

Analysis of materialism, fashion clothing, and recreational shopper identity

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ABSTRACT

This study examines the effect of materialism on fashion clothing and recreational shopper identity. This is done by a survey with the total sample of 71 respondents. It consists of 45 respondents male and 26 female; while 56 respondents earn more than 5 million, 12 respondents earn over 3 million, and 3 respondents earn above 10 million. These respondents are the executive students Esa Unggul University, Jakarta. The ages of the respondents are between 18 and 57 years. The sample was taken based on purposive sampling of respondents who like fashion and earn for their living between 2 million to > 10 million. The analysis was done by using multiple regressions with SPSS 17. It shows that materialism significantly has positive effect on fashion clothing and materialism affects consumers' recreational shopper identity. The managerial implication is that the average age of the respondents is 31-50 and they have an income above 5 million who love shopping in malls and buying fashion clothes. Therefore, the malls offer more varied products that consumers need so that the consumers who have a tendency of being materialism like fashion shopping in the malls always come and they are expected to be loyal to going to the malls. The fashion manufacturer needs to pay to the strategy for multiplying the product variety of fashion in accordance suited with the age of 31-50 years.

ABSTRAK

Penelitian ini akan menguji pengaruh materialism terhadap fashion clothing dan recreational shopper identity. Studi ini berupa survei, dengan jumlah sampel sebanyak 71 responden. Terdiri atas 45 responden pria dan 26 responden wanita; 56 responden berpenghasilan di atas 5 juta, 12 responden berpenghasilan di atas 3 juta, dan 3 responden berpenghasilan di atas 10 juta. Responden terdiri dari mahasiswa eksekutif Universitas Esa Unggul Jakarta. Usia responden antara 18 hingga 57 tahun. Pengambilan sampel berdasarkan purposive sampling yaitu responden yang menyukai fashion dan berpenghasilan antara 2 juta hingga >10 juta. Analisis yang digunakan dalam penelitian ini adalah regresi berganda dengan SPSS 17. Hasil penelitian menunjukkan bahwa materialism berpengaruh positif signifikan terhadap fashion clothing, materialism mempengaruhi konsumen recreational shopper identity. Implikasi manajerial dengan diketahui bahwa rata-rata umur 31-50 dan memiliki penghasilan di atas 5 juta senang belanja di mal dan membeli baju fashion. Untuk itu mal menawarkan produk yang dibutuhkan konsumen lebih bervariasi agar konsumen yang memiliki kecenderungan materialism dan suka belanja fashion selalu datang ke mal dan diharapkan memiliki loyalitas kepada mal. Sedangkan untuk produsen pakaian fashion yang perlu perhatian adalah memperbanyak variasi produksi pakaian fashion sesuai dengan umur 31-50 tahun.

1. INTRODUCTION

The study by Sally et al. (2009) and O'Cass (2004) showed in theory and in practice that materialism has a relationship with fashion clothing. Therefore, it requires further study related to the effect of fashion clothing, materialism, and recreational shopper on

the consumer respondents identity in Indonesia. In particular, the stronger the tendency of consumer materialism, the higher involvement in fashion clothing is (Mickennet et al. (2004). For the consumer materialism, the important aspect of fashion clothing is apparently in relation to the ability to

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convey the status, success, and give pleasure. This supports the previous findings in literature (O'Cass 2004; King et al. 1979). Given that marketers want to facilitate the involvement of fashion garments, they should encourage materialistic benefits.

Another proponent, Richins (2004) suggested that materialism is composed of three factors, namely success, centrality, and happiness. Besides, materialism is often interpreted as a negative character. It is linked to the trend in like ownership of the product that aims to get the satisfaction of ownership (Wilson 2005; Richins and Dawson 1990). The most important aspect of materialism is in assessing whether the goods of a person based on usability, appearance and price is expensive, the ability to bring social status, success and prestige (Richins 1994).

The greater the person's level of materialism, it seems to be related to the ownership of the product as part of the notification of meaningful communication and others about the identity of the individual. In this case, Rose (2007) states that a person who has a very materialism properties associated with spontaneous purchases. Materialism tended love fashion, and seems to have a relationship with the consumer pleasure recreation streets to malls (O'Shaugheressy et al. 2007; Bloch et al. 2009; Guiry et al. 2006). Consumer materialism need clothing company a lot while retail consumer need to have the pleasure of taking a walk to the malls (Auty and Elliot 1998 in O'Cass and Julian 2001).

