

## Millennial Generation Purchasing Behavior in Kupang: Tenun Ikat NTT

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### Abstract

Tenun Ikat NTT as traditional apparel hasn't attracted the youth market yet especially millennial generation. The millennial generation is a potential market that profitable for Tenun Ikat NTT industry. This research tries to answer the questions about attitude and repurchase intention of the millennial generation to buy Tenun Ikat NTT. The author predicts positive attitude and positive norm subjective effect repurchase intention of millennial generation toward Tenun Ikat NTT. This research uses a non-random sampling method (convenience sampling) in order to collect data. One hundred ten young people in Kupang were used as respondents (born in 1982-2000). Data were collected using a questionnaire (google form). This study uses SEM analyze to test the data. The result suggested model fully conforms to theory reasoned action, attitude and subjective norm had effect toward repurchase intention, fashion involvement and product personality had an effect toward attitude. The study result could be taken to count any policies that link all of the characteristics used in this study.

**Keywords: attitude, subjective norm, repurchase intention, fashion involvement, product personality, Tenun Ikat**

### Abstrak

*Tenun Ikat NTT sebagai pakaian tradisional belum menarik pasar kaum muda, terutama generasi milenial. Generasi milenial adalah pasar potensial yang menguntungkan bagi industri Tenun Ikat NTT. Penelitian ini mencoba menjawab pertanyaan tentang sikap dan niat pembelian kembali generasi milenial untuk membeli Tenun Ikat NTT. Penulis memprediksikan sikap positif dan norma positif subjektif efek pembelian kembali generasi millennial terhadap Tenun Ikat NTT. Penelitian ini menggunakan metode pengambilan sampel non-acak (convenience sampling) untuk mengumpulkan data. Seratus sepuluh anak muda di Kupang digunakan sebagai responden (lahir tahun 1982-2000). Data dikumpulkan menggunakan kuesioner (formulir google). Penelitian ini menggunakan analisis SEM untuk menguji data. Hasil penelitian menunjukkan model yang sepenuhnya sesuai dengan teori tindakan, sikap dan norma subyektif berpengaruh terhadap niat pembelian kembali, keterlibatan mode dan kepribadian produk memiliki pengaruh terhadap sikap. Hasil studi dapat diambil untuk menghitung setiap kebijakan yang menghubungkan semua karakteristik yang digunakan dalam penelitian ini .*

**Kata Kunci: sikap, norma subjektif, niat pembelian kembali, keterlibatan mode, kepribadian produk, Tenun Ikat**

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### 1. Introduction

The weaving industry in NTT has long been developing and becoming a character in every region in NTT, including Flores, Sumba, Timor, Rote and Alor. Weaving is an activity developed in every tribe in East Nusa Tenggara for generations to preserve the art of weaving. Weaving is seen as a valuable family property that has a high value ([www.indonesia.go.id](http://www.indonesia.go.id)). In the NTT community, generally, woven fabrics are used for official social events such as traditional parties, family events, offices, etc.

The people in Kupang generally accept Tenun Ikat NTT. However, for young millennials (born 1982-2000) Howe & Strauss (2000) in Budiati et al. (2018) Tenun Ikat NTT has not become a popular product. On the production side, fewer and fewer young people master the weaving technique be-

cause they think that it is not something to be proud of. Based on interviews with several millennial generations or what we refer to in this study as young people, they answered that they would instead work in an office rather than have to weave. The reason for choosing not to weave is because it is complicated, the income is not much when weaving in the village, while those who answer are not cool enough for their group and they are embarrassed by other friends if they weave. This condition shows that the regeneration process of making millennial generation weaving is facing obstacles. From the marketing side, the weaving market for millennials (young people) has not been well exploited. This can be seen from the rarity of young people wearing woven cloth compared to young people who wear batik and casual clothes.

