

The Intention to Buy Europe Fashion Products Throught E-Commerce

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Abstract

The existence of e-commerce has a positive impact on the economic, people nowadays are easy to buy the products that they need and want. This research's objective is to determine the intention of buying Europe fashion products through e-commerce. This research is using survey method. The respondents are people who buy fashion products through e-commerce. The sampling size is 100 samples but we take 150 samples to improve the reliability and validity of the propagated items and the collection is using a questionnaire. This research is using purposive sampling test for the data analysis. The results showed that customers intention to buy some products because of several factors, it is known that country of origin and product perception have significant influences towards brand image. Further, brand image seems to affect product purchase intentions through e-commerce marketplaces.

Keywords

e-commerce, brand image, purchase intention, product perception, country of origin.

1. Introduction

One of the most developed information and communication technologies nowadays is the internet. The internet is familiar to most people and has often been used in daily activities. The large number of activities involving the internet keeps internet users in Indonesia increasing. It can be told that the number of internet users in Indonesia is very high compared to other developing countries. This was seen from the internet users in Indonesia in 2020, internet users in Indonesia alone reached 196.7 million people (APJII 2020).

One of the information about the internet and increasing is the economic sector, specifically retail trade or shops. Internet-based or online trading is often also referred to as e-commerce. The ease of buying products because of e-commerce and the desire of someone to make a purchase more efficiently. A person's desire to buy goods or products is shown from the ease of use in which the system is operated and which shows the ease in the user. The system that more often being used is the system that have easier for users to use and operate (Saputri 2016).

Domestic and foreign fashion goods are also traded through cyberspace media by using the internet. Nowadays, technology has been a huge impact and ease on human life. Sales nowadays also cannot run from the grasp of the internet, large companies and traders or sellers also begin to use the internet to carry out their marketing activities. E-commerce is the process of buying, selling, trading datas, goods or services through the internet (Turban 2015).

The existence of e-commerce in Indonesia has had a positive impact on the economy of Indonesia. In 2019, the value of e-commerce market capitalization in Indonesia has reached USD 21 billion or Rp 294 trillion and is based on a report from McKinsey, e-commerce industry growth in Indonesia is predicted to reach USD 40 billion caused by several factors (SIRCLO 2020) as well as fashion products being excellent in sales by 22% of total shopping on e-commerce platforms throughout 2020 (KATADATA 2021).

In previous studies, it was found that most research in the context of fashion products is only limited to local fashion products. As in the research of Rahman and Mannan (2018), and Sulhaini and Rusdan (2020), the discussion of intention to buy local fashion products/brands or in research conducted by Rodriguez and Fernandez (2016) which only discuss the limited fashion e-commerce in general. However, there is no or still little research that discusses intention to buy foreign fashion products through e-commerce.

Therefore, on the basis of the ongoing research gap, with the increasing number of fashion product shopping on e-commerce platforms, as well as the tendency of Indonesians who buy fashion products abroad and also in previous research, therefore researcher conduct the research related to Purchase Intention Europe Fashion Foreign Product through e-commerce.

1.1 Problem Statement

According to the results of the writers interview of several respondents stated that price, product quality, brand and country of origin of the product influenced their desire to buy a product on e-commerce, e-marketplace, and official website of a brand. The author interviewed 3 respondents who used different purchasing platforms.

The first respondent is 20 Y.O woman the respondent who buys product in e-commerce (Shopee, Lazada and Tokopedia) she stated that she likes to shop by using a shopping application because she gets cheaper price with the same brand and quality which is produced in the same country, besides the payment and convenience that's given from the e-commerce application, the application also make her easy to shop because "all the catalogs that I choose will be included in the shopping cart and after choosing from the shopping cart, I'll easy to do the check out for the products that I bought easily" she said. The second is 40 Y.O men respondent is a respondent who usually buys product on the e-bay website, he states that e-bay has the products that he wants to buy and it's very complete even at a higher price but he still can buy the goods that's he wants. According to Zivile (2015) states that knowledge of a product can be influenced by technology, ease of use of an application, and consumer trust in an e-commerce application. This can be seen from the consumers who have a big desires when they can buy the fashion products that they want in an easier way and the products that be sold in e-commerce tend to be cheaper and complete or more variate. Then the analysis results from Takaya (2016) stated that the desire for purchases was influenced by the ease of purchase, in Indonesia e-commerce has become a priority in shopping for goods

