THE STUDY OF FACTORS INFLUENCING CONSUMER PURCHASING DECISION OF ZARA CLOTHING

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Abstract: Since its opening in August 2006, Zara has become one of the most popular fashion chains in Surabaya. There are many Surabaya who have bought at least one item of Zara’s products. This brand has got a special place in the Surabayanese consumers, proven by the condition of the store that drive the researcher to do study on Zara. In this paper, the researcher would like to find out the factors that influence the people’s decision to purchase Zara in Surabaya while also to discover which factors have the biggest influence of customer purchase decision of Zara. The factors are able to be obtained by having literature review as the secondary data as well as the administration of questionnaires to the female consumers of Zara using the convenience sampling design. Then, for the analysis of the data, the researcher uses the Validity Test, Reliability Test, and last but not least, the Structural Equation Modeling (SEM). It results in the existence of the ten observable variables being tested in this research. According to standardized regression weight and arranged in descending order of strength; the variables are learning, personality and brand personality, style and design, motivation, quality, store layout and store atmosphere, opinion leadership, relative price, brand image, and family.

Keyword: Customer purchase decision, standardized regression weight and descending order of strength

INTRODUCTION

For as long as the history of mankind begins, clothing has undeniably become one of their most important needs. In Indonesia, the government even considered it as one of the three primary needs of human beings, which involve the basic needs for food and home. Clothing is very crucial because not only it is useful for covering up, but it also keeps people from the harsh weather and surroundings. However, these days it seems that those original functions of clothes mentioned above only play a small part in the consumers’ minds as they start flipping around the latest new arrivals hung in those bright glossy store. Zakim (1998) stated that ever since the industrial revolution in the nineteenth century, the apparel industry has evolved drastically.

As the time needed for producing single piece of clothing shortened, the demand for creating new design and pattern had heightened to a new level. Clothes had started to come in various touch, 1960’s Mini dress, 1970’s Disco influenced look, Punk meets street style, Haute Couture pieces, and future trends still to come. Never in the history of fashion have the retailers face such a high demand for fashion trends. The role of clothes has changed to the stage where it is high demand for fashion trends. The role of clothes has
changed to the stage where it is sometimes difficult to remember its original function. Fashion has become a lifestyle. It grows to be the way an individual expresses him or herself.

In response to the highly and rapidly changing consumer demand, the industry has started to introduce one of its latest crazes, the so-called fast fashion. According to Foroohar (2005), it has been the defining trend in the textile and apparel industry of Europe today. Fast fashion represents 20 percent of the entire Spanish apparel market and 12 percent of the U.K market. It is also growing rapidly at 8 percent in France and 5 percent Germany, all in accordance to the record of consultancy Bain & Co. It is expanding as fast as 20 to 30 percent per year.

Davindson (2005) stated that this trend of fast fashion has been very successful and well-received by consumers because of its energy and dynamism of creating new design that not only is fast but also very fashionable it is able to answer the needs of what consumers these days are looking for. Its target is someone like Louise. Louise works in one of Leeds’ premier restaurants in London and her claim is that image is everything for her. “It is really important for me to get the right look for each season, because you have to look right for your customer, and give them the right first impression,” she says.

Louise shops every day, looking for styles and outfits like those her favorite fashion icons wear.” It has just got faster and faster. It is spinning not entirely out of control but certainly spinning at a rate that can make you dizzy” she adds.” If you want to be in fashion, you have got to stay in the race” with this kind demand, there is no wonder why the fast fashion retailers can be in the place where they are today.

Mass-market retailers are those who initially began the trend of fast fashion. Several names include Topshop of U.K H&M of Sweden, and last but not least Zara of Spain. However, although it was literally the Swedish firm H&M who firstly launched the trend, Zara is still considered to be the one with the biggest influence for the industry in trend. Zara is still considered to be the one with the biggest influence for the industry in comparison to the others. Owned by a former drssing on manufacturee, Amancio Ortega, its concept was to transform the high street store with his special touch for fast fashion. While most retailers move production to the far east or Asia to save money, Zara keeps both the factories and distribution centers in Spain. Plus, Zara hires an energetic and dynamic design team that consists of more than 200 professional, which have rapid responses to what the market demands.

Therefore, not only Zara’s products quick to be brought to its store. Zara’s design is also in line with the needs and tastes of fashion that the consumers have developed in their society. Zara’s fast fashion model has been revolutionizing the industry so much that Harvard Business School even wrote a report on it. Furthermore, some struggling European retailers like Marks & Spencer and BHS even study the recipe of success of Zara’s store in order to base their own recovery plans on the model. Since started as a
single shop in 1975, it has grown to own recovery plans on the model. Since started as a single shop in 1973, it has grown to be what now the world’s third largest clothing retailer with 2.8 billion euro in yearly revenue.