From the marketing side, the millennial genera-

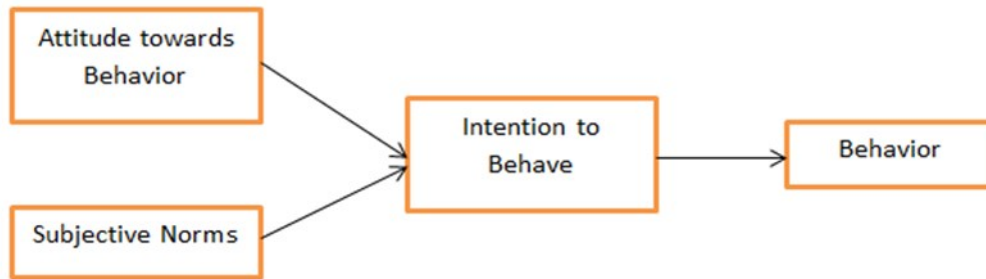


Figure 1. Theory Reasoned Action

tion holds promising market potential. Millennials have a large number, and of course, young people are a market in the future, they are involved with the latest fashion that is up to date. The researcher considers information about millennial behaviour to be an interesting study. First, because not many studies have explored the behaviour of young people in the purchase of Tenun Ikat NTT, researchers need to explore this. Second, researchers have not been able to compare if there has not been a study of adult behaviour in the purchase of Tenun Ikat NTT.

In marketing consumer behaviour is very important. For marketers, consumer behaviour provides essential information for determining marketing strategies. By understanding consumer behaviour, marketers can determine the right marketing strategy. Attitude analysis is part of an effort to get to know consumers and consumer behaviour well.

According to Ajzen (2005) to test consumer behaviour the need for purchase intention. Attitudes and subjective norms influence purchase intention. The attitude in this study was influenced by fashion involvement and product personality. It means that customers who are often involved in fashion want to stay abreast of the latest fashion trends and people use products to communicate their identity, status and social ownership, of course having a positive attitude towards buying behaviour (O 'Cass, 2004; Govers, 2004).

Purchase intention will describe the relationship between attitudes, subjective norms and consumer behaviour. Based on the background, the problem formulated as follows whether attitude toward behaviour has a positive effect on repurchase intention? Does subjective norm affect repurchase intention? Does fashion involvement have a positive effect on attitude toward behaviour? Does product personality have a positive effect on attitude toward behaviour?

## 2. Literature Review

### Theory Reasoned Action

Theory of reasoned action argues that individual behaviour is driven by behavioural intention. Behavioural intentions are determined by individual attitudes toward behaviour and surrounding subjective norms. (Ajzen & Fishbein, 1975). Attitude is

the amount of feeling someone feels to accept or reject an object or behaviour and is measured by a procedure that places individuals on a two-pole evaluation scale, for example, good or bad, agree or reject (Ajzen, 1991). Furthermore, subjective norms are defined as one's perceptions or views of other people's beliefs that will affect people's intention to do or not perform the behaviour under consideration (Ajzen, 1991).

### Repurchase Intention

Repurchase intention is a positive attitude towards the seller that results in repeat purchases (repeat buying behaviour). Zhou et al. (2009) and Kim et al. (2012), consumers are interested in making purchases again in the future and consumers are interested in recommending it to their friends and others.

### Attitude toward Behavior

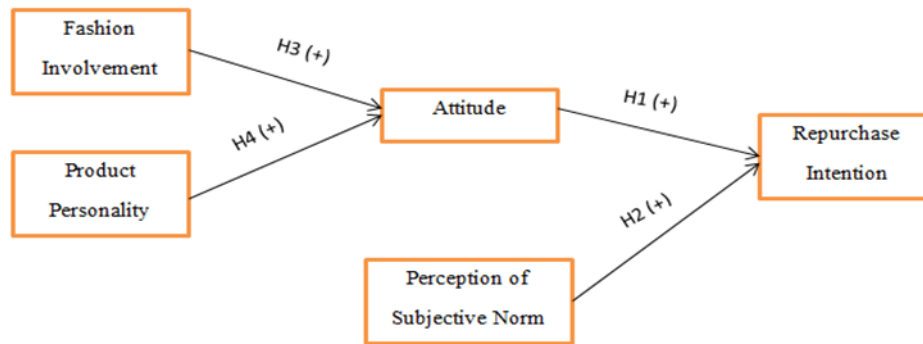
According to Ajzen (2005), attitude is a feeling to respond both positively and negatively to a behaviour. Attitudes lead to the extent to which a person has a favourable assessment of related behaviour and is a direct indicator of someone having the intention to perform certain behaviours that can be predicted. (Yoo & Lee, 2009).