Materialistic is likely a key variable to a fashion and recreation journey to the malls. Knowledge materialism is the reflection of attachment between the social statuses of individuals (Kilbourne et al. 2008). Individuals who possess a high materialism are individuals who have attachment to worldly (Roberts et al. 2007). While the individual is in need of branded goods as self-identity (O'Shaughnessy, et al. 2007) and became popular (O'Cass 2004).

This study attempts to examine the effect of materialism on fashion clothing, recreation materialism to the streets to malls, either directly or mediated by fashion clothing. The object of the research is aimed at the clothing that the clothes are used for activities which are normally chosen because it gives comfort. Individuals' high materialism is prioritizing brands known consumer. These consumers in the purchase price of clothing are not too expensive but they give priority attention to fashion trends, brand, and service when they decide to purchase (Sally et al. 2009).

The critical issue concerns the limited number of studies related to materialism and fashion clothing outside of Indonesia and it is rarely found in con-

necting with materialism against recreational shopper identity (Cox et al. 2003; Westbrook et al. 1985).

The purpose of this study (1) to test the effect of materialism on fashion clothing (2) to examine the effect of fashion clothing on the recreational shopper identity (3) to examine the effect of materialism on the recreational shopper identity to malls.

This study must have some benefits such as (1) for academic research, it is expected to add to the theory of consumer behavior, especially the influence of materialism, fashion clothing and recreational shopper identity, and give support to the concept of the results of previous studies. (2) For managers of malls and clothing manufacturers, it can be used as a basis in formulating marketing strategy, manufacturers can also produce garments according to the character of high and low consumer materialism towards fashion clothing, for owners of malls can provide a preferred product materialism recreational shopper who likes identity.

2. THEORETICAL FRAMEWORK, AND HYPOTHESIS

The Relationship between Materialism and Fashion Clothing

In general, researchers are interested in exploring the values of consumption that characterizes the degree of materialism. A value that is increasingly prevalent in western countries, especially countries Australia for example the degree of materialism seems to be a potentially important dimension of consumer behavior (O'Cass and Julian 2001). In this case, materialism is apparently related to the understanding of individuals who have wealth and be a part of communication or a signal to others to inform them about the individual of who they and what they have (Douglas and Isherwood 1979). Materialism is likely a key variable in the development of consumer involvement in choosing fashion apparel for the fulfillment of the appearance.

Fournier and Richins (1991) suggested that even though the nature of materialism can be seen as a negative character, it is linked to the trend in the likes of ownership of goods which aims to get the satisfaction of ownership of the goods (Roberts et al. 2007). However, Richins (1994) mentions several important aspects materialism in assessing one's own goods is based usability, appearance, price of goods and financial capacity as well as social status, success and prestige (Wilson 2005).

Another proponent is Belk (1985) who suggested that materialism is the manifestation of psychological traits like jealousy, possessiveness stingy and negative connotations. Yet, Richins and Dawson

(1992) suggested that materialism is characterized as a value that indicates a person's conduct in various situational choices.

Materialism is defined as the orientation that reflects the interests of consumers and consumer attachment to worldly possessions (Richins 2004).

Again, some researchers argue that materialism empirically relate directly to welfare. Materialism has been widely associated with the concept in the field of marketing (Burroughs and Rindfleisch 2002). The influence of materialism found to have high levels of satisfaction with their life in general and with a certain standard of living. It is on the contrary argued that materialism was highly correlated with beyond materialism (Muller 2010). Materialism can be defined as a collection of links between traits, attitudes and values, focused on ownership and tend to her election to the purchase of goods (Rose 2007). Clothing in terms of the types of goods are goods Shopping (Kotler and Keller 2006).

Hypothesis 1: Materialism *has a* positive effect on fashion clothing.