The third respondent is 40 Y.O woman stated that the fashion products that she wants could be purchased through an official website or retail store, third respondent loves to buy the fashion products from Zara and Uniqlo. She prefer to go to the retail store and using official website rather than e-commerce or e-market because she believes that buying directly at a retail store and at the official website certainly has the exact same quality of goods even though the price will be different from e-commerce.

The three respondents also stated that the products that they bought was foreign fashion products, the author continued to questioning "why foreign fashion products?" Author gets fairly different answers from each respondent. First respondent said that she bought fashion products abroad because she was used to buy the products that made in Asian countries such as Korea, Japan and China, because she loves to follow the fashion trend from Asia. While the second respondent prefers to buy western fashion products, he likes to buy jackets from Zara, Levis and other brands, he didn't choose official stores because the jacket that he wants often sold and not as many choices on the e-bay website. However the third respondent stated that brand is important without worrying about the others because the brand has a fixed quality.

From gap analysis, found that there is still less research in Indonesia and another countries that discuss about the intention to buying fashion product in e-commerce, especially fashion products that originating from the European continent. Therefore our research is carried out under the title Intention to buying European Fashion Product Through E-Commerce.

1.2 Objectives

From the discussion above, the following questions comes as:

1. Is Country of Origin affecting Brand image of European fashion products?
2. Is Product Perception affecting the Brand Image of European fashion products?
3. Is Brand image affecting the Intention to buy European fashion products in E-Marketplace?

2. Literature Review

E-commerce

According to Babenko et al. (2019), e-commerce is a financial transaction carried out through the internet and a limited communication network, during the purchase and sale of goods and services and remittances. Babenko also explained that E-commerce is a trade in goods and services through telecommunications media and telecommunications equipment.

All information exchanges are carried out through electronic media between organizations both internally and externally with stakeholders (Chaffey 2015).

E-commerce has grown very fast. Starting from clothing, accessories, electronics, and computer devices are the three fastest-growing categories. Skeptics initially felt that clothing could not be sold either online, but in reality, young returns and customer reviews had helped factor in the inability to try clothes offline. (Kotler and Keller 2016).

Purchase Intention

Purchase Intention is the tendency of consumers to buy a brand or take actions related to purchases that are measured by the level of likelihood of consumers making a purchase (Takaya 2016).

According to Kotler and Keller (2016) purchase intention is a form of behavior from consumers who wish to buy a product based on their experience, use, and desire for a product. Whereas according to the journal Research Method Management, Ferdinand (2006) states that there are several indicators that trigger purchase intention that is: transactional interests, referential interests, preferential interests, and exploratory interests.

It was explained that the purchase intention was a plan, commitment, or decision for someone to take an action to achieve a specific goal (Wang et al. 2019). The intention to buy represents the possibility of consumers' plans to buy certain products or services in the future and also shows the tendency of consumers to buy one particular brand regularly (Porral and Mangin 2017).

Brand image

Brand image is the consumer's expectation about the overall brand image based on the experience and understanding of the consumer, both regarding service or the level of reputation and credibility achieved by the brand according to consumer perception (Tivani et al. 2020).

Brand image is the consumer's perception of the brand image from the product to be consumed or used. According to Keller (2000) states that brand image measurements can be carried out based on aspects of a brand, that is: Brand is easy to remember, the brand is easily known and brand reputation is good. Brand image is the result of marketing activities that have been carried out by the company. Brand image is basically a thought that comes to people's minds when they find a particular brand (Haque et al. 2015). Brand image consists of three components, there is the image of the product itself, the image of the company, and the image of a competitor's brand. It has been concluded by them that to increase consumer loyalty to a brand, it is important to improve the image of the product.

