sauls, 2008b). The shopping orientation has been explored from various perspectives in previous research (Bahng, Kincade, & Yang, 2013; Baker & Wakefield, 2011; Büttner et al., 2014; Korgaonkar, Petrescu, & Becerra, 2014) and the results of previous research indicate that there are a variety of shopping orientation that became the motivation of consumers in shopping.

Various types of shopping orientation have been proposed in various studies, each of which often has similarities, but has different terms. Seock and Sauls (2008a) examine online student purchasing behavior and identify seven shopping orientations, namely : shopping pleasure, brand awareness, price awareness, shopping confidence, convenience / time awareness, home shopping tendencies, and brand / store loyalty. MoKHLIS and SPARTKS (2007) research mentions three factors of shopping orientation, namely: quality consciousness, impulsive shopping and price consciousness. In addition, the research model proposes 7 (seven) types of shopping orientation namely Islamic obligation, Brand, Fashion, Quality, Price, Shopping enjoyment and Impulsive shopping.

Banytė, Rūteliūnė, and Jarusevičiūtė (2015) mentioned in his research that the majority of researchers devote their attention to the typology of male Buys who are typically associated with shopping orientation. However, none of the frameworks developed to date are intended to reveal the relationship between shopping orientation and male shopping behavior. The male segment has not been thoroughly researched although gender differences in spending behavior are quite often the object of scientific research (Banytė et al., 2015). Some researchers have examined the male shopping orientation on different content and contexts, as well as different findings (Banytė et al., 2015; Brosdahl & Carpenter, 2011; Funches, Yarber-Allen, & Johnson, 2017); the discrepancy of these findings is presented to compare the uniqueness of male buyer behavior from different generations. Male buyer are recognized as an important and distinct market segment (Brosdahl & Carpenter, 2011).

Generation Y (Gen Y) or Millennium Generation is a potential segment for Batik products. Generation Y (Gen Y) or Millennium Generation are among the younger generation where they were born between 1977 and 1994 (Noble, 2008). Wolburg and Pokrywczynski (2001) are markets that are among the most coveted of all segments because they have: (1) purchasing power, (2) the ability to become trendsetter, (3) acceptance of new products, and (4) it's amazing to be a customer for life.

Batik is a typical Indonesian cultural heritage, which is currently receiving great attention from the government, even UNESCO has officially recognized that Batik as an indigenous and intangible cultural heritage of Indonesia and has revoked Malaysia's claim to be the heir and batik owner. Batik has spread, grown and developed throughout Indonesia, in a variety of shapes and patterns throughout Indonesia, not only on the island of Java alone who have batik. Currently there are a variety of batik products offered to consumers. To win the competition in this growing batik market,

marketers must be keen in capturing consumer behavior, especially understanding their shopping orientation.

Referring to the description above, it is necessary to conduct a more in-depth study of the effect of shopping orientation on the intention to buying batik products, especially on Male consumers (Gen Y) who are potential target market. Based on that then in this study formulated the problem as follows: "How to enhance Man Shopping Orientation (Gen Y) to buying batik products".

### **Conceptual framework and hypotheses development**

*Shopping enjoyment, Brand consciousness, Purchase Intention* Hawkins (2001) explains that shopping orientation is the most influential factor on consumer buying intentions. Purchase intention is the tendency of consumers to buy a product as a result of the interaction of their needs, attitudes and perceptions of the product and the company that produces it. Understanding of shopping orientation is very important for all marketers, including for producers and marketers of batik products. Batik industry players must understand the orientation of consumer spending is diverse, by considering the characteristics of consumer behavior based on segmentation.

Shopping enjoyment refers to the customer experience of entertainment, entertainment, leisure, fun, pleasure, and other sensory stimulation that can be experienced while shopping (Arnold & Reynolds, 2003; Haesun & Park-Poaps, 2010). Consumers who appreciate pleasure tend to be younger (Goldsmith, Freiden, & Kilsheimer, 1993; Haesun & Park-Poaps, 2010). Shopping enjoyment is one of the factor that can affect consumers when going to make a purchase.

