

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

The development of the world is rapidly changing, the life of today is developing the influence of technology and rational thinking. This is inseparable from the influence of globalization that has hit the world, which is a condition forced from developed countries to developing countries to follow. What stands out in global society is the desire of each individual to satisfy himself by meeting his basic needs, both food, clothing or shelter

But in modern times human needs are increasingly diverse. Levels of community needs that are increasingly diverse and continuously progressing resulting in community difficulties in terms of determining which are primary needs and which are secondary needs. However, of the many human needs, food needs, clothing, and shelter are still basic needs that must always rank first in terms of community demand.

Clothing needs are clothing that is needed by humans as cultured creatures. Initially, humans used clothing made from bark and animal skins that were available in nature. Then humans developed cotton spinning technology into yarn to be woven into clothes. Clothing continues to evolve with the influence of culture, function, and

fashion, and in this day and age, clothing is usually made of textiles, and fibers. This shows that the development of clothing continuously evolve and that directly impact the nature, because the type of fabrics such as rayon, acetate nylon acrylic are need materials obtained from nature, such as oil, tree fiber and that really affect the nature as well.

At present, the use of clothing is not only limited to body warmers and coverings for genitalia, but also as body decoration and as a sign of social status. Clothing is a body covering device that will provide properness, comfort and safety in everyday life. Aside from being a body covering, from the social and economic aspects of clothing also has other functions that can show the symbol of one's status or identity.

In supporting their appearance and expressing their way of life in clothes, they not only consume new clothes, but secondhand clothing becomes an alternative for them. secondhand clothing is clothing that has been worn before. secondhand clothing is also clothing imported from abroad into the country and sold at lower prices. Secondhand clothing or secondhand began to demand by some people. secondhand clothing is one of the target communities to get a different style from other communities because most used clothes have models that are not marketable and have well-known brands such as Nike, Adidas, Tommy Hilfiger, Gucci, Supreme, Bape, Levis, Louis Vuitton and others. On the other hand this used clothing can save the expense of people who want to appear to get style in the need for fashion. Along with the times, the function of clothing is increasingly diverse. Cloth

doesn't only has function as a protective tool for the human body, but also as a device or tool to increase self-confidence for the wearer and even clothing can serve to assess whether a person looks fashionable, and shows the wearer's social level.

Nowadays, the culture of using secondhand branded fashion is starting mass, and the need for fashion products in Indonesia high enough. On the other hand, selling secondhand or vintage fashion is also promising business opportunity, because vintage luxury fashion (D'Arpizio et al. 2014), two terms that define clothing that offers consumer brand exclusivity, extraordinary craftsmanship, and in vintage terms, unique high fashion pieces from a certain era (Gerval 2008). Pioneering new vintage trends for for example, are some of the UK's most iconic celebrities, David Beckham, Kimberly, Justin Bieber . It is believed that by embedding this overall growth in secondhand sales, entrepreneurs are looking for new opportunities to take advantage of the market, namely prove a significant incremental shift in sustainable consumption behavior .

The businessman in new fashion commodities also offer the other type of the new items is the second brand items. The price of branded goods relatively expensive, that makes the potential affordability of these goods can only be obtained by the community with income medium to high, Then no wonder the community Indonesia is interested in consuming goods second hand used which (second hand) which the price is very affordable for consumption.

The condition of used goods (secondhand) entry into Indonesia in accordance with the conditions Indonesian people's purchasing power as in data from Indonesian

Population Expenditures Per person Per Day 2016 explains how expenditure per Indonesian population each the day. From data Indonesian Population Expenditures Perorang Per Day 2016 by BPS, reprocessed by Alvara Research Center 2016 shows that there is inequality of spending on Indonesian people which seems much centralized in big cities. Price relatively expensive branded clothes makes the potential affordability of the item can only be obtained by the community with income medium to high, whereas for people with lower middle income can not buy luxury goods at prices that are too high, therefore some of these people are looking for other alternatives, by buying secondhand branded that are still in good condition and original product at way much more cheaper price.

Moreover, buy secondhand cloth can also reducing the amount of clothes trash. The flood of clothing products increases the volume of polyester waste that is difficult to disentangle. The polyester waste of clothing will take years to digest. Its unnatural traits makes clothes can not be recycled and tends to be thrown away when it is not used.

Not to mention the emergence of the fast fashion industry which also often makes mountains of garbage in landfills. The industry is fairly production in making clothes in a month so that it can cause a lot of clothing waste.

Therefore, by shopping for preloved (second hand) clothes, we can reduce the occurrence of garbage accumulation. In fact, because the clothes that had wanted to be thrown away, we can use them again by buying preloved clothes. Besides, to reducing the amount of clothing waste, buying secondhand clothing/ preloved goods

is also believed to be able to inhibit air pollution generated from clothing factories (convection). Because, when new clothes are made, many chemicals that lead to environmental pollution, such as toxic substances that are in polyester fabric. The cloth when washed will release microfiber substances that can increase the levels of plastic and damage marine biota life.

In Padang, researcher already do preliminary study, with 10 customers of secondhand Padang, which contained 10 questions for each variable, such as functional value, product attitude, fashion lifestyle, purchase intention, and there are differences in decision making regarding the purchase of secondhand. For circle like, high school students and college students, they mostly buy secondhand clothes based on the brand, weather they know the history or they have knowledge about the brand or not and based on their own fashion lifestyle. While for office workers, or among parents who are 40-50 years old, they prioritize the function of the clothing rather than the brand of clothing.