With such a good response for its concept, the ambitious Zara also spreads its flags to the third world countries, which also include Indonesia. Having reached an agreement with giant Indonesia retailer of fashion and lifestyle, PT Mitra Adiperkasa; the first Zara stores to open in Indonesia take place in Plaze Indonesia and Pondok Indah Mall II on August 2005. There are also three other stores that located in Kelapa Gading Mall III, Mal Taman Anggrek, and Senayan City, which were launched periodically on April, May, and September 2006. Lastly, Zara also opens its first store outside Jakarta, in Tunjungan Plaza III on August 2006. Similar to the success stories in Europe, Zara hits a big time in Indonesia as well. Ratih D. Gianda, the Group Head of investor Relation in PT Mitra Adiperkasa stated that Zara’s footwear, bags, and accessories are their best sellers so far. Based on her experiences in dealing with the consumers, she thinks that the Spanish fashion brand has been successful in Indonesia because of the positive perception that most of its consumer have in mind.

For instance, Zara’s consumers perceive the design of Zara’s Trafalucel Collection, which are targeted upon younger consumers; to be trendier and more up to date when compared to the other fashion brands with similar fashion approach and price range that is available in Indonesia. Good example may involve Dorothy Perkins or Mango. However, the consumers’ perception over zara’s consumers to purchase the products, apparently there are other reasons. The researcher has found out that most of the consumers who purchase the products, apparently there are other reasons. The researcher has found out that most of the consumers who purchase the Women’s Collection like the brand because the design are more exclusive and affordable when compared to other brand such as Next, warehouse, Principles, or Guess.

There are still many reasons why Zara has got a special in its consumers. However, one thing to be certain, Zara’s success story is sure contributed by its ability to analyze the needs and wants of the market story is sure contributed by its ability to analyze the needs and wants. Accordingly, this is exactly why the researcher choose to do a study on this brand, which was described by Daniel Piette; Louis Vuitton’s fashion editor, as”possibly the most innovative and devastating retailer in the world”. Recently, Zara is very popular in Surabaya; there are many Surabayanese who surely have ever bought at least one item of Zara’s product. Since this brand has got a special place in the Surabayanese consumers, its store is hardly ever quiet. Due to this reason, the Zara again and again even through there are other similar brands.
Quality

The American society for quality control defines quality as the totaly of features and characteristics of a product or service that bear on its ability to satify stated or implied needs. We can say that the seller has delivered quality whenever the seller’s product or service meets or exceeds the customer’s expectations. A company that satifies most of its customers’ needs most of the time is called a quality comapny, but it is important to distiguish between conformance quality and performance quality (or grade). A Rolex provides higher performance quality than a Swatch: the Rolex performs beteer and lasts longer. Yet both a Rolex and Swatch can be said to deliver the same conformance quality if all the units deliver their respective promised quality.

Buying costly, brand name items such as Gianni Versace, Polo, Adidas, Prada and FCUK generally assurance the customers that they’re getting they money’s worth. These brands usually wear and look good for a long period of time. But a brand name and high price don’t always equal high-quality. There are some sign to look for in order to recognize high-quality clothing. First is fabric. Inspect the fabric whether the garment the cotton, gauze, silk, linen, wool, twill, polyester, velvet, and so on. The fabric should have been cut and sewn on the grain. Patterns and stripes shold match all over the garment. Not run against each other. The fabric should also hold its shape fairly well if it is grabbed a handful of it, buch it together, and then let it kloose. Grab the fabric at the seams with both hands. Gently pull it. If the thread seams pulls apart a bit, they’re not sewn properly. The seams should be reinforced and the thread shold hold secrately. Apart from that, good fabric lasts longer; the color will not easily fade and the fabric will not quickly stretch.

Style and Design

According to kotler (2006), style describes the product’s look and feel to the buyer. Futhermore, kotler (2006), said that design is the totality of features that affect how a product looks and factions in terms of customers requirements. To the customers, a well-designed product is one that is pleasant to look at and easy to wear, use, repair, and dispose of. These days the fashion industry relies mo0re on mass sales. The mass market caters for a wide range of custoners, producing ready-to-wear clothes in large quantities and standart sizes. Cheap materials, creatively used, produce affordable fashion. Mass market designers generally adapt the trends set by the famous names in fashion. These designers often wait around a season to make sure a style is going to catch on before producing their own versions of the original look. In order to save money and time, mass market designers use cheaper and sipler production techniques which can easily be done by machine. The end product can therefore be sold much more cheaply. Increasingly, many modern hing-end designers are now beginning to trun to mass market retailers to produce lower-priced merchandise, and to broasen their customer base. Before designing a collection , there are
some topics that should be considered. First, mass market designers should plan a collection.

