

A CLOSER LOOK AT THE CONSUMER CONFORMITY IN INDUSTRY 4.0: PURCHASE INTENTION REDEFINED

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Abstract: The speed of digitalization in Industry 4.0 has caused disruptions in all sectors. The digital world has driven consumer's behavior into a conformance known as consumer conformity. Very limited research on conformity process affecting Purchase Intention have caused overlapping and inconsistent results. The researcher argues that the previous studies on the factors influencing Purchase Intention, such as brand quality, service quality, advertisements, etc. are not relevant again in the era of Industry 4.0, and it is urgent that the business leaders address this issue to increase Purchase Intention. This research uses a quantitative analysis on 470 consumers of fashion industry located in Indonesia. The result strengthens the researcher's argument that unlike previous studies, Purchase Intention is strongly affected by social influences that are mediated by the Consumer Conformity. The Social Ties, Strategic Complements, Social Comparison and Image Related Concerns cannot directly influence Purchase Intention without the mediation of Consumer Conformity. Furthermore, due to digitalization, the Image Related Concerns with the most exposure to the online social world have the strongest effect on Consumer Conformity. Hence, strategies on marketing strategies should be centered on delivering messages to drive Image Related Concerns and have impacts on Purchase Intention using the big data available through the Internet of Things.

Keywords: Consumer Conformity; Image Related Concerns; Purchase Intention; Social Ties; Social Comparison, Strategic Complements

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Introduction

Fashion industry has dynamic supply chains with new challenges and opportunities. With the globalization, consumers worldwide are affected by the fast and constant industry evolution that changes the consumer behavior. The Industry 4.0 with integration of big data, knowledge co-creation and decision making redefines the fashion industry. This paper will discuss the use of consumer conformity to increase Purchase Intention. There are several factors underlying the change of this behavior, with so many different opinions which must be observed closely to be able to understand these phenomena. In the earlier year of 2015, a consumer trend report for 2030 had been released stating that in the next 15 years

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the consumers would be expecting personalization, demand customer experience and the social media will drive the consumption rate, as seen right now and the effects are getting stronger (Benson-Armer, Noble, & Thiel, 2015). Based on the global research on Customer Trends 2020 and over, the social influence would be the main reason for people to purchase things in the future (Qriously, 2020). The word fashion refers to the population that are consumers of daily outfit. This research is based on the observations of the four major phenomena. First, the digital world that has given impacts on the social behavior of people. The more opened the people to information, the easier for them to absorb information from external sources and become influenced (Afonasova et al., 2019; Joireman & Durante, 2016; Kurniasih, 2019). Second, the dynamic world of fashion is unpredictable. The latest fashion trend is primarily affected by the taste of market. The trend can come from all sources, such as TV shows, dramas, actors, actresses and games (Khan et al., 2015). Third, the forming of society groups everywhere marked by their specific identities and levels, creating stratification and requiring adjustments from the group members in order to fit in to the group (Beran, 2015; Hewlin, Dumas, & Burnett, 2017). There are many stories of company failures in keeping up with the market trend, causing bankruptcies and the piling leftover stocks. The only best solutions the companies have so far are giving tempting offers, such as sale, high discounts or buy one get one free, etc. (Porretta et al., 2019). Fourth, the ease of doing transactions due to the digital banking transformation creates a more consumptive society compared to before (Fitriyah, 2019).

Industry 4.0 has offered a combination between real and virtual world that pushed the leaders to use new marketing strategies in managerial actions (Schneider, 2018). Another benefit from Industry 4.0 is that the Internet of Things have enabled the companies to capture data from the customers (Schroeder, Ziaee Bigdeli, Galera Zarco, & Baines, 2019) and to use these data to later personalize the marketing messages sent to the customers rather than just one size fits all approach. Likewise, the interaction with customers in Marketing 4.0 is based on relationships through networking availability in digital economy (Wereda & Woźniak, 2019), which might only be possible in the era of Industry 4.0. Meanwhile, the research by (Mazali, 2018) shows that the effects in social and organization of the Industry 4.0 are still underdeveloped.

