ABSTRACT

ASEP MULYANA. The Model of Consumer Involvement and Clothing Shopping Behavior. Under direction of UJANG SUMARWAN, HARTOYO, AGUS MAULANA.

The objectives of the study were to determine factors influencing consumer involvement, and it also as a factor on clothing shopping behavior. The study tested a model of consumer involvement developed by Zaichowsky (1986) which state consumer involvement was function of materialism, utility, innovativeness, stimulant and situation. The data for this study were collected from 405 respondents convenience selected in Bandung shopping area Indonesia in February 2012. Structural Equation Modeling was utilized to analyze factors influencing consumer involvement and it also as a factor on clothing shopping behavior. The study conceptualized all factors influencing consumer involvement as latent variables which had several indicator variables. For each exogenous and endogenous latent variable was assessed by several questions/statement. Respondent were asked to expressed their agreement for each statement. The results of the study showed the different consumer involvement. Respondent also showed different shopping behavior. An analysis of structural equation modeling showed that innovativeness, and stimulant, had significantly influence on advertising and product involvement. It also showed that materialism, and stimulant had significantly influence on purchase decision involvement. The advertising and purchase decision involvement had significantly influence on clothing shopping behavior. Materialism factors had described how the product suitable for happiness and success. Utility factors were described product on usefulness. Innovativeness’ describes the degree of consumer innovation. These finding suggested the marketing strategic implication. The producer of clothing should do continuous improvement through innovation, especially that the clothing as a popular product. Market competition among clothing were very tight, producer and seller of clothing should be able to reposition their brand with other producer and can serve consumer better to meet their lifestyle, especially for the urban consumer who had high fashion awareness.

Keyword: consumer involvement, clothing, shopping behavior, structural equation modeling (SEM)