Every collection is very carefully researched and planned so that all the items in it complement each other, and have the particular fashion look which the company is known for. Second, these designers have to predict the trends. One of the hardest skills a fashion designers has to master is predicting future trends. To do this, they look at what the fashion directions have been in previous seasons, keep an eye on what others in the fashion business are doing, and read fashion forecasting magazines. They also rely on knowledge of their own customer to see which styles succeeded and which were less popular in past seasons. Perhaps most importantly, designers use their imaginations to come up with new ideas. They often choose a theme to provide inspiration. Third thing to do is choosing a theme. The theme of a collection can be a period in history, a foreign place, a range of colors, a type of fabric: anything which has a strong visual impact.

Store layout and store atmosphere

Neal (2004) stated that store layout is the physical location of items in a store. The location of items within a store has an important influence on the purchase of both product categories and brands. Typically, the more visible a product receives, the greater the chance that it will be purchased. While store’s layout has an influence on the traffic flow through the store, the store atmosphere or internal environment affects the shopper’s mood and willingness to visit and linger. Kotler (2006) defines store atmosphere as a physical layout that makes a store hard or easy to move around. Every store has a “look”.

Store atmosphere also influences the customers’ judgements of the quality of the store and the store’s image. A positive mood of a customer induced of the quality of the store increases satisfaction with the store, which can produce repeat visits and store loyalty. Features such as lighting, layout, presentation of merchandise, fixtures, floor coverings, colors, sounds, odors, dress and behavior of sales personnel, and the number, characteristics, and behavior of other influence atmosphere. There are some of other should be considered to make an effective visual merchandising. First is balance, for example asymmetrical rather than symmetrical balance with the display. Second is size of object, always place the largest object into display first. Third is color, color helps set mood and feelings. Fourth is focal point, it is where product and props or signage and background come together. Fifth is lighting, lighting should accent focal point if possible. Sixth is simplicity, remember less is more so know when to stop and don’t add too many items.
Learning

Solomon (2004) stated that learning is a relatively permanent change in a behavior caused by experience. Neal (2004) defines learning as any change in the content or organization of long-term memory, the result of information processing. Schiffman (2004) explained that from marketing perspective, learning can be through of a the process by which individuals acquire the purchase and consumption knowledge and experience that they apply to future related behavior. Learning is not all knowledge and experience that they apply to future related behavior. Learning is not all knowledge based. For example, consumers may experience the sale people in one store being nicer to them than those in the other. Those consumers thus may develop a preference for the one store over the other; however, if pressed, the consumers may not be able to give a conscious explanation as to the reason for their preference. Consumers use two basic types of learning; conditioning and cognition.

Motivation

According to Neal (2004), motivation is the energizing force that activates behavior and provides purpose and direction to that behavior. Solomon (2004) referred motivation to the processes that lead people to behave as they do. Schiffman (2004) explained that motivation is the driving force within individuals that impels them to action. Motivation is the reason for behavior. A motive is a construct representing an unobservable inner force that stimulates and compels a behavior response and provide specific direction to that response. A motive cannot be seen and the existence of motives can only be inferred from the behavior of individuals. A motive is why an individual does something. Maslow’s hierarchy of needs theory explained the consumer motivation clearly, Maslow’s hierarchy of needs is often depicted as a pyramid consisting of five levels: the four lower levels are grouped together as deficiency needs associated with physiological needs, while the top level is termed growth needs associated with psychological needs, while deficiency needs must be met, growth needs are the need for personal growth.

Methodology of the research

In this research, the minimal sample size is 96 respondents out of the population. Therefore, the researcher administered questioners to 100 respondents; they are female consumers of Zara aged 20 to 35 who are conveniently available to provide it.

In this research, the researcher is using the convenience sampling designs. The respondents are female consumers of Zara aged 20 to 35 who are conveniently available to provide it. These respondents are selected because they happen to be in the right place at
the right time. According to Sekaran (2003), convenience sampling refers to the collection of information from members of the population who are conveniently available to provide selects the most accessible population members from whom to obtain information. Malhotra (1996) stated that convenience sampling attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer. Often, respondents are selected because they happen to be in the right place at the right time. Convenience sampling is the least expensive and last time-consuming of all techniques. The sampling units are accessible, easy to measure, and cooperative.