Product Perception

Product Perception is often said to be a preconceived idea of a product and is influenced by terms of reference that are valued by consumers. This relates to the expectation or consumer confidence in a product that wants or expects that the consumer can adore the nature of the product or product (Schifferstein H.N.J 2001).

Chebate and Michon (2003) Stating that product perception was found because of the expectation of product quality and the atmosphere of the product's sales location which could have an impact on the assessment of product perception.

Country Of Origin

Country of origin is the country where the brand comes from that affects the intention of purchase which is an important element in influencing the buying interest of a product. Consumers will be carefully evaluating where the product

comes from. A product produced in a country can carry an obstacle to trade in goods and services within or outside the country. Consumer preferences for domestic and foreign products can be influenced by trust in foreign companies, consumer ethnocentrism, and negative sights towards certain countries. Setianingsih (2016) In addition, according to Michael R Solomon (2017) states that the country of origin is where the product is produced and can affect interests in purchasing decisions.

Country of origin is a complex issue in global marketing. Some researchers think that country of origin is where the product is made or produced. The researcher shows that the purchasing decision depends on where the product is produced (Laroche et al. 2015).

Country of origin also is defined as the influence that the country produces, composes or even designs the product against positive or negative perceptions of consumers over a product (Cateora and Graham 2007).

Hypotheses Development

According to Sugiyono (2016) it states that the hypothesis is a temporary answer to the formulation of research problems. Based on the formulation of the problem, the purpose of research, the foundation of previous theory and research.

The hypothesis was obtained by the author through several international journals entitled "Effects of country of origin and product features on customer purchase intention" Hoang (2017) for country of origin with Country of Origin Variables and brand image of "Purchase Intention of Bangladeshi consumer perspective" Ahasanul (2015) where it was stated that it was found that Country of Origin had an impact on Brand image and Brand image also proved to be a mediation of the Country of Origin with Purchase Intention. From the above findings, the following hypothesis can be made:

Country of Origin

The hypothesis model used is adjusted to the title to be examined as follows: Country of Origin positively and significantly has an influence on the intention to buy European fashion products in e-commerce. This research is based on previous research conducted by Nguyen et al. (2019) that the Country COO of a brand, has an important role in creating Brand image. Then research conducted by Poh K.Tee, (2015) stated that the Country of Origin had a strong and positive effect on buying intentions. Furthermore, research conducted by that based on the above explanation can be drawn as a hypothesis as follows:

H1: There is an impact of the country of origin on the Brand Image European fashion products on e-commerce.

Product Perception

From research conducted by Michon (2003), it was explained that in research it was found that product preceptions encourage a person to carry out hedonism behavior in shopping, which can be harmonized with the high intention of shopping from someone. Therefore the hypothesis can be drawn as follows:

H2: Perception of product affects the Brand Image European fashion products on e-commerce.

Brand image

Furthermore, in other studies conducted by Hien (2020) where the findings obtained that Brand image affect someone's intention to buy, as well as mediators from the Country of Origin, Brand image also becomes a significant mediator where if someone looks at the country of origin of the product and reacts positively, then indirectly the image brand will increase too. Then further research was conducted by Kiong (2015) where Brand image significantly affected someone's Purchase Intention to buy an international brandfashion product. Furthermore, the research was carried out by Haque et al. (2015) states that Brand image has a significant impact on purchasing decisions, so steps are needed for the product to be able to make the desired image according to the market. Then in this study was also found that Brand image became a significant mediator so that the following hypothesis can be drawn as (Figure 1):

H3: There is an impact of Brand image on the intention to buy European fashion products in e-commerce.