Thats why, in accordance with the Researcher observation above, we want to analyze, do the people who buy secondhand put more priority on the fashion lifestyle, or they are more considerate on the product knowledge, or they much more put forward for the perceived value for the product it self, because sometimes people just buy the cloth/product just because they like the design or because the product is fit with their fashion lifestyle, its suitable with their outfit, not because the story/history of the brand, or the knowledge behind the brand that can affect them to buy the product.



This research will be a useful study for secondhand sellers in Padang, to be wiser and more targeted in selling or marketing their merchandise to the right people, and to be more able to increase sales and to gain competitive advantages. Therefore, this research seeks to identify, analyze, and describe what influences people to buy secondhand clothing which will be the topic of research entitled “ THE EFFECT OF FUNCTIONAL VALUE, PRODUCT ATTITUDE TO PURCHASE INTENTION MEDIATED BY FASHION LIFESTYLE IN SECONDHAND”

### **1.2 Problem Statement**

1. How does Functional Value effect fashion liefstyle?
2. How does Product Attitude effect Fashion Lifestyle?
3. How does Fashion lifestyle effect purchase intention?
4. How does Functional Value effect purchase intention?
5. How does Functional Value effect Purchase Intention Mediated by Fashion Lifestyle?
6. How does Product Attitude effect Purchase Intention?
7. How does Product Attitude effect Purchase Intention Mediated by Fashion Lifestyle?



### 1.3 Research Objectives

Based on the problem identification, the objectives of the research :

1. To analyze the influence of functional value to fashion lifestyle?
2. To analyze the influence of Product Attitude effect Fashion Lifestyle?
3. To analyze the influence of Fashion lifestyle effect purchase intention?
4. To analyze the influence of Functional Value effect purchase intention?
5. To analyze the influence of Functional Value effect Purchase Intention Mediated by Fashion Lifestyle?
6. To analyze the influence of Product Attitude effect Purchase Intention?
7. To analyze the influence of Product Attitude effect Purchase Intention Mediated by Fashion Lifestyle?

### 1.4 Significant of Research

This research hopefully will give a significant impact and contribution to :

#### 1. Theoretical Advantages

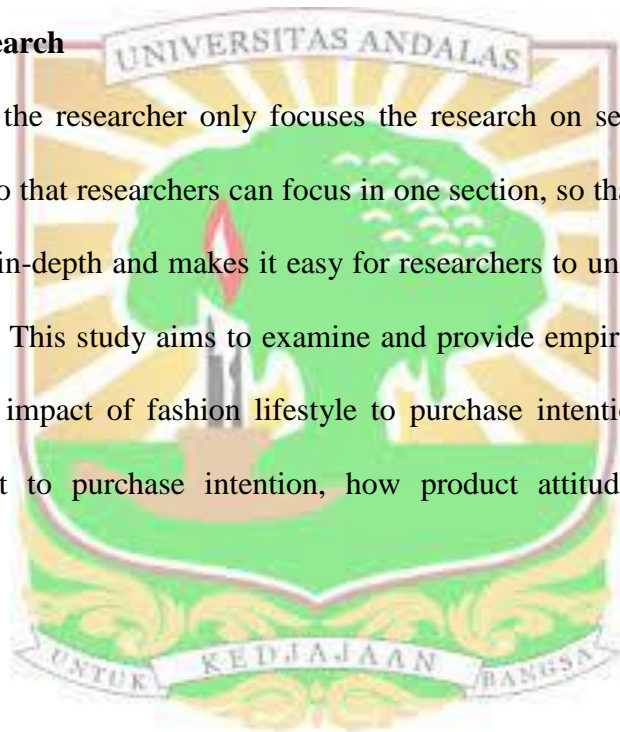
The aim of this research is want to find the impact and relationship between and functional value, product attitude and fashion lifestyle to purchase intention. the researchers can understand the application of the theory on the field and gain more the knowledge and insight regarding the Marketing Management Strategy, especially the application of fashion lifestyle, product attitude and functional value. This research is also usefull for the next reseacrh to improve the knowledge and gain competitive advantages

## **2. Practical Advantages**

The final result of this research can be reference to measuring business competencies especially in secondhand clothing that can help or give some new aspect for secondbranded store in Padang about how to improve the income from this research.

### **1.5 Scope of Research**

On this case, the researcher only focuses the research on secondhand branded. This is intended so that researchers can focus in one section, so that the data obtained is spesific, valid, in-depth and makes it easy for researchers to understand or analyze the data obtained. This study aims to examine and provide empirical evidence about analysis how the impact of fashion lifestyle to purchase intention, how functional value can impact to purchase intention, how product attitude affects purchase intention





## **1.6 Outline of Research**

In order to make it easier, and make moderate the forwarding of content, this research is divided into five chapters:

### **CHAPTER I : Introduction**

This chapter is about the background of the research, the problem statement, contribution of research, objectives of the research, and outline of research..

### **CHAPTER II : Review of the Literature**

Chapter II contains the theory, literature, last research related to this research. This chapter also contains the theoretical framework of this research.

### **CHAPTER III : Research Method**

This chapter contains the explanation about research method which are research population, design, and source of the sample, type of data and variable measurement, operational definition, research variables, data analysis, structural model test, test of instrumental, and hypothesis testing.

### **CHAPTER IV : Result and Analysis**

This chapter contains the characteristic of the respondent, descriptive analysis, data collection of the research and result of the discussion.

### **CHAPTER V : Conclusion**

This chapter is about the conclusion of the research result, research implementation, limitedness of research and recommendation.