FACTS FINDING AND DISCUSSION

The other brands

Below are the four brands owned by the Inditex group

Pull and Bear

The inspiration for this brand is the spirit of youth. Created in 1991, Pull and Bear to fulfill the needs young people for casual, laid-back clothing. The main of Pull and Bear is to be a part of the worldwide youth culture through its products, which are mainly clothing and accessories. Furthermore, Pull and Bear stores are also specially designed to let the customers know the message and feeling behind the product sold. The style involves the display fixtures combined with recycled elements from the past in order to create the surrounding the young customers would love to live in. Pull and Bear has opened 493 shops in the main streets and shopping centers of 28 countries.

Massion Dutti

Massion Dutti represent universal design that crosses to connect with modern men and women. With its independent, urban and cosmopolitan design, today Massion Dutti has 399 stores in 30 countries. It offers a wide variety of collections that range from sophisticated urban fashions to casual wear.

Massion Dutti combine classic and current styles using the latest fabrics to make sure the clothes produced is particular, comfortable, and of high quality. Maximum comfort is achieved through the innovative combination of natural fibers.

Massion Dutti stores, located in the best shopping districts, are spacious and designed for the comfort of customers, where personalized attention is a vital element of customer service.

Bershaka
Bershaka was created in April 1998 as a new store and fashion concept, aimed at a younger target market. It now has 440 stores in 26 countries worldwide.

Bershaka’s store are large and spacious, with an avant-garde appearance. They are intended to be points where street fashion, music, and art meet. In the store, customers can watch videos, listen to CDs, or read magazines. At Bershaka, the shopping experience is a social-cultural immersion into youth aesthetics of the new century.

**Standivarius**

Standivarius reflects a youthful outlook on fashion. With an original and dynamic philosophy, it brings customers the latest trends in design, fabrics, and accessories.

Standivarius offers international fashion with cutting-edge designs. Its spacious stores, decorated in a youthful, vibrant style, display a wide variety of informal, imaginative fashion options for young people. The 313 Standivarius stores in 19 countries are wide open spaces filled with color, light and youthful music.

**Strategy**

**Fast fashion approach**

An article in Businessworld magazine describes Zara’s fashion strategy as follows; “Zara is a fashion imitator. It focuses attention on understanding the fashion items that its customers wanted and then delivering them, rather than on promoting predicted season’s trends via fashion shows and similar channels of influence, which the fashion industry traditionally used”.

However, the clothing industry followed design and production processes that required long and lead times, often up to six months, between the initial design of a garment and its delivery to retailers. Amancion Ortega, Zara’s owner, sought a means of breaking the model by creating what he called instant fashions that allowed him to quickly respond to shifts in consumer tastes and to newly emerging trends. Ortega’s dream remained unfulfilled, however, until he met up with Jose Castellano. A computer expert, Castellano had worked in Aegon Espana’s information technology department before becoming chief financial officer for a Spanish subsidiary of ConAgra. Castellano joined Ortega in 1984 and set to work developing a distribution model that revolutionized the global clothing industry.

Under Castellano’s computerized system, the company is able to reduce its design to distribution process to just 10 to 15 days. Moreover, rather than placing the design burden on a single designer, the company developed its own in-house team of designers who began developing clothes based on popular fashions, while at the same time producing the company’s own designs. In this way, the team was able to respond almost
emmediately to emerging consumer as well as to the demands of the company’s own customers— for instance, by adding new colors or pattern to existing designs. Predicting consumer tastes ahead of time presented inherent difficulties, and producers and distributors faced the constant risk of becoming saddled with unsold inventory. Unlike other clothing companies that outsource manufacturing, Zara owns the entire supply chain, it is a vertically integrated retailer; it designs, produces, and distributes itself.

**Design**

At Zara, design is conceived as a process that is closely linked to the society. Information about the customers’ needs and concerns are constantly gathered from the over 200 professionals. This strategy is done with the consideration that despite the differences of cultures and generation among people, they all share a special feeling for fashion. Zara’s idea believe that national borders are no impediment to sharing a single fashion culture, which is also proven through its international presence. This is the main reason why Zara’s design is in step with society and able bring the right trends and tastes to its consumers, which literally were developed by the society itself.

In zara, some design are even the resemblances of the latest couture creations. But Zara often bets the high-fashion houses to the market by offering very similar products made less expensive fabric, which make them more affordable. Accordingly, such a retail conceptis highly depended on the regular creation and rapid replenishment of new goods in small numbers. Zara’s designers create approximately 40,000 new designs actually, from which about 11,000 are selected to be produced afterwards, if a design does not sell well within a week, it will be withdraw from the stores. Further orders are cancelled and a new designed is pursued. As a result, Zara’s system has to deal with something in the realm of 300,000 new stock-keeping units (SKUs) on average every year.

