

Millennial Consumer of Shopee Mall through Brand Trust and Fashion Lifestyle

Cahyani Pratisti, Viola De Yusa and Sri Rahayu

Abstract--- *Shopee Mall is one of the biggest e-commerce around the world even though fairly new. This research aimed to investigate the effect of brand trust and fashion lifestyle towards fashion buying decision on Shopee Mall either partially or simultaneously. This research used 300 millennial women which bought fashion items twice in a year. This quantitative causality research analyzed through multiple linear regression showed that brand trust and fashion lifestyle buying decision affect online fashion buying decision on Shopee Mall either partially and simultaneously. This research is very important because mistrust is a happening issue in e-commerce.*

Keywords--- *Brand Trust, Fashion Lifestyle, e-commerce.*

I. INTRODUCTION

Research Background

Modern human activities make them only have a little time to do the shopping (APJII, 2018). Internet technology appears a new phenomenon that buyers tend to buy fashion items such as: clothes, shoes, and accessories through online shopping channels. With online shopping channels, buyers believe that they can make savings of time, expenses, and effort. Every businessman should pay attention to lifestyle and attitudes of consumers in making buying decisions so they can determine strategies to fulfill consumer needs and desires to improve consumer income. Women and millennials are one of the prospective segments in the online shopping channel industry. Shopee Mall is the 2nd online shopping channel with the most monthly active users in Southeast Asia (iprice.co.id, 2019) and sells more than 500 original fashion-branded items (Liputan6, 2015; Marketing.co.id, 2017). The study of brand trust has not flourished (Delgado & Jose (2005). Delgado *et al.* (2003) defined brand trust as the confident expectations of the brand's reliability and intentions. Based on this definition, brand trust implies two important components: 1) consumers' confidence that the product is able to meet the promised value or in other words the perception that the brand is able to meet consumer expectations by fulfilling brand promises that ultimately create consumer satisfaction, 2) consumers' confidence that the brand is able to prioritize the interests of consumers when problems in product consumption arise unexpectedly. This study is related to Delgado (2005); Sahil, Cemal, & Hakam (2011); Delgado & Estela (2015); Dhurup, Pieter, & Vusemuli (2018). Fashion Lifestyle is the attitudes, interests, and opinions of consumers regarding the purchase of fashion products. Fashion lifestyle is a person's behavior to use fashion items in their activities related to show their self-image to find out their social status. Fashion lifestyle became one of the main roads for acceptance of the latest fashion trend (Soyoung & Briana, 2012; Japrianto & Sugiono, 2013; Al-Dmour *et al.*, 2017; Azevedo *et al.*, 2008).

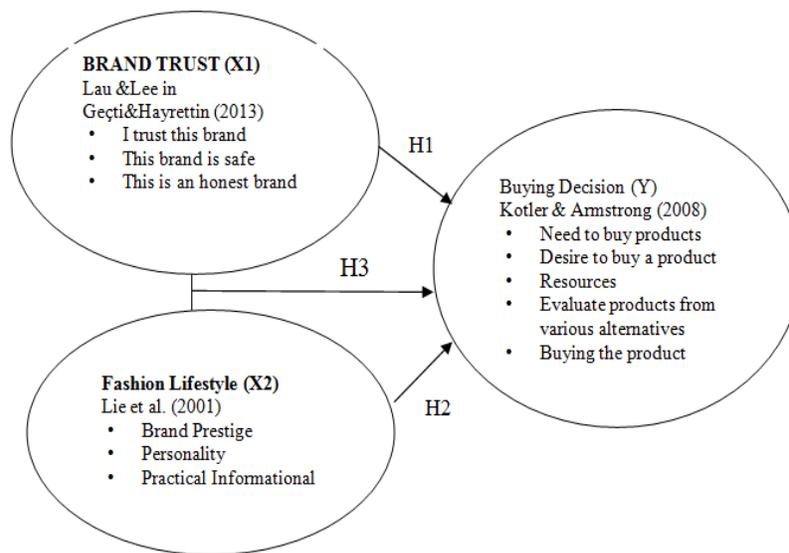
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Objectives

To investigate the effect of brand trust and fashion lifestyle towards fashion buying decision on Shopee Mall either partially or simultaneously

II. METHODOLOGY

This research used quantitative method with causality. The population are millenials women which bought fashion items on Shopee Mall. The respondent are 300 millenials women in Indonesia which bought fashion items on Shopee Mall twice a year. The data analyzed with multiple linear regression, T and F test.



Research Framework

III. RESULTS AND DISCUSSION

1. Respondent background

Based on 300 millenials generation who bought fashion items through Shoppee Mall found that majority in around 33-39 years old (70%) and 30% around 25-32 years old. Based on their education, the reseach found that 69% are Under Graduate, 22% are Master Degree, 17% are Senior High School, and 10% are Diploma.

