A Closer Look at Consumer Conformity in Industry 4.0: Purchase Intention Redefined

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ABSTRACT

This research is based on the observations of the five major phenomena. The first is 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 (AlGeddawy, Abbas, & ElMaraghy, 2014; Eastman, Iyer, & Thomas, 2013; Khan et al., 2015; Knight & Kim, 2007). Figure 1.6, 1.7 and 1.8 shows the ongoing process of fashion segment development in Indonesia projected by the Global Consumer Survey by 2024. The analyst opinion is as follow 'In the Fashion segment, the global online share of revenues already reached 20% in 2018, but the segment's growth will continue in the next years, driven by East and Southeast Asia regions with their growing middle class and lagging offline shopping infrastructure. One of the leading trends is the direct integration of shopping functionality into the content display on social media, enabling high-speed, "inspire and sell" customer conversion (e.g., Instagram Checkout). The audience is increasingly shifting from desktop to mobile, and improving the mobile browsing and checkout experience is becoming crucial.' (Fashion - Indonesia Statistica Market Forecast, 2020). The analyst' prediction matches the global consumer trend that solidifies the importance of this dissertation. As the biggest market share among fashion products, this research focuses on the fashion apparel, known as clothing in general.

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