This research is meant to seek further and deeper into this issue in order to provide fashion companies with valuable insights from the big data they obtain. The problem formulation in this research question is to analyze the factors of social conformity in Consumer Conformity and creating strategic complements for the company to take benefit from the conformity tendency. There are many research and studies on conformity especially in the field of psychological behavior and how conformity changes one's behavior. However, there are still very limited research and studies of conformity that examined the effects of conformity in the

field of management especially in marketing decisions when social interactions are parts of our daily activities and the conformity tendency is inevitable.

Literature Review, Research Framework and Hypothesis

The Theory of Planned Behavior is used in this research as its main theory to explain the dependent variable, Purchase Intention (PI). The TPB has been widely used to describe Purchase Intention resulting in different factors such as brand (Knight & Kim, 2007), trust (Carfora et al., 2019; Zhao, Huang, & Su, 2019), perceived quality (Knight & Kim, 2007), ad design (Friedmann & Vescovi, 2019), etc. Meanwhile, the research on social factors related to Purchase Intention have been overlapping. Celebrity endorsements (Hani, Marwan, & Andre, 2018; Rachbini, 2018), social comparison information (Bearden & Rose, 1990), social presence (Ye, Ying, Zhou, & Wang, 2019) are parts of the conformity process and were not analyzed properly with some research indicating conformity behavior as the factors driving Purchase Intention (Y.-F. Chen & Lu, 2015; W. Wu & Huan, 2010), known as consumer conformity (CC) (Kaushal & Awasthi, 1978; Khandelwal, Yadav, Tripathi, & Agrawal, 2018; Lascu & Zinkhan, 1999). As a result, it is argued that the Consumer Conformity must mediate the social factors in order for PT to take place. The Social Conformity Theory was introduced by (Asch, 1956; Asch, 1955) and discusses how people's behaviors are greatly affected by the majority power in the form of social pressure and group norms. The latter studies on social conformity reveals how group size (Bond, 2005), social influence (David, 2013), and social comparison (Zafar, 2011) affects the conformity strength. To understand how this works, the Social Impact Theory was used. The Social Impact Theory generates the social influence from the reciprocal influence of majorities and minorities (Latané & Wolf, 1981; Goethals & Darley, 1987). Social Comparison acts as a catalyst for the social impact and is important to deliver Consumer conformity. The need to leave a good impression, to attract others, to look good in front of others and to avoid from looking embarrassing has caused people to constantly compare themselves to others they know or others they admire. (S.-Y. Park & Yang, 2012). A self-determination theory is used to explain the Image Related Concerns related to self-concept, self-image and how one perceives himself

The Social Ties Theory is defined by (Granovetter, 1973) as "a combination of the amount of time, the degree of emotional intensity, the level of intimacy, and the degree of reciprocity between two individuals." There are two moderating factors for the strength of ties, first is average connectivity and the second is the proportion of weak ties in the theory (Hu, Wang, Jiang, & Yang, 2018). Weak Ties are considered to be less useful in the terms of job seeking (Gee, Jones, Fariss, Burke, & Fowler, 2017) They also found that Chinese e-commerce consumers are more significantly influenced by recommendations from weak ties (strangers) than by those from strong ties at the initial shopping stage (Kong et al., 2019). Previous