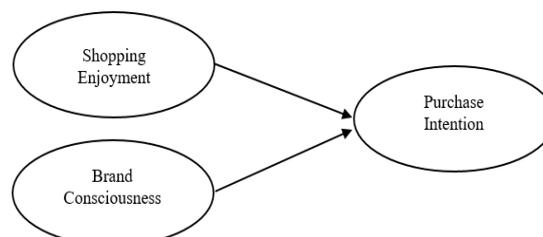
A brand is defined as a name or symbol, trademark and package design that uniquely identifies the retailer's products or services, and distinguishes them from its competitors (Aaker, 1991). Brands are names used by customers in lieu of product information (Ward and Lee, 2000). A study conducted by Jayawardhena, Wright and Dennis (2007) concluded that a positive brand orientation is related to the customer's intention to buy online.

Based on the above description obtained Hypostasis as following :

H1: Shopping enjoyment has a positive and significant effect on Purchase Intention

H2: Brand consciousness has a positive and significant influence on Purchase Intention

### **Empirical Research Model**



### **Methods**

Based on the method, this study is a survey study, where data is drawn from some of the existing population, and then generalized to all populations. The research data collected by giving questionnaires to the selected respondents. The location of

this research was conducted in Banyumas regency of Central Java with the population in this study were the Generation Y Men in the purchase of batik in Banyumas Regency, Central Java. Selection of respondents who will be set in this research is determined based on purposive sampling method, that is the respondent is Banyumas Regency of Central Java which is between 1981 and 1999 of male gender.

The variables analyzed in this study are differentiated into dependent and independent variables. The dependent variable (Y) is a dependent variable whose existence is influenced by other variables. In this research variable is intention to buying batik. The independent variable (X) is the independent variable which will affect the dependent variable that is Shopping Enjoyment and Brand Consciousness.

#### Analysis Method

After validity and reliability test, data then processed and analyzed with descriptive statistical approach to identify respondent's characteristic and their responses to item statement in questionnaire which is indicator of variables in research. The steps taken are as follows: (1). Classical Assumption Test: Three tests conducted are Multicolinearity Test using Tolerance Value and Variance Inflation Factor (VIF), Heteroskedasticity Test by using park test method, Normality Test using non-parametrical statistical test method kolmogorov-smirnov (ks), and Test Autocorrelation by testing Durbin-Watson value. (2). Research Model: To know the influence between research variables in order to test the hypothesis used multiple linear regression analysis.

## RESULT

Based on the results of validity Test and Test Reliability, the data in this study indicates that all items item questions on each variable declared Valid and Reliable. Testing the validity and reliability is done with the help of software SPSS 17.0 for windows. Validity Test Result on each Variable will be presented as follows :

**Table 1. Validity Test Results of variable Shopping Enjoyment Questionnaire**

Question	$r_{count}$	$r_{tab}$ (Level of Trust 95 %)	Explanation
1	0,691	0,139	Valid
2	0,709	0,139	Valid
3	0,748	0,139	Valid
4	0,715	0,139	Valid
5	0,675	0,139	Valid
6	0,736	0,139	Valid
7	0,645	0,139	Valid

Based on table 1 above it can be seen that the value of r calculate product moment correlation of all items in question of the variable Shopping Enjoyment greater than the critical value (r table) of 0.139 at 95% confidence level. All items of the Shopping Enjoyment variable question can be used as a data collection tool.

**Table 2. Validity Test Results of Brand Consciousness variable Questionnaire**

Question	$r_{count}$	$r_{tab}$	Explanation
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		(Level of Trust 95 %)	
1	0,838	0,139	Valid
2	0,770	0,139	Valid
3	0,724	0,139	Valid

Based on table 2 above can be seen that the value of calculate product moment correlation of all items question of Brand Consciousness variable is greater than the critical value ( $r$  table) of 0.139 at 95% confidence level. All Brand Consciousness variable question items can be used as a data collection tool.