The Relationship between Materialism and Recreational Shopper Identity

Individuals who possess materialism more likely have a positive relationship in relation to the reception and place a high priority on the ownership of valuables. The individual owners of properties of high materialism find ownership and have more involvement in activities involving the purchase particularly valuable items they consume (Belk 1985). In this context, high involvement implies greater relevance for them. In an effort to better understand consumer behavior associated with wealth. In the context of fashion apparel, this study explores the influence of materialism with fashion clothes and shopping pleasure while recreation to malls. This relationship is tested using one of the malls consumers in Central Jakarta, Indonesia.

The findings by Sally, et al. (2009) showed that the involvement of fashion is significantly influenced by materialism, sex, and in turn it influences the involvement of fashion clothing for shopping pleasure and recreation in malls. In an effort to understand the variety of fashion clothing accessories, consumer engagement studies have tested the involvement of fashion which has the potential to explain the behavior of fashion (Sun and Guo 2013). Consumer involvement has been found to be variables that affect consumers like fashion (Mickimney et al. 2004). O'Cass, (2000) mentions that as a form of fashion apparel product can mean different things to different people and as consumers, people make the

difference fashion clothing items.

On one hand, the pleasure of shopping and sightseeing to malls have individual dimensions of self-concept in which consumers define themselves in terms of shopping for recreational purposes (Selly et al. 2009). On the other hand, Ruswanti et al. (2012) have found that consumer materialism in women than in men's involvement in the purchase of office clothing and men's involvement in the purchase of mobile phones.

Hypothesis 2: Materialism affects the Recreational Shopper Identity.

The Relationship between Fashion Clothing and Recreational Shopper Identity

In a broader sense, fashion can conceptually be defined as a behavioral phenomenon demonstrated in various material and non-material context. In general, a fashion is also a concept of mode represented in the wider realm of the non-material as well as the phenomenon of consumer behavior.

Fashion as objects can be conceptualized both as an object and a behavioral process. In such sense, the characteristic of fashion is both as objects and as a process, and it is defined as a mode process which is finally characterized as a process of social influence and socialization. The basic concept fashion process mechanism is developed based on the perspective taken from classical and contemporary literature. O'Cass (2004) propose and test the theory that the mode according to the fashion clothing involvement is significantly influenced by the level of consumer materialism, gender and age affect fashion clothing.

For example, Park et al. (2006) found that the involvement of fashion and positive emotions have a positive effect on consumer enthusiasts and fashion-oriented impulse buying behavior. Their involvement in fashion clothing has the greatest effect, while according to Bloch et al. (2009) stating that in an effort to understand the completeness of fashion clothing, involvement has a significant potential to explain the behavior of the involvement of fashion wear (Sun and Guo 2013).

Again, the pleasure of shopping and sightseeing to malls are associated with individual dimensions of self-concept in which consumers define themselves in terms of shopping for recreation or entertainment purposes (O'Cass and Julian 2001). Last but not least, Ruswanti et al. (2012) found that consumers who materialism especially women more than the men's involvement in the purchase of office attire.

Hypothesis 3: Fashion Clothing affects the Recreational Shopper Identity.

Table 1
Indicators of Materialism

No	Indicators	Dimension
1	I admire people who own expensive homes, cars and clothes	Success
2	I like to own things that impress people.	
3	Some of the most important achievements in life include acquiring material possessions	
4	I like spending money on many different things	Centrality
5	Buying things gives me a lot of pleasure.	
6	I like a lot of luxury in my life	
7	My life would be better if I owned many of the things I don't have	Happiness
8	I'd be happier if I could afford to buy more things	
9	It bothers me that I can't afford to buy all the things I like	

3. RESEARCH METHOD

This is a survey research design of causality that is a causal relationship between the independent variables, intervening, and dependent, with hypothesis. It was conducted in one of the malls in Jakarta center, with the sample of consumers who like shopping clothes of famous brands. They also like to enjoy recreational walks to the malls.

Population and Sample

The population consists of students who have already worked as the executives and purchasing activity of fashion clothing. The type of the data is primary data collected from or done by survey method to ordinary consumers shopping malls for clothing in central Jakarta. The data were taken on the subject stating to characterize the materialism, fashion and they like recreation to the malls. The sampling is therefore, a purposive sampling ie to consumers who like to wear clothing fashion trend comprises 71 respondents. 45 male and female respondents 26 people, respondents earning over 5 million amounted to 56, over 3 million people 12 and over 10 million amounted to 3 people.