However, although customers can always find new products in Zara stores, they are mostly limited in both supply and time. Most garments come in five to six colors and five to seven sizes only. Moreover, no design stays on the shop floor for more than four week. Customers find this strategy very appealing due to its sense of exclusivity. Knowing that certain product would not be available for very love. A customer thinks, “this green shirt fits me, and there is one on the rack. If i don’t buy it now, i’ll lose my chance”. The strategy also encourages them to make repeat visits. An average high-street clothing store in spain expects its consumers to visit three times a year. That goes up to 17 times for Zara.

**Production**

Zara also chooses a brave approach in the production’s strategy. It controls most of the steps on the supply-chain. Unlike similar apparel retailers in the same market., which outsource production to Asia, Zara makes most of its fashionable items at a dozen company-owned factories in spain. 50% of the product Zara sells are manufactured in
Spain, 26% in the rest of Europe, and 24% in Asian countries and the rest of the world. Clothes with a longer shelf life, such as basic T-shirts, are outsourced to low-cost suppliers mainly in Asia and Turkey.

Zara’s success is all the more surprising because in Europe wages are many times higher than in Asia and Africa. However, as explained in the previous point, Zara offers considerably more product than similar companies. It produces about 11,000 distinct items annually compared with 2,000 to 4,000 items for its key competitors. In fact, Zara has an informal policy of moving unsold items after two of three weeks. Accordingly, it is estimated that Zara commits just 15-25% of its production before the season began. 50-60% of the product are manufactured at the start of the season while the remainder was manufactured in-season.

This can be an expensive practice for a typical store, but in Zara’s case the relentless introduction of new products in small quantities ironically reduces the usual costs associated with running out of any particular item. Since Zara stores receive small than 10 percent of stock, compared with the industry average of 17 percent to 20 percent. Indeed, Zara makes a virtue of stock-outs. Moreover, Zara also install computerized inventory systems, which help linking stores to the company’s growing number of factories. All these procedures and systems help supporting Zara’s fast fashion approach that involves shortening life cycle, which in the end contributed to the greater success in meeting expectations.

Distribution

When distributing its products, Zara prides itself for being able to bring their product to store in record time. Percentage of Zara sales consisting of markdown was 15-20%. In some cases, stores ran out of stock. Therefore, in order to maintain the quick inventory turnover, the company must reduce shipping time to a minimum. With most of the factories nearby, the company can design a new product and have finished goods in its stores in four to five weeks and able to modify existing item in as little as two weeks.

Pricing

The most obvious price strategy that is implemented by Zara is price cues strategy. The most common stated price that is used by Zara in Surabaya are Rp.59.900, Rp. 89.900, Rp.124.900, Rp.155.900, Rp.189.900, Rp.23.900, Rp.299.000, Rp.399.00, Rp.475.900, Rp.629.900, Rp.1.075.900. Furthermore, Zara holds a scale period twice a year, where all their off season product are discounted by 30%, 50%, and 70%, due to its fast fashion philosophy that requires fast changes of stock in stores.

Advertising
Because of the high traffic in the stores, Zara circumvents the need for advertising. The fact is Zara devotes just 0.3 percent of its sales on ads, far less than the 3 percent to 4 percent its rivals spend. Instead, Zara opts more for opening new stores worldwide in order to expand the business, since it has had a huge success upon its store concept. Zara stores present in 63 countries, with a network of 1,012 stores in major cities, with 1,000 square meters size in most shops.

**Communication, information and Technology**

IT is such an integral part in Zara because its formula for based on providing customers with up-to-the-minute fashion. Its supply chain architecture enables retail store to provide feedback to company headquarters through its IT system, so that is designers quickly identify the most popular styles and designs. Using this strategy, Zara is able to simplify its supply chain and differentiate its products through stylish design and low price. Moreover, Zara has been able to reduce time to market for new style in just weeks, significantly faster than the competition.

This fast fashion system depends on a constant exchange of information throughout every part of Zara’s supply chain: from customers to store managers, from managers to designers, from designers to production staff, for warehouse managers to distributors, and so on. Most companies insert layers of bureaucracy that can slow communication between departments down. However, in Zara operational procedures, performance measures, and even its office layout are all designed to make information transfer easy.

Zara’s single, centralized design and production center is attached to inditex, headquarters in A Coruna. It consists of three specious halls. One for women’s clothing lines, one for men’s and one