study indicated that the teenagers have a stronger positive influence on brand behavior and increase purchase intention if there are supports from their peers (Tseng & Lee, 2013). The celebrity influence is also examined by (Rachbini, 2018) to have significant positive impact on purchase intention where there are three dimensions involved (expertise, attractiveness and trustworthiness). Chiou, Huang, & Chuang (2005) found that the strength of attitude toward the purchase intention for the merchandise of a celebrity were stronger for adolescents in the celebrity adoration group than for non-adoration group. Social Ties also allow influential information exchange between partners (Ellis, 2010). Prior research has shown that group identity is a powerful way of maintaining cooperation. When individuals identify strongly with their units, obtaining the social approval of their unit co-workers takes on increased significance. Such individuals desire greater conformity to the behaviors of their unit members (Boh and Wong, 2005). Davoudi and Chatterjee (2018) argued that users were influenced by social interactions, by the set of trusted friends and their respective importance (Kytö, Virtanen, & Mustonen, 2019). Historically, social psychologists have given serious concerns on social influence and conformity with some commonalities exist in the attitude change and conformity literatures, differences also exist. Closer Ties are considered to have more power to influence others (Davoudi & Chatterjee, 2018) with more pressure on different level of group cohesiveness lead to uniformity (Rose, Shoham, Kahle, & Batra, 1994). In the real-world setting, social ties relate an individual to his reference group with a desire to be well – liked by others. However, in the world of fashion, clothing is regarded as social identity and people do not let other people select for them (Feinberg, Mataro, & Burroughs, 1992). This research argues that Social Ties influence the Consumer Conformity and Purchase Intention positively with less strength even though they have closer ties due to the recent move to digitalized world in Industry 4.0 that has changed people's life to online, automated and digital (D'aveni, 1989). In this case, the forming of groups as networking entities would not possible without the support of Industry 4.0 (Schneider, 2018), people are connected faster and easier, not only with their existing ties.

Hypothesis 1: Social Ties influence positively on Purchase Intention

Hypothesis 2: Social Ties influence positively on Social Comparison.

Hypothesis 3: Social Ties influence positively on Consumer Conformity

Hypothesis 4: Social Ties influence positively on Image Related Concerns (IRC)

Faith, Leone, & Allison (1997) found that social comparison on body mass and trait tendencies were associated with increased body dissatisfaction, and the social media interaction in the form of strong peer presence and visual images exchange works as social comparison that negatively influence body image concerns (Perloff, 2014). Goethals & Darley (1987) comprise two propositions as the core of social comparison theory, that individuals evaluate their abilities and opinions by comparing them with others and to do this, they chose whom to compare that they assume similar. In the classroom environment context, social comparison behavior

is inhibited when a student uses peers' performance for his own self-assessment (Levine, 1983). Both descriptive norm and image related concerns hold a vital role in the subject choice. Individuals have different contributions when their identities are revealed or hidden in the direction of the social norm as the result of social comparison (Zafar, 2011). The relationship between social comparison and purchase intention is understood when the customers explain negative experiences, and damage the product maker and seller and result in customer avoidance, this will have negative effects on purchase intention (Yoon, 2013). Jin, Gavin, & Kang (2012) found that cultural differences between India and China explain similarities and differences in consumer attitudes towards purchase intentions. The study also tested the relationship between social comparison and fear of negative evaluation as positive effect. When individuals observe that their co-workers engage in a high level, they assume that such a behavior is legitimate and desired by the unit, thus increasing their obligation to conform (Boh and Wong, 2005). Social learning is the underlying mechanism leading to conformity. The social impact theory views social influence as resulting from forces operating in a social force field and proposes that influence by either a majority or a minority will be a multiplicative function of the strength, immediacy, and number of its members described that people are more likely to undertake social comparison to search for accurate and informed answer. So, conformity behavior can be triggered by information asymmetry between one and the referred group of people. With the argument that Consumer Conformity must mediate the relationship between all the social factors to PI, Social Comparison is hypothesized to influence negatively on CC and PI.

Hypothesis 5: Social Comparison influences positively on IRC.

Hypothesis 6: Social Comparison influences negatively on Purchase Intention.

Hypothesis 7: Social Comparison influence negatively on Consumer Conformity.