The age of respondents is between 17 and 54 years. A multiple regression analysis was done to test whether materialism and fashion clothing predict the identity of recreational shopper. The way how to measure is done through a questionnaire which must be filled out by the respondents by describing the nature of materialism, fashion clothing, recreational shopper identity. This study used a survey approach to generate models of materialism, fashion clothing and recreational shopper identity. Research techniques use empirical study approach to consumers who have purchasing activities and the purchase of clothing trends like recreation to the malls.

Research Variables

The variables used as according to Ferdinand (2002) are grouped as follows:

1. Exogenous variables which are known also as the independent variable that is not influenced by other variables in the model. Exogenous variables in this study are Materialism (X1), Fashion Cloting (X2).

2. Endogenous variables are the factors affected by one or several exogenous and another endogenous construct. This variable consists of a variable effect is referred to as the dependent variable. The dependent variable of this study is the recreational shopper identity (Y).

Based on the identification of variables, the operational definition can be explained. The operational definitions and indicators for each of the following constructs are the individual respondents of materialism who find common ownership involvement in purchasing activity or fashion clothing fashion clothing. In this case, Sally et al. (2009) states that knowledge of materialism is an overview of partner engagement between the social statuses of individuals. Individuals who have a high degree of materialism are individuals who have attachment to worldly. And they require goods to identity himself (O'Shaughnessy et al. 2007) aims to become popular (O'Cass 2004).

Materialism is likely as a key variable in the development of consumer involvement in choosing clothes fashion that allows the fulfillment of these values and assist in describing how consumer materialism choose fashion for appearance. Ruswanti research findings, et al. (2012) mentions that women are more involved in the purchase of the men's clothing. The instrument consists of three constructs materialism that in operation include success, centrality and happiness measured with 9 items adopted statement of Richins (1994). The measurement of materialism variables was done using a scale of 1 to 5 or Likert scala 1 strongly disagree and 5 strongly agree (as in Table 1).

To measure the fashion clothing that promotes the appearance of the individual tendencies of fashion garments, and involvement in choosing clothing

is started in consumer behavior. Then, the individual characteristics as followers of fashion trends are seeking information to the shops, especially to the malls while having leisure time for looking for clothing. To follow the fashion, the company requires the individual materialism in which the manufacturers have to create a fashion trend of consumer demand. Thus, the company expects to have a lot of people who love fashion shopping without thinking of whether it is more expensive price fashion clothes to follow the current fashion (Fischer, E & Gainer, B 1991).

Fashion Clothing measured with fifteen items statement (O 'Shaughuessy, et al. 2007). To follow the fashion needs of consumers who potentially have wealth. The operational definition of fashion clothing is said to be every item of clothing and it should be both well-known and lesser-known brand (O 'Shaughuessy, et al. 2007). Beside, the individual consumer can influence the fashion trends at present. The way to measure it is by using 14 indicators of statement with Likert scale (as in Table 2).

The value of materialism is an identity of the self, self-presentation, consumer characteristics of being consumptive, a desire to save time, and make them look different to everything. It was found that the important indications such as the consumers purchase involvement are the recreation to supermarkets. This recreation is going to the Mall at Pondok Indah, Grand Indonesia, Carfoor, Central Park etc.

In connection with the above finding, Sally, et al. (2009) argues that the theory of the individual who likes the way to retail is called RSI (Recreational Shopper Identity). To measure the RSI, this study adopts Guiry (2006) theory using 15 items of the statement and adapted to the conditions of consumers in Indonesia (see Table 3). Understanding the role of communication of ownership is considered more specifically in individuals with materialism orientation. For example, Ruswanti et al. (2012) found that more women have high involvement in the purchase of clothing while men are more related to the purchase of mobile phones.