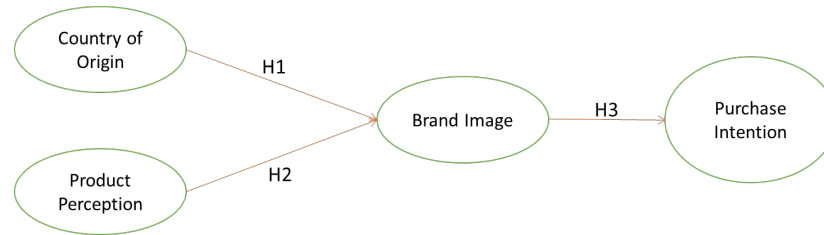


Figure 1. Proposed Method

3. Methodology

Research Design

This research will use survey research which means research is running by taking data from a large and small population, data studied is the data obtained from samples taken from the population, so the writer will find relative events, distribution and relationships between sociological and psychological variables.

Population according to Sugiyono (2016) is an objects that have certain qualities and characteristics that are determined by researchers to study and draw conclusions and samples according to Sugiyono (2018) are the parts or numbers and characteristics possessed by that population.

The research data sources used for this study are quantitative. This means it is quantitative because it is expressed in the form of numbers that indicate the value of the magnitude of the variable represented. So in this research data collection techniques will be used by using questionnaires. According to Sugiyono (2017) a questionnaire is an efficient data collection technique by giving respondents some questions or written questions to answer. The Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group about a social phenomenon (Sugiyono 2017). Likert scale measurement (Sugiyono 2016) 1 score for Strongly Disagree to 5 score for Agree.

Respondents will be taken randomly from the questionnaire distributed by the author. The parameter that the author will study is "Why foreign fashion products are more attractive to customers". The sampling target is stated to be 100 because the number of residents in Indonesia who have bought foreign products is estimated at more than 10% of the population, while the Indonesian population is 275,112,131 people (Kompas 2021).

Author will use Slovin method ($n = N / 1 + N (e)^2$). The sampling method that is used in this research is the Purposive sampling method according to Sugiyono (2017) it is a sample determination technique with certain considerations, the reason for selecting samples using purposive sampling is because not all samples have the criteria that are appropriate for the author. The author's criteria are respondents who have ever bought European fashion products in e-commerce. The author will take 150 samples because to improve the reliability and validity of the propagated items.

Analysis Metode

To answer research questions data will be collected with a time horizon cross-sectional studies where data will be collected only once in a certain time period (Secretary and Bougie 2016). To measure the quality and accuracy of the data will be used for a validity and reliability test. The Validity Test shows the degree of accuracy between the data that actually occurs on the object with data collected by researchers (Sugiyono 2016). To measure the validity test using PLS tools that can be done by calculating convergence and discriminant validity Loading factor of 0.5 or more will be considered to have validations strong enough to explain latent variables Hair et al. (2013) and the value of convergent validity is very good if the AVE score is above 0.5 (Henseler et al. 2009). Discriminant validity is being done to see if the item is unique and not the same as other variables (Hulland 1999). Another way to look at models that have sufficient discriminant validity is if the Average Variance Extracted (AVE) root for each construct is greater than the correlation between construct and other constructs in the model. Eligible criteria in this study were $AVE > 0.5$ and $Cross\ Loading > 0.5$ (Abdillah and Hartono 2015).

After conducting the validity test, a reliability test will be next aimed at knowing the extent to which the measurement results using the same object will produce the same data (Sugiyono 2012). The reliability test using PLS tools is seen from the composite reliability analysis above 0.7, showing a good level of reliability (Vincenzo 2010). The measurements used in this study used a Likert scale that took references from Djaali (2008) using a scale of 1-5 where

1 "strongly disagreed", and 5 "strongly agreed". The data analysis method used is SEM (Structural Equation Model). The SEM method was used in this study because the SEM method was able to analyze the pattern of relationships between variables and their indicators and variables one with the other (Santoso and Napitipulu 2018).

The results of the questionnaire were processed with the help of the PLS program, a Structural Equation Method (SEM) analysis method which has the advantages and efficiencies of a multivariate statistical technique to find out the design of the network model and the interactions that will form from each variable tested according to the sound of the hypothesis that has been spelled out previously. (Rifai, 2015).