### Subjective Norm

Subjective norms are social pressures that are felt to be involved or not involved in behaviour, it results from how people feel pressure that is applied to them to do or not do behaviour (Ajzen, 1991; Tonglet et al., 2004; AL-Nahdi et al., 2015; Han & Kim, 2010). Consumer perceptions about the social pressure caused by others affect the purchase of a product. These pressures can be applied by friends, parents and agents (Kalafatis et al., 1999). Purchase intentions and purchasing decisions can even be influenced by the attitudes of others.

### Fashion Involvement

Customers who are often involved in fashion want to stay abreast of the latest fashion trends. There is another term called fashion innovator, is a fashion follower who wants to buy the latest fashion clothes and always ask for the latest fashionable



**Figure 2.** Research Model

Source: Belleau et al., (2007)

#### Hypothesis:

- H1: Attitude toward Behavior (purchase) has a positive effect on Repurchase Intention
- H2: Perception of Subjective Norm has a positive effect on Repurchase Intention
- H3: Fashion Involvement has a positive effect on Attitude toward Behavior
- H4: Product Personality has a positive effect on Attitude toward Behavior

items and trends in the store (O'Cass, 2004). Fashion innovators are the main target of fashion marketers because they not only take advantage of the latest fashion trends but also help in creating awareness among followers of other fashion communities (Goldsmith, Moore, & Beaudoin, 1999).

#### Product Personality

People use products to communicate their identity, status and social ownership. The concept of product personality exists to help explain the symbolic reasons that guide consumer behaviour. The product personality itself is defined as a set of personality traits used by people to describe a product to distinguish it from other products (Govers & Mugge, 2004). Product personality can be used to describe the whole product. The fundamental difference between the assessment of human personality and product personality is how we see the object to be assessed. (Suzianti et al., 2018).

#### Research Model

Based on the development of the hypotheses that have been described, the research model can be illustrated as figure 2.

#### Framework for Thinking

Regarding attitudes, related to one's tendency to judge against an object or idea (Asshidin et al., 2015) A positive, negative or neutral attitude towards behaviour that will influence someone to engage with it. Kim & Chung (2011) states that attitudes can be defined as personal evaluations that are beneficial or unfavourable to conduct behaviour. An individual will have great behavioural in-

tentions when his attitude is positive (Armitage & Conner, 2001). The more positive the consumer's attitude towards the product, the higher the intention to buy the product. Millennials tend to be more creative in evaluating something new. Attitude as a direct indicator that influences product purchase intentions (Ajzen, 2005).

H1: Attitude toward Behavior (purchase) has a positive effect on Repurchase Intention

Subjective Norms can be defined as a person's perceptions or assumptions about other people's expectations of certain expectations about the behaviour to be carried out or not. Because perception is highly subjective, this dimension is referred to as subjective norms (Yunus et al., 2018). Similar to attitudes toward behaviour, subjective norms are influenced by the trust (Tingchi Liu et al., 2013). This reflects the social pressure felt by someone in performing certain behaviours (H. Y. Kim & Chung, 2011).

Subjective norms are the main drivers of human behaviour and are very important in making decisions (Ajzen, 1991). Consumers always consider the expectations and behaviour of others when they decide what suits them and thus, subjective norms affect their preferences and behaviour.