The next is the measurement of the dependent variable for recreation and taking a walk to the malls that is to purchase fashion clothing. It implies greater relevance for themselves which means that, if the same fashion clothing is purchased, it may have involvement for different people. The efforts to better understand consumer behavior is related to the purchase of fashion clothing involvement. This has been tested by O 'Shaughuessy, et al. (2007). Bloch et al. (2009) had done research to understand a

Table 2
Indicators of Fashion Clothing

No	Fashion Clothing Indicators
1	Clothing means a lot to me
2	Clothing is a significant part of my life.
3	I have a very strong commitment to clothing that would be difficult to break
4	I consider clothing to be a central part of my life.
5	I think about clothing a lot.
6	For me personally clothing is an important product.
7	I am very interested in clothing.
8	Clothing is important to me
9	Clothing is an important part of my life
10	I would say clothing is central to my identity as a person.
11	I would say that I am often pre-occupied with clothing
12	I can really identify with clothing
13	I am very much involved in/with clothing.
14	I find clothing a very relevant product in my life.

Table 3
Indicators of Recreational Shopper Identity

No	Indicators
1	I enjoy shopping in the malls.
2	Shopping in the malls give me opportunity to socialize
3	Malls are the places for meeting old friends
4	Malls are the place for getting leisure entertainment
5	To get the newest goods we can go to the malls.
6	Shopping in the malls can smell delicious food aroma
7	I like shopping in the malls that sell complete products
8	To get information about the products I need I have to go to the malls
9	Malls are designed with good interior
10	Malls which leads us to queue when paying are not enjoyable
11	Malls with soft music sound give comfort
12	The bright color of malls interior give us happiness
13	Aroma in the malls gives us comfort for shopping
14	Aroma of rose in the malls give comfort for shopping in it
15	Toilet in the malls are clean and give comfort

wide range of equipment for fashion clothing. Involvement has a significant potential to explain the behavior of the involvement of Fashion.

Note for Figure 1: The Materialism affects the fashion Clothing, in which it affects the recreational shopper significantly and positively mediated by fashion clothing.

Analysis Method

Prior to the data analysis, the test of validity and reliability was done. The instruments that are used

Figure 1
Research Model

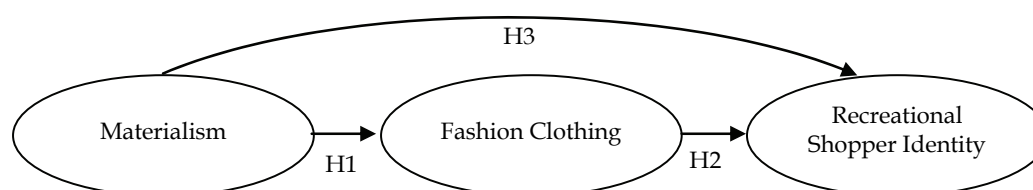


Table 4
Effects among the Research Variables

Inter-Variables	r Computed	p	Relations
Fashion Clothing & Materialism	0.439	0.000	Significant and positive
Recreational Shopper & Materialism	0.418	0.000	Significant and positive
Fashion Clothing & Recreational Shopper	0.526	0.000	Significant and positive

Source: Processed data.

in the variable are said to be reliable (reliable) if they have the value of more than 0.60 Cronbach alphas (Nunnally 1978). To make sure it is a valid variable, it was done using factor analysis. The variables were also expected to have a value of MSA above 0.50 so that the data collected can be said to be appropriate for factor analysis, and also indicate the construct validity of each variable (Ferdinand 2002). The validity of the test results statement items are all items declared invalid (invalid) if the item-total correlation coefficients greater than the value of r table. r table for $df = n - 2 = 41 - 2 = 39$ ($\alpha = 5\%$) was 0.308 (Singarimbun, et al. 1989).

The reliability test was done to get the consistency. When the Cronback Alpha coefficient is above 0.70, it is considered adequate to test the reliability of the instrument (Hair et al. 1998). The survey on the respondents of the executive students of Esa Unggul University, especially to love fashion and they also like to to the malls. There were 71 respondents, comprising of 26 female and 45 male students. The results of multiple regression analysis showed that the hypothesis raised all significant positive can be seen in Table 4.

4. DATA ANALYSIS AND DISCUSSION

The results of analysis using multiple regression analysis with SPSS 17 analysis are presented in Table 4. The result of multiple regression equation is: shown as the following

$$Y = 1.213 + 0.315 FC + 0.258 RS.$$

If the independent variable (FC and RS) is equal to zero, the materialism is equal to 1.213. If FC rises in one unit, the materialism rises to 0.315 units with the other independent variables are constant. If the RS up one unit of the materialism rose 0.258 with regards to the fact that other independent variables

are constant.