Social networking and other online e-commerce sites allow consumers and sellers to communicate directly on purchased/sold items, brands and products (Ragunathan et al., 2015). Online stores have been growing in a highly competitive market, and frequently high competition is increasing over the customer's demands, needs and switching, there is a need to be informative about the factors that influence the customers (Khan et al., 2015). Bank runs, currency attacks, Internet of Things, technology adoption are all examples of human interaction in which strategic complements arise (Garcia, 2006). There is a larger number of users because of the gains in mobility, diversity of available software and so on. (Garcia, 2006). In C2C (Customer-to-customer) context of social commerce, customers are found to have continuous purchase intentions if they trust the sellers and brands. When added with information and informational and emotional support, trust is generated (Zhao et al., 2019). Purchase situations (time, price and willingness) are found to moderate the purchase intention behavior (Grimmer, Kilburn, & Miles, 2016). In the scarcity due to supply condition, the need for uniqueness has a positive effect on perceived value and influences purchase

intention directly and indirectly (Wu & Lo, 2017). The digital era has made new possibilities for opening social commerce within social network services where any individual can sell and promote goods as a retailer. (Yeon, Park, & Lee, 2019) studied that the trust of both vendors (platform and individual) affects customer loyalty. However, as argued in this research,

Hypothesis 8: Strategic Complements influences positively on Social Comparison.

Hypothesis 9: Strategic Complements influences positively on IRC.

Hypothesis 10: Strategic complements influences positively on CC.

Hypothesis 11: Strategic complements influences positively on PI.

The correlation between an individual's choice with his reference group is positively consistent with the individual's: (1) social learning, (2) social comparison, or (3) sticking to the norm because of image-related concerns. If conformity arises because of image-related concerns, then neither policy may be optimal (Zafar, 2011). Group buying website can enhance purchase intention through customers' degree of trust such as ensuring product quality and quick response to dissatisfied customer, etc (Chen et al. 2015). The previous study suggested that self-directed values were expressed in apparel purchases by trying to satisfy particular needs. It also suggests that different values might be achieved through consumption of different products or services. (Kim et al., 2002). The Image Related Concerns in the form of attitude toward the US brand apparel show that face saving only influences Purchase Intention indirectly through the attitude increase toward brand apparel (Jin & Kang, 2011). Consumers tend to do purchase actions based on the imagery and symbolic aspects rather than the product substance. TPB is also suggested as the predictive model for organic milk purchase intention and behavior with the extension of self-identity and trust (Carfora et al., 2019). Knight & Kim (2007) examined the need for uniqueness (avoidance of similarity, unpopular choice and creative choice) among Japanese consumers and found that the need for uniqueness was negatively related to the perceived quality. The perceived quality decreased purchase intention and the emotional value increased purchase intention. Meanwhile, in marketing, confidence is popularly regarded as a predictor of purchase intent (Bergkvist, 2004). With online interactions and automation during Industry 4.0 are unavoidable, people's images are influenced by the massive information they obtain worldwide.

Hypothesis 12: Image Related Concerns influence positively on CC.

Hypothesis 13: Image Related Concerns influence positively on PI.

Peer communication affects purchasing decisions in two ways: directly (conformity with peers) and indirectly by reinforcing product involvement in online consumer socialization (Wang, Yu, & Wei, 2012). Consumers' attitude and brand impressions generated purchase intention by adopting peers conformity (Tseng & Lee, 2013). Trust, price consciousness and conformity behavior were assumed as antecedents of risks in group buying behavior (Chen et al. 2015). Virtual communities decided on purchase decision within two dimensions: informational

and normative (Park & Feinberg, 2010) and that the conformity positively affects purchase intention (Wu & Lo, 2017). The contrary result was shown by Jin and Kang (2011) showing that among the proposed direct paths to purchase intention (PI), attitude toward brand apparel was the most important in purchase intentions. The research in China and India showed the positive relationships between consumer conformity to purchase intention in buying US apparel goods, with higher significance in India than in China (Jin et al., 2012).

Hypothesis 14: Consumer Conformity influences positively on Purchase Intention.