**Table 3. Validity Test Results of Intention To Buy Questionnaire**

Question	$r_{count}$	$r_{tab}$ (Level of Trust 95 %)	Explanation
1	0,713	0,139	Valid
2	0,681	0,139	Valid
3	0,786	0,139	Valid
4	0,771	0,139	Valid

Based on table 3 above  $r$  value of product moment correlation all items of question from Intention To Buy variable is greater than critical value ( $r$  table) of 0.139 at 95% confidence level. All items of intention to Buy variable question are declared valid and can be used as data collection tool.

Test the questionnaire or question reliability using the cronbach alpha formula. Reliability testing of questionnaire can be seen in Table 4 below:

**Table 4. Reliability Test Result of Shopping Enjoyment variable, Brand Consciousness variable and Intention To Buy variable Questionnaire**

Variables	$r_{count}$	$r_{tab}$ (Level of Trust 95 %)	Explanation
X1	0, 828	0,139	Reliable
X2	0, 667	0,139	Reliable
Y	0, 720	0,139	Reliable

Based on Table 4 it is known that the value of the reliability coefficient ( $r_{tot}$ ) of the variables of Shopping Enjoyment, Brand Consciousness, and Intention To Buy, each greater than the critical value ( $r$  table) of 0.139 so that all questions for those variables are declared reliable and can be used as a data collection tool in this study.

#### The Classic assumption test

The classical assumption test in this study consisted of normality test, heteroscedasticity test using Glaser test between predicted dependent variable value (ZPRED) with residual (ZRESID), multicollinearity test using Variance Inflation Factors (VIF) and tolerance value and autocorrelation test with Durbin test Watson.

The result of classical assumption test is Normal, so it can be continued in the next process that is testing on multiple linear regression.

### Results of Multiple Linear Regression Analysis

Here are the results of multiple linear regression analysis.

Table 5. Regression Output

		Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7,104	1,791		3,966	,000		
	tot_x1	,317	,041	,577	7,646	,000	,651	1,537
	tot_x2	,309	,104	,225	2,975	,004	,651	1,537

a. Dependent Variable: tot\_Y

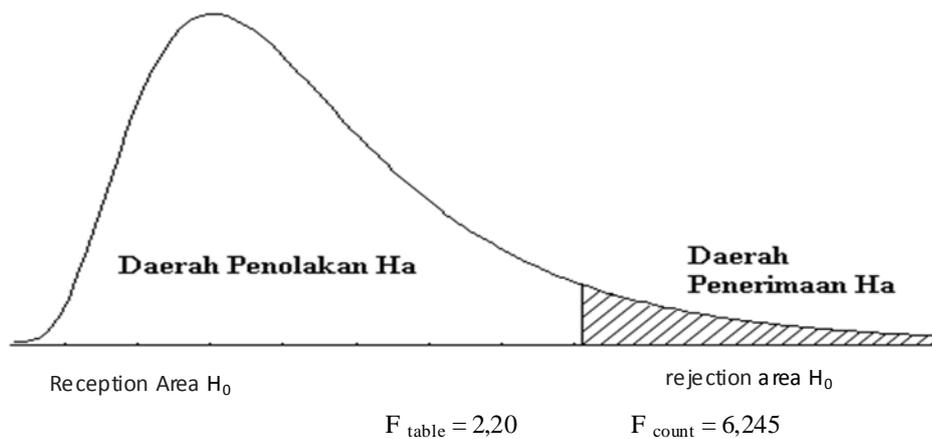
Table 6. Multiple linear regression analysis effect of Shopping Enjoyment variable, Brand Consciousness variable, Intention To Buy variable.

No.	VARIABLE	Regression coefficient	t count	t table
1	<i>Shopping Enjoyment</i>	0,317	7,646	1,65
2	<i>Brand Consciousness</i>	0,309	2,975	1,65
Constanta (a)		= 7,105		
coefficient determines (R <sup>2</sup> )		= 0,573		
F count		= 72,375		
F table		= 3,07		

Determination coefficient value of 0.573 means that Intention To Buy variables influence by the Shopping Enjoyment variable, Brand Consciousness variable of 57.30%, while the rest is explained by other variables that are not examined.