Hypothesis 1:

Hypothesis 1 is accepted indicating that the materialism significantly effects fashion clothing. This means it supports the results of previous studies such as that by O'Cass and Julian (2001). It also infers that the individual materialism that is to love fashion because they require branded clothing and fashion to show it to the public that they are successful and become model for other consumers.

Hypothesis 2:

Hypothesis 2 is also accepted indicating that fashion clothing significantly affects the recreational shopper identity. This is supported by Sally et al. (2009). Furthermore, it can be interpreted that the consumer who likes fashion clothing also like to look for the latest fashion from large malls and they also like to go to the malls for shopping and recreation. It is identification that their group has the pleasure to fashion and an income of 3 million to 5 million each month.

Hypothesis 3:

Hypothesis 3 is also accepted indicating that directly the materialism has a significant effect on the recreational shopper identity. It can also be interpreted that the consumer materialism has dimensions of success and happiness and therefore they become centrality to other consumers. They need to be interpreted that to go for leisure pleasure can be done shopping with the family. In this way, they needs to enjoy the convenience offered by the malls, as well as likely while looking for information present trend clothing.

They can enjoy the leisure together with his family and they want to be happy.

The test results showed that R^2 = coefficient of determination R^2 = R Square = 0.241. This means that 24.1% of change or variation in materialism can be explained simultaneously by fashion clothing and Recreational Shopper Identity, while the remaining 75.9% as residue and is explained by other variables which were not tested (see attachment).

The F-test shows that the results were calculated by 10.802 with a significance of $p = 0.000$. This p is <0.05 so that the independent variable of materialism and Fashion Clothing simultaneously have a significant effect on the dependent variable of Recreational Shopper Identity.

The results of the analysis of the differences among the groups' age and recreational shopper identity are as follows: F computed = 3.913 and $p = 0.025$. Since the p is <0.05 , it was found to have significant differences between groups' age in terms of recreational shopper identity. The analysis shows that respondents with 31-50 years age group are happy recreational shopper identity, followed by the age group of less than 30 years, and the last age of 50 years. Yet, the test of the difference between male and female who love fashion clothing and like taking a walk to the malls tend to have no difference. The finding above is found in contradiction with the findings by O'Cass and Julian (2001) that females prefer fashion and recreational shopper identity than the males do.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATION

In general, it can be concluded that firstly, the consumers who like fashion clothing and recreational shopper identity simultaneously have a significant effect on materialism. However, the tendency of individuals who like going to the malls is influenced by the favorite fashion clothing fashion, from the nature of materialism against identity shopper recreational enthusiasts. Both the results of the analysis of the differences between groups' age and recreation to the malls are found to show significant differences between groups' age, in terms of recreational shopper identity.

The analysis shows that respondent's group age of 31-50 years are to be happy recreation when going to the malls. The next is the age of less than 30 years, and the last age of 50 years. Third, to test differences between males and females who like recreational shopper identity, it seems there is a tendency that females prefer recreation to the males. This finding supports the finding by O'Cass and Julian (2001) that females prefer fashion clothing and going to the malls to the males.

This study contributes to the academic research by adding more knowledge as enrichment in teaching courses in consumer behavior and marketing research. Both the practitioners and the owners of the malls can use this result of this study as a basis for designing marketing strategies for the retails and for fashion clothing.

The company needs consumers who have the pleasure of recreational shopper identity and love with fashion (Auty and Elliot 1998 in O 'Cass and Julian 2001). In addition, materialism is a key variable in the fashion and recreational shopper identity. As it has been discovered, the consumers aged between 31-50 years have a fondness for fashion and recreation shopper identity for clothing. Thus, the manufacturers are recommended for selling clothing for ages 31-50 years and the owners of the malls can supply the needs of consumers for products with different variations.

This study has limitations that are on the respondents who love fashion and recreational shopper identity are found not easy> they are limited in number that is of 71 people. For further research, the researcher can take more respondents taken from several provinces in Indonesia. By doing so, the results can be widely generalized. The second suggestion for researchers is to add other variables such as self-monitoring, product involvement and buying impulses.

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