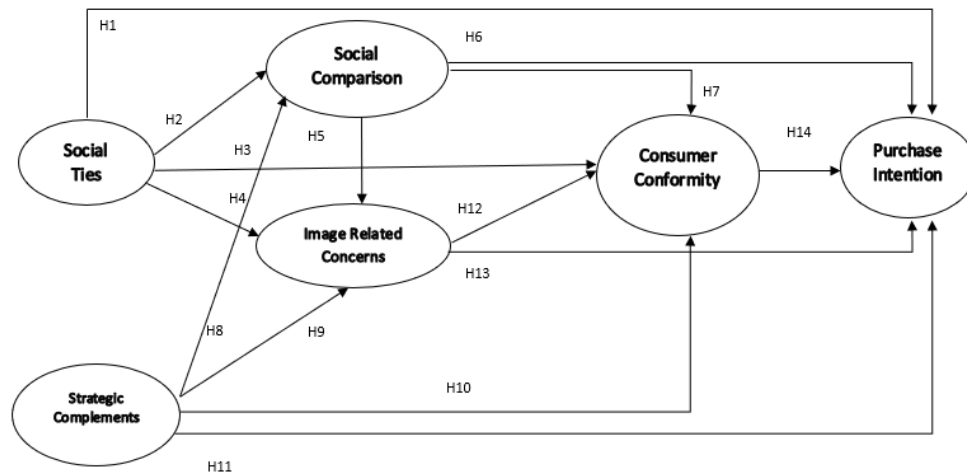


Figure 1: Research Framework and Hypotheses

Research Methodology

To test the formulated hypotheses above, the research framework in figure 2.1 was used. There are two independent variables, social ties and strategic complements, and three mediating variables, social comparison, image related concerns, and consumer conformity with one dependent variable, the purchase intention. This research reviews the research variables on individual level analysis as customers. Data were collected from both primary and secondary sources. Primary data used in this research were obtained from questionnaires using online method. Secondary data were obtained from the journals, books and other publications.

As the quantitative approach uses SEM with AMOS, Cochran's formula is used to count the number of samples needed to represent the population. The Cochran formula allows calculation of an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population. The total population of this research is 131.008.632 people from the regular fashion users. Users with income, active internet users and productive age between 18 – 55 years old were selected. This age interval was

chosen because based on the qualifications from the Ministry of Labor, the productive age is between 15 – 60 years old. At the age of 15 – 17, they are still studying in senior high and the 55 years old is the common retirement age in Indonesia. As a result, age 15 – 17 and 56 – 60 are omitted from the age interval. This category of age is very important because even though all ages are prospective customers, the decision to comply and to accept as the result of conformity process belongs to the owner of the income. Therefore, this research will observe the respondents coming from the age range of 18 to 55 years old.

With the value of expected incidence of 50% and 95% confidence level, a minimum sample number of 385 respondents was obtained. Sample data were collected using 7-likert-scale questionnaires, ranging “Strongly Agree” to “Strongly Disagree”. The 7-likert scale is used instead of other scales because reliability is optimized with seven response categories (Symonds, 1924) and the human mind has a span of absolute judgment of about seven distinct categories, a seven-item-span of immediate memory (Miller, 1994). The questionnaires were distributed online in 5 months during the period of May until September 2020. A convenience quota sampling (also known as grab sampling, accidental sampling or opportunity sampling) data collection method was used as a non - probability sampling due to the availability and ease of use.

Research Findings and Result

From around 600 questionnaires that were sent out to all the respondents during the period of 23 June to 30 June 2020, there were 523 (87 %) completed questionnaires using Google Form, 77 (13 %) did not fill the requirement to be analyzed further. Based on gender, there are 157 males (30%) and 366 females (70%). Based on age, there are 128 respondents aged between 18-25 years old (24,5%), 158 respondents aged between 26-35 years old (30.2%), 186 respondents aged between 36-45 years old (35,6%), and 52 respondents aged between 46-55 years old (9,9%). Based on domiciles, there are 318 respondents from Jabodetabek (60,8%), 110 respondents from Java Island outside Jabodetabek (21%), 43 respondents from Sumatra (8.2%), 12 respondents from Kalimantan (2.3%), 12 respondents from Sulawesi (2,3%), 5 respondents from Irian Jaya (1%), 6 respondents from Bali (1.1%), and 20 respondents from others (3.8%). From the result of skewness and removal of outliers and all indicators with the highest error rate, a fit model was obtained with the value of chi-square/DF value of 2.542, p-value of 0.00, GFI of 0.818, RMSEA value of 0.057, TLI value of 0.911, AGFI value of 0.793 and CFI value of 0.918.