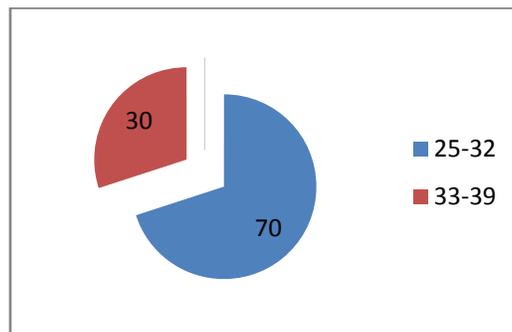


Figure 1: Respondent based on age

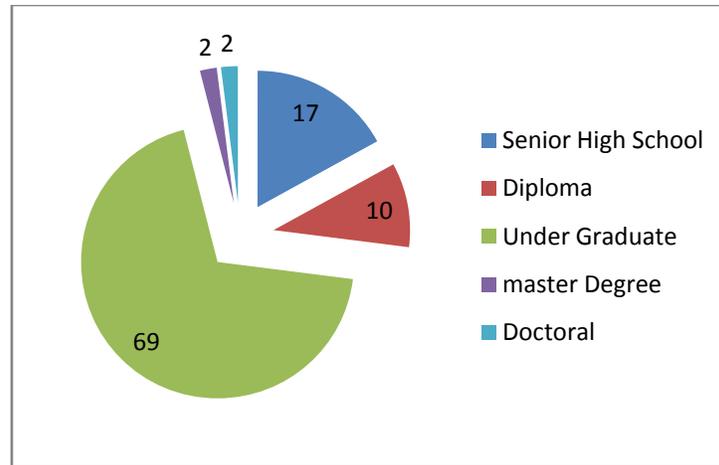


Figure 2: Respondent based on education

This research also found respondents based on their Occupation: mostly of them are College Student (62%), 22% are General Employees, 15% are Civil Servant, and 1% are Entrepreneur.

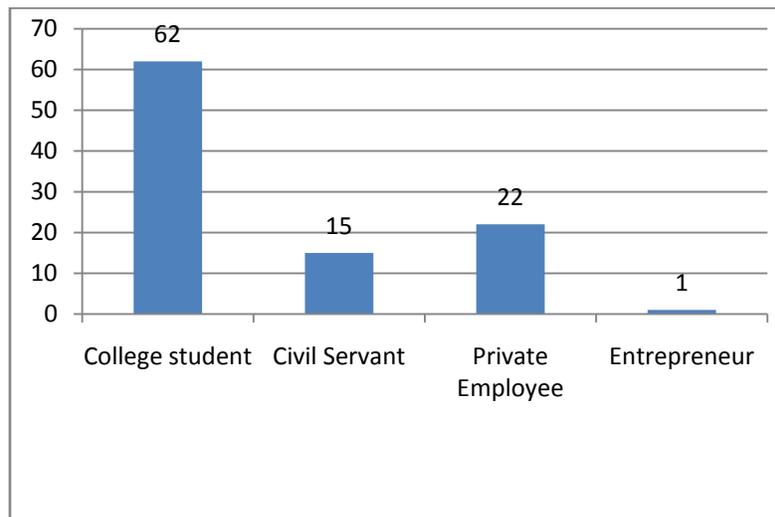


Figure 3: Respondents based on occupation

2. Data Analyzed

Table 1: Multiple Linear Regression Result ($\alpha = 0,05\%$)

Variable	tcount	ttab	sign
Brand trust	3.402	1.650	0.001
Fashion lifestyle	3.361	1.650	0.001
F test	15.68	2.99	0.000b
R2	89		

Source: primary data (2019).

Based on data above, Brand trust affect buying decision of 3.402 (sign 0,001), Fashion lifestyle affect buying decision of 3.361 (sign 0,001). Data analyzed that brand trust and fashion lifestyle affect buying decision simultaneously around 89%.

IV. DISCUSSION

Brand trust and fashion lifestyle buying decision affect online fashion buying decision on Shopee Mall either partially (3,402 & 3,301) and simultaneously (89%). This finding of brand trust affected buying decision has same energy with Delgado (2005); Sahil, Cemal, & Hakam (2011) through empirical study of global brand, and Dhurup, Pieter, & Vusemuli (2018). For fashion lifestyle affect online fashion buying decision related with Al-Dmour et al. (2017), Azevedo et al. (2008).

V. CONCLUSION

Brand trust and fashion lifestyle buying decision affect online fashion buying decision on Shopee Mall either partially and simultaneously.

VI. LIMITATION AND FUTURE RESEARCH

- a. This research only count brand trust and fashion lifestyle, hopefully brand affect will be considered.
- b. Both of variable are very relevant, but in Indonesian, is quite difficult to find similar research.

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