H2: Subjective norm has a positive effect on Repurchase Intention

Fashion involvement highlights the value and application of clothing in the lives of consumers and illustrates their consumption behaviour (Bloch,

Commuri, & Arnold, 2009). The involvement of a person's fashion is significantly related to age, gender and knowledge of the clothing model that he has. Park, Kim, & Forney (2006) found that from consumer involvement in fashion and a positive attitude will influence the intention to make a consumer purchase. O'Cass (2004) has shown that fashion involvement is an essential contributor in shaping individual behaviour towards sustainable fashion purchases. Therefore, after reviewing the literature, so the researcher makes the following hypothesis

H3: Fashion Involvement has a positive effect on Attitude toward Behavior

Product Personality refers to a set of personality characteristics that people have used to describe specific products and to distinguish them from other products (Govers, 2004). Product personality can influence user interaction with product evaluation. Therefore, each product is designed according to a predetermined personality (Mugge, Govers, & Schoormans, 2009). Product personality can help users to anticipate how to interact with a product. For example, a user will handle a product with a delicate and sensitive personality with a lot of care and consideration. Second, the product personality can affect user preferences. People prefer products with personalities that are similar to their own, per-

haps because this product helps them to confirm and express self-concepts (Govers & Mugge, 2004; Govers & Schoormans, 2005). The higher the product personality, the more positive the attitude to purchase behaviour. Therefore, after reviewing the literature, so the researcher makes the following hypothesis

H4: Product Personality has a positive effect on Attitude toward Behavior

### 3. Research Methods

In this study summarized operational definitions and measurement variables for the validation of the research hypotheses in Table 1. Several variables were adjusted using the results of a preliminary survey conducted by researchers and marketing experts. Survey with all the variables above, using a seven-point Likert scale (for ranking one means not agree to rank seven means to agree).

#### Data Collection

Data collection techniques include, observation techniques make observations directly to the object of research, distributing questionnaires using Google form, and conducting interviews. The object of research is Tenun Ikat NTT so that the unit of analysis of this study is Tenun Ikat NTT, especially millennial generation in Kupang.

**Table 1.** Definition and Measurement of Variables

Variable	Definition	Measuring Instrumen	Scale
<b>Repurchase Intention (RI)</b>	Is the behaviour that shows someone's readiness to do a repurchase activity (Suzianti et al., 2018)	RI1: I intend to reuse Tenun Ikat NTT in the near future RI2: I will definitely buy more Tenun Ikat NTT RI3: I meant to buy back Tenun Ikat NTT RI4: I have a high interest in repurchasing Tenun Ikat NTT (Spears & Singh, 2004)	Likert 1-7
<b>Attitude Toward Behavior (ATB)</b>	beliefs about certain behaviors and their consequences	ATB1: I think Tenun Ikat NTT is attractive ATB2: I love Tenun Ikat NTT ATB3: It became my desire to buy Tenun Ikat NTT fabric ATB4: I think that buying Tenun Ikat NTT is a good idea (Spears & Singh, 2004)	Likert 1-7
<b>Subjective Norm (NS)</b>	Defined as a person's perception or assumptions about certain behaviours that will be done or not done. (Yunus et al., 2018)	NS1: I buy Tenun Ikat NTTs more often than my friends. NS2: People around me believe that I look cool when I use Tenun Ikat NTT NS3: A close friend of mine encouraged me to buy Tenun Ikat NTT NS4: My family once encouraged me to use and buy Tenun Ikat NTT (Yunus et al., 2018)	Likert 1-7
<b>Fashion Involvement (FI)</b>	It is defined as someone's involvement in choosing clothes because they have interests, needs and values of the product.(O'Cass, 2004; Belleau et al., 2007)	FI1: I bought the latest model clothes earlier than most people FI2: I follow the development of the style of dress FI3: I often read news about fashion regularly FI4: I try to keep my clothes up to date with fashion trends FI5: I have found a style of dress that suits my personality. (Belleau et al., 2007)	Likert 1-7
<b>Product Personality (PP)</b>	Defined as a set of personality traits used by people to describe a product to distinguish it from other products (Govers & Schoormans, 2005)	PP1: I identify myself with the description / description of Tenun Ikat NTT PP2: I am fit to use Tenun Ikat NTT PP3: There is a similarity between my personality and the Tenun Ikat NTT that I use. (Govers & Schoormans, 2005)	Likert 1-7

## Samples and Data Analysis

The sample in this study was from millennial users of Tenun Ikat NTT in Kupang City (born 1982-2000). The researcher uses a non-probability sampling method with a convenience sampling technique. For statistical methods with the SEM program, the appropriate sample size is between 100-200 (Hair et al., 2010) to strengthen the results of data processing, the desired amount of data is 110 data. The distribution of questionnaires using google forms was distributed in the city of Kupang from June to August 2019. SPSS AMOS 24 was used for fundamental statistical analysis, factor analysis, reliability analysis and for structural equation analysis.