Table 1. Final Loading Factors, Composite Reliability and AVE

No.	Variables	Indicators	Loading Factor	Composite Reliability (CR)	Average Variance Extracted (AVE)
1	Social Ties	ST1	0.57	0.875	0.542
2		ST3	0.665		
3		ST4	0.804		
4		ST5	0.76		
5		ST6	0.765		
6		ST7	0.821		
7	Social Comparison	SCP1	0.735	0.861	0.555
8		SCP2	0.809		
9		SCP3	0.792		
10		SCP4	0.678		
11		SCP5	0.701		
12	Image Related Concerns	IRC1	0.774	0.841	0.516
13		IRC2	0.659		
14		IRC4	0.775		
15		IRC5	0.678		
16		IRC6	0.697		
17	Strategic Complements	SC1	0.822	0.912	0.597
18		SC2	0.756		
19		SC4	0.714		
20		SC5	0.742		
21		SC6	0.827		
22		SC7	0.736		
23		SC8	0.802		
24		Consumer Conformity	CC1		
25	CC2		0.846		
26	CC3		0.798		
27	CC4		0.727		
28	CC7		0.715		
29	Purchase Intention	PI1	0.687	0.909	0.626
30		PI2	0.682		
31		PI3	0.822		
32		PI5	0.811		
33		PI6	0.876		
34		PI7	0.846		

The structural model is used to test the hypotheses proposed for this study using SPSS AMOS. Table 4.2 shows the statistical results, including the standard error, critical ratio and p-values. Based on the standardized path coefficients and p-values in table 4.2, social ties had insignificant positive impact on consumer conformity

purchase intention ($\beta_1=-0.06$, $\beta_3=0,04$, $p>0,05$) as hypothesized before. Hence, H1 and H3 are accepted. On the other hand, significant positive relationships are found between social ties to social comparison and image related concerns ($\beta_2=0,37$, $\beta_4=0,10$, $p<0,05$). Thus, H2 and H4 are strengthened.

Next, H5 hypothesizes that social comparison influences positively on IRC. The value of standardized beta coefficient at 0,58 and $p<0,05$ confirmed the positive influence and therefore H5 is accepted. H6 also confirmed the hypotheses with the value of standardized beta coefficient of -0,09 at $p>0,05$ for insignificant negative relationship. Therefore, the social comparison is confirmed to have a negative influence on purchase intention and the hypothesis is accepted. The same goes for H7 which hypothesizes that Social Comparison influences negatively on Consumer Conformity. With the β value of -0,27 and $p<0,05$, the H7 is confirmed and accepted. Next, the standardized beta coefficients and p value of H8 ($\beta_8=0,41$, $p<0,05$), H9 ($\beta_9=0,23$, $p<0,05$) and H11 ($\beta_{11}=0,00$, $p>0,05$) confirmed the hypotheses. Therefore, the hypotheses that strategic complements influence positively on social comparison, IRC, and PI are accepted. On the contrary, the H10 which hypothesizes that strategic complements influence positively on customer conformity has a standardized beta coefficient of -0,03 at $p>0,05$ and is therefore rejected.