#### Testing simultaneously (F Test)

To test the independent variable simultaneously to the dependent variable used F test. Using confidence level of 95% ( $\alpha = 0,05$ ) and degree of freedom (k) and (n-k-1) obtained F table equal to 2.20. While the results of F test calculation obtained F arithmetic amounted to 6.245. So F arithmetic > F table, then the Shopping Enjoyment (X1), Brand Consciousness (X2) together (simultaneously) have a significant influence on Intention To Buy (Y). In the graph can be described as follows :

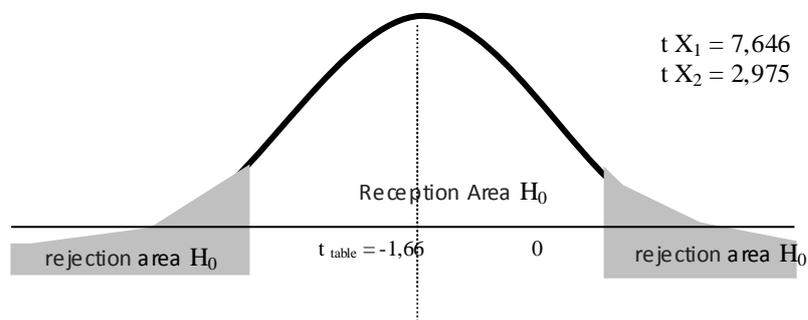


Picture1. F Test Curve

Partial test (T test)

Using a confidence level of 95% ( $\alpha = 0.05$ ) and degree of freedom (df) and (n-k-1) obtained t table of 1.65. While the results of t test calculation obtained t count X1 of 7.646, t arithmetic X2 of 2.975. So t arithmetic X1 and X2 is bigger than t value of table, so it can be interpreted as variable of Shopping Enjoyment, Brand Consciousness partially have a significant influence on Intention to Buy.

Graphically can be described as follows:



Picture 2. T Test Curve

Based on the above test, either partially or partially can be concluded that the variable of Enjoyment Shopping, Brand Consciousness together and partially have a significant influence on Intention to Buy. So based on the results of the above analysis, H1 and H2 accepted, and H3 is rejected because that has the greatest influence on buying intention is the variable of Shopping Enjoyment.

## CONCLUSION

Based on the analysis of Multiple Linear Regression it can be seen that the significance value of the variable Shopping Enjoyment and Brand Consciousness is greater than 0.05. This means that these two variables have a significant influence on the Genetic Buying Intention of Gen Y which is male genital in Banyumas Regency of Central Java. Then H1 and H2 are accepted.

There are several suggestions for upcoming research, based on Limitation research. First, subsequent research should use another object as an example in retail purchases in the supermarket, because we know that men (Gen Y) tend to rarely make



purchases in supermarkets for everyday needs. According to (Banyté et al. (2015) Men are quick to get information, so they decide to buy based on their information Secondly, in the next research should add a variable that is the dimension of Shopping orientation that has links to Y Male gene, Confusion about Overchoice, Fun / entertainment, Antipathy to shopping, Self-confidence, Brand-sensitiveness, Quality Consciousness, Fashion Consciousness, Impulsive Shopping, Price Consciousness and Brand Awareness Brand Consciousness.) Third, further research is suggested to compare consumers of the Cohort Generation Theory, because the baby boomers theory provides a solid basis for the market segmentation of men. Harvest generation is developed based on the environmental events experienced during one's lifetime. This life experience creates the relative values it not changing throughout one's life (Parment, 2013). This segmentation approach provides richer information than segmentation based on mere age, as it also highlights motivation. The most comprehensive segmentation process involves consumer differentiation based on the importance of attributes, spending motivations, and attitudes (Ganesh et al., 2007, 2010; Memery et al., 2011). Therefore it is suggested in the next study is to test the differences in male shopping behavior by using Generational Cohort theory as the foundation.

Batik industry players should understand the orientation of consumer shopping where they have a distinctive characteristic with female consumers. Batik producers must understand what is the motivation or encourage consumers' buying intention based on the characteristics of male consumers and innovate products in accordance with their target market.

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