## 4. Analysis and Discussion

### Profile of Respondents

Of the 110 questionnaires, 60.9% of the responses came from female respondents, while 39.1% were male. Respondents aged 22-25 years (41.8%) accounted for the most considerable portion of the sample. More than 60% of the respondent's education is college level or higher. Most of the respondents answered using Tenun Ikat NTT from an early age because they get woven cloth from the family. That is a habit in NTT. How many times did respondents buy Tenun Ikat NTT in the past year on average they answered once (64.5%) Of the re-

spondents, 34.5% were unemployed (e.g. students and homemakers), 25.4% were others, followed by private employees (23.6%), and so on. The demographic profile is shown in table 2.

### Analysis of Validity and Reliability

The results of validity and reliability show that all variables meet the specified criteria (Factor Loading  $\geq 0.70$ ; Construct Reliability  $\geq 0.70$ ; Variance Extracted  $\geq 0.50$  (Hair et al., 2010).

### Structural Equation Model

Using Structural Equation Modelling (SEM), the relationship of hypotheses in the proposed research model is tested and analyzed. As shown in Figure 2, the structural model produces a Chi-square value of 528.698 with 166 degrees of freedom ( $p / 0,000$ ).

Comparison of all indices accordingly, with corresponding recommendation values (Bagozzi & Yi, 1988) shows an appropriate model (GFI = 0.79, CFI = 0.97, Cmin / df = 3.185, RMSEA = 0.142) indicates that there are poor fit and good fit. According to Hair et al. (2010) states that if there are one or more parameters that are fit then the model is declared fit. So, the model in this study is fit.

Based on the results of data processing, attitudes and subjective norms are positively related to the intention to buy Tenun Ikat NTT for the millennial generation in the city of Kupang, providing support for H1 and H2. The positive attitude towards Tenun

**Table 2.** Demographic Profile

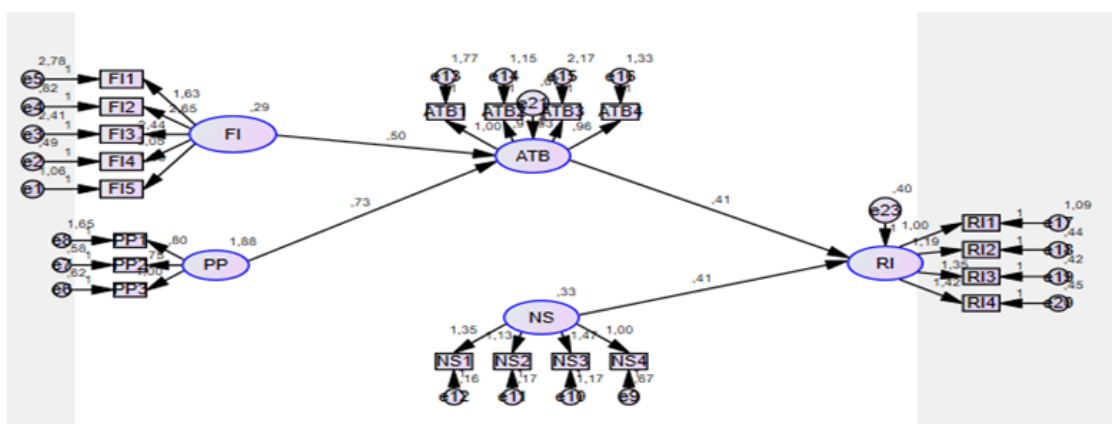
Variable	Frequency	Percentage
<b>Gender</b>		
Woman	67	60,9%
Man	43	39,1%
<b>Age</b>		
18-21	26	23,6%
22-25	44	40%
26-29	20	18,2%
30-33	10	9,1%
34-37	10	9,1%
<b>Education</b>		
SMA	31	28,2%
D3	13	11,9%
S1	53	48,1%
S2	12	10,9%
S3	1	0,9%
<b>Profession</b>		
Student	37	33,6%
Civil servants	13	11,8%
Private employees	26	23,6%
entrepreneur	5	4,5%
Housewife	1	0,9%
Others	28	25,6%
<b>Tenun Ikat NTT are often used</b>		
Flores	30	27,3%
Sumba	14	12,7%
Timor	43	39,1%
Rote	18	16,4%
Alor	5	4,5%
<b>Tenun Ikat NTT preferred</b>		
Flores	18	16,4%
Sumba	25	22,7%
Timor	45	40,9%
Rote	13	11,8%
Alor	9	8,2%