H12 tested the positive influence between image related concerns and consumer conformity with the β_{12} value of 1,02 at $p<0,05$, indicating a very strong positive relationship between IRC and CC. Clearly, H12 is accepted. However, the H13 which tested the positive influence between IRC and PI with the standardized beta coefficient of 0,30 at $p>0,05$ shows a weak positive relationship though the H13 is accepted. As the last hypothesis and the most important hypothesis in this research, H14 tested the positive relationship between consumer conformity and purchase intention. The values ($\beta_{14}=0,95$, $p<0,05$) shows a strong positive significant relationship between consumer conformity and purchase intention. The result of the hypotheses testing confirms and strengthens the argument made earlier that all the social factors cannot influence purchase intention directly unless mediated by consumer conformity. Meanwhile, there are two significant direct relationships to Consumer Conformity, Image Related Concerns and Social Comparison. From the total effects, it is concluded that the image related concern holds the strongest influence on consumer conformity (0,994) and purchase intention (1,165) while social ties hold the weakest strength either to consumer conformity (0,236) and purchase intention (0,192). In the Path Analysis, the Social Ties do not have significant influence on Customer Conformity and Purchase Intention. For the direct effects, the Consumer Conformity has the biggest direct effect on Purchase Intention (0,905). Even though the Social Ties, Social Comparison, Strategic Complements and IRC do not have direct influences on Purchase Intention, they influence the PI indirectly through Consumer Conformity. So, their presences are vital to deliver Consumer Conformity.

There are several notes that this research should pay attention to: First, based on the result of the path analysis above, one hypothesis was rejected. Furthermore, the observation showed that if the relationship between Social Comparison to PI is omitted, then the relationship between Social Ties to Purchase Intention becomes directly significant. Second, previous studies posited that the strength of ties influence people's choices and preferences. Contradictory to the previous studies and trend reports, this research strengthens the result that Social Ties do not influence Consumer Conformity and Purchase Intention directly. Third, from the five variables, the only variable with direct influence on Purchase Intention is Consumer Conformity, and Consumer Conformity itself is directly influenced by Social Comparison and Image Related Concerns. Fourth, as seen from the result of direct effects, indirect effects and total effects, the Image Related Concerns hold the biggest value followed by Social Comparison in predicting Consumer Conformity. As an important finding, IRC is the strongest to predict CC.

Conclusion

From the quantitative analysis, it is concluded that family, friends and acquaintances do not influence people's purchase intention directly. Instead, people's intention to purchase is largely influenced by the interaction in the social media as virtual relationships and networking have formed a smart society in Industry 4.0. Unlike what was described in the previous study where closer ties influence people's decision making and conformity, the result shows the exact opposite. Based on what are observed during this research, the digitalization era has caused lots of differences in the way people lead their lives. People with closer ties do not reflect their close interactions. They can be closer in ties, but they interacted more frequently to the outside world through their electronic devices, which influence them stronger in preferences and actions.

Theoretical Implications

The TPB describes the result precisely when the perceived of behavior control takes place. However, the PI variable that is explained by TPB needs to be extended by one additional factor, that is Consumer Conformity to complete the factors that are already accepted by many researchers. The Social Conformity Theory focuses on how strength of ties, power of majority and peer pressure affect how people respond, act and make decisions. Some of these arguments are proven to be partially true in this research. The strength of ties is not relevant anymore because people nowadays spend most of their time online. The span of attention has shifted to the online world and caused them not to feel emotionally related to the people around them. The power of majority does not completely affect someone's behavior. The rising of IoT has connected people worldwide. They can choose whom to make friends with and what they want in the relationship. The power of majority and peer pressure do not seem to have big influence now. In the social Ties theory, ties are related to the bandwidth, redundancy and flow of

information. The closer the ties, the bigger flow of information is accepted by the people with higher bandwidth. This can influence the preference of the person in making decisions. Family, relative and friends are considered as stronger ties that involve larger time commitment before the digitalization takes charge. People nowadays spend less time communicating with their family which is obvious due to the massive information they received from their own gadgets. This research shows that using Ties Theory to predict preferences is no longer relevant especially in predicting Purchase Intention towards fashion in Industry 4.0.