4. Data Collection

Measurement Assessment

The validity test determines the extent to which scale measures a variable of interest using convergent validity and discriminant validity. Thus factor analysis becomes the main component that must be carried out to monitor the factors that affect seller loyalty. For indicator values with loading below 0.4, it must be removed from the model. However, for indicators with loading between 0.4 to 0.7 it should be decided from the results of the analysis of the average variance extracted (AVE) and Composite reliability indicators. As shown in Table 1 the four variables have an outer loading above 0.5 and AVE values above 0.5, thus this shows good discriminant validity. The instrument also shows convergent validity by loading AVE values exceeding 0.5 for each variable (Sholihin & Ratmono, 2020). Therefore, these results confirm that each of the four variables is valid for use in this research, after that will be a reliability test. Reliability is evaluated by assessing the internal consistency of the items representing each variable by using composite reliability where the composite reliability results of each variable are: Product Perception (PP) = 0.755; Country of Origin (COO) = 0.845; Brand image (BI) = 0.808; Purchase Intention (PI) = 0. All composite reliability values show results above 0.7 exceeding the general threshold values recommended by Vincenzo (2010) and also Sholihin and Ratmono (2020).

Table 1. Discriminant validity and Convergent validity

Variable	Item	Outer Loading	AVE	Composite Reability
PP	PP1	0.687	0.508	0.755
	PP2	0.699		
	PP3	0.749		
COO	COO1	0.697	0.522	0.845
	COO2	0.711		
	COO3	0.738		
	COO4	0.757		
	COO5	0.709		
BI	BI1	0.731	0.584	0.808
	BI2	0.742		
	BI3	0.816		
PI	PI1	0.764	0.633	0.873
	PI2	0.788		
	PI3	0.831		
	PI4	0.797		

5. Result and Discussion

5.1. Numerical Results

Analysis of the Determination Coefficient (R2)

The coefficient of determination (R2) is to measure the ability of the model to explain variations in variables bound to values between zero and one. R2 value = 0 means a free variable has no ability to explain variations of bound variables and R2 value = 1 means a free variable has the ability to explain variations of bound variables (Sugiyono 2012). From the table, it appears that the Country of origin and also the Product perception can affect the Brand image by 40%, while Purchase Intention can be influenced by Brand image by 14%.

Goodness of Fit

The Goodness of Fit (GoF) test on the WarpPLS application is directly obtained in the Analyst calculation, please note that according to Tenenhaus (2004), the GoF small value > = 0.1; GoF medium > = 0.25; GoF Large > = 0.36.

Based on the results of Analysis WarpPLS a GoF value of $0.388 > 0.36$ is obtained which means that the model that has been made to meet the goodness of fit or the structural model formed is acceptable. Based on the results of previous validity and reliability tests it appears that the data obtained is valid and reliable, so that hypothesis testing can be done.

Hypotesis Testing

The hypothesis relationship was tested using the SEM method with WarpPLS for Windows. The purpose of testing this hypothesis is to find out the relationship between each variable that influences. In this testing, the hypothesis used the variables Country of Origin (COO), Product Perception (PP), Brand image (BI), and Purchase Intention (PI). All 3 hypotheses in this study test were accepted (Accepted) where the correlation with the hypothesis had a significant relationship. As for testing this hypothesis the parameter is used where P Value < 0.05 then the hypothesis is accepted, and if P Value > 0.05 then the hypothesis is rejected (Santoso and Napitupulu, 2018). For a description of testing the variable mediation, the hypothesis will be explained next on testing indirect effects.

H1 = There is an impact of the Country of origin on the brand image of European fashion products in e-commerce.

H2 = Perception products affect the brand image of European fashion products in e-commerce.

H3 = There is an impact of Brand image on the intention to buy European fashion products in e-commerce.

Hypothesis Conclusion.

From the test above the results can be concluded that all hypotheses are acceptable. The following are the results of testing all hypotheses (Table 2).

Tabel 2. Hypothesis Test Results

Hypothesis	Variable Interaction	Path Coef.	P Value	Conclusion
H1 (+)	COO -> BI	0,418	<0,001	<i>Accepted</i>
H2 (+)	PP -> BI	0,347	<0,001	<i>Accepted</i>
H3 (+)	BI -> PI	0,375	<0,001	<i>Accepted</i>

5.2. Discussion

There are some considerations that affect consumers to have the intention to buy a fashion product that comes from Europe, this analysis is done to find out the factors that significantly affect Purchase Intention. Research to find out the factors that influence Purchase Intention Europe fashion products in the e-marketplace. The variables used for consumer buying intentions are Country of Origin, Product Perception, and Brand image which are tested to find out the effect of each variable on buying intentions. The questionnaire was distributed to 150 respondents where 144 people had shopped European fashion products on e-marketpalce and 6 others were not included in the study sample. In this study, the authors examined the components of variables that influence purchasing intentions in buying European fashion products in the e-marketplace. All hypotheses obtained by the author are accepted.

From the results it is known that Country of Origin (COO) has a significant influence towards brand image (BI), the findings are in line with research conducted by Ahsanul et al. (2015) which explains that COO does have a significant positive influence on brand image in terms of product purchase intentions. This is reinforced by the research presented by Nguyen et al. (2019) that the Country COO of a brand, has an important role in creating brand image.

The results also indicate that product perception affect brand image positively and significantly. This is in line with previous studies, such as Wee et al. (2014) that find that intention to purchase organic food was significantly influenced by the consumer's perception of safety, health, environmental factors and animal welfare of the products.

Then in the research it was known that brand image had a significant impact on the decision of buying intentions. This is also in line with research that conducted by Yu et al. (2013) that finds brand image of luxury brands can affect online purchase intention. Then for the Brand image mediation factor it was known that it had succeeded in mediating the Country of Origin and also the Product Perception towards Purchase Intension. This is in line with research conducted by Ahsanul et al. (2015) where the research conducted, it was found that it was true indeed that Brand image was a mediating factor between Country of Origin and Purchase Intention. This is also strengthened by the findings in research conducted by Nguyen et al. (2019), that Brand image is mediating with the Country of origin for

buying intentions. It can be said that when a brand comes from a country that is considered good, the brand image will be better and the customer will evaluate the brand higher, and if the perception of a product is high it will improve the brand image and ultimately create stronger buying intentions (Hien et al. 2019). While according to Poh et al. (2015) states that the highest impact of purchase intentions is brand image because the results it will be more consumers buy a product depend on the brand of the product.

6. Conclusion

In this research country of origin, brand image and product perception have been studied to complete this research. Theories about country of origin variables, brand images and product perception have been elaborated and have a positive impact on the intention to purchase European fashion products through e-commerce or e-marketplace. The implications of this research is to explain that there are several factors to increase the intention to buy European fashion products in e-commerce for business managers. First, studies show the significant influence of the COO in the fashion industry in Indonesia. Nowadays in business world customers find it difficult to choose products because too much product information from the same category is provided by company. Therefore, consumers use country of origin image information as important information to evaluate a particular brand. The COO provides information on the level of education from country of origin, the level of quality of work and also creativity. Also, product perception can affect the brand image. As such, it is advisable for the European fashion brands to communicate intensively about their products through the e-commerce marketplace to enhance Indonesian fashion consumers' perception of the brand image.

Furthermore, this research identified that the importance of brand image is for the decision of buying intention. In the fashion industry sector, there is very intense competition a brand is demanding to find ways to stay competitive in the market. One way to achieve the goal is to create a positive brand image on the customer mindset.

Limitation and Future research

The author still has limitations in this research, the author uses country of origin, brand image and product perception variables to measure purchasing intentions on European fashion products through e-commerce or e-marketplace. But for the future research, all variables are still relevant for the research in impact on purchases, there are still other variables that can be recommended by the authors those are trust factors, ease of access and trend factors.

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