**Table 3.** Validity and Reliability Results

Variabel	Factor Loading	CR	AVE
<b>Fashion Involvement (FI)</b>			
FI1	0,777	0,833	0,505
FI2	0,633		
FI3	0,548		
FI4	0,705		
FI5	0,849		
<b>Product Personality (PP)</b>			
PP1	0,763	0,807	0,582
PP2	0,745		
PP3	0,780		
<b>Attitude toward Behavior (ATB)</b>			
ATB1	0,765	0,825	0,542
ATB2	0,743		
ATB3	0,695		
ATB4	0,739		
<b>Norm Subjective (NS)</b>			
NS1	0,682	0,806	0,518
NS2	0,554		
NS3	0,915		
NS4	0,680		
<b>Repurchase Intention (RI)</b>			
RI1	0,693	0,903	0,701
RI2	0,874		
RI3	0,884		
RI4	0,883		

Ikat NTT is apparently based on outside encouragement, as evidenced by H2. Regarding H3, the relationship between fashion involvement and attitude toward a behaviour is supported by data. The involvement of a person's fashion is significantly related to age, gender and knowledge of the clothing model that he has (Kim et al., 2004). Millennials want to feel that they draw their own conclusions about products, designs, and so on (O'Casey,

2004). With the involvement of fashion, they will design Tenun Ikat NTT models according to the latest models. For hypothesis H4, it shows that product personality is in line with attitude toward behaviour. Millennials consider Tenun Ikat NTT to show personality characteristics when using these products and distinguish them from other products (Govers, 2004).



**Figure 3.** Structural Model

**Table 4.** Output Regression Weights

			Estimate	S.E.	C.R.	P	Label
ATB	<---	FI	,498	,233	2,139	,032	
ATB	<---	PP	,733	,119	6,174	***	
RI	<---	ATB	,412	,086	4,790	***	
RI	<---	NS	,413	,150	2,758	,006	



## 5. Conclusions and Suggestions

This study will determine the effect of fashion involvement and product personality on attitudes toward behaviour and norm subjective and its implications for repurchase intention. After analyzing the data using SEM shows a positive, negative, significant or insignificant relationship. By using research studies Millennial generation purchasing behaviour in Kupang city: Tenun Ikat NTT can be concluded as follows: in general, millennial generation in Kupang city has a positive attitude towards the intention to repurchase Tenun Ikat NTT, norms have a significant positive effect on attitude toward behaviour. The positive influence of fashion involvement on attitude toward a behaviour is proven in this study. Moreover, finally, product personality has a positive effect on attitude toward behaviour. Suggestions for Tenun Ikat NTT makers, if we want to take millennial generation segmentation, Tenun Ikat NTT makers must be good at seeing the trends that are developing society, then create unique designs and follow up-to-date models of their time, which can form the characters they like and describing the self-image of the people who are the target market of the products made. It is necessary to have information about the meaning of each colour, style and symbol contained in the woven fabric. So, when there are consumers, especially the younger generation who buy, they not only buy but also understand.

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