Business Implications

As fashion business leaders are now trying to adapt themselves to the major disruptions due to the Industry 4.0, they must also seek further on how to make use the big data they can obtain from the IoT. With hundreds of millions of people doing transactions online, companies are focusing on social media advertisements. Unfortunately, the lack of ability to use Artificial Intelligence (AI) to help make the correct marketing plan has not been realized. This research shows that purchase intention can be increased by making use of the surrounding social factors to drive consumer conformity with the help of AI. Using the newest technology in industry 4.0 will enable the companies make personalized marketing messages to customers based on the historical data collected.

Research Limitations and Future Research

This research was conducted in the scope of fashion industry which might have different results from other industries. The future research should address this.

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BLIŻSZE SPOJRZENIE NA ZGODNOŚĆ KONSUMENTÓW W PRZEMYŚLE 4.0: NOWA DEFINICJA ZAMIERZENIA ZAKUPU

Streszczenie: Szybkość cyfryzacji w Przemysle 4.0 spowodowała zakłócenia we wszystkich sektorach. Świat cyfrowy doprowadził zachowania konsumentów do zgodności znanej jako konformizm konsumentki. Bardzo ograniczone badania dotyczące procesu zgodności wpływającego na zamiar zakupu spowodowały nakładanie się i niespójne wyniki. Badacz przekonuje, że wcześniejsze badania dotyczące czynników wpływających na zamiar zakupu, takich jak jakość marki, jakość usług, reklamy itp. Nie są ponownie istotne w erze Przemysłu 4.0 i pilne jest, aby liderzy biznesowi zajęli się tym problemem,

aby zwiększyć Zamiar zakupu. W badaniu wykorzystano analizę ilościową 470 konsumentów przemysłu modowego zlokalizowanych w Indonezji. Wynik wzmacnia argument badacza, że w przeciwieństwie do poprzednich badań, na zamiar zakupu silnie wpływają wpływy społeczne, które są zapośredniczane przez zgodność konsumentką. Więzy społeczne, uzupełnienia strategiczne, porównania społeczne i problemy związane z wizerunkiem nie mogą bezpośrednio wpływać na zamiar zakupu bez pośrednictwa zgodności z wymogami konsumenta. Ponadto, ze względu na digitalizację, problemy związane z obrazem, które są najbardziej narażone na społeczny świat online, mają największy wpływ na zgodność z wymogami konsumentkami. W związku z tym strategię dotyczące strategii marketingowych powinny koncentrować się na dostarczaniu komunikatów w celu wywołania obaw związanych z obrazem i mieć wpływ na zamiar zakupu przy użyciu dużych zbiorów danych dostępnych w Internecie przedmiotów.

Słowa kluczowe: Zgodność konsumentką; Obawy związane z obrazem; Zamiar zakupu; Więzy społeczne; Porównanie społeczne, strategiczne uzupełnienia

密切关注工业4.0中的消费者合规性:重新定义购买意向

摘要:工业4.0中的数字化速度已引起各个领域的中断。数字世界已将消费者的行为推向了一种被称为消费者一致性的一致性。关于影响购买意愿的整合过程的研究非常有限,造成了重叠和不一致的结果。研究人员认为,先前关于购买意愿影响因素的研究(如品牌质量,服务质量,广告等)在工业4.0时代不再适用,因此迫切需要企业领导人解决这个问题购买意向。这项研究对位于印度尼西亚的470位时装业消费者进行了定量分析。该结果强化了研究人员的论点,即与以往的研究不同,购买意愿受到消费者整合所介导的社会影响的强烈影响。在没有消费者整合的情况下,社会纽带,战略互补,社会比较和与形象相关的关注不能直接影响购买意愿。此外,由于数字化的原因,与在线社交世界接触最多的与图像相关的问题对消费者整合的影响最大。因此,营销策略的策略应集中在传递消息以驱动与图像相关的问题上,并使用通过物联网提供的大数据对购买意愿产生影响。

关键字:消费者整合;图片相关问题;购买意向;社会关系;社会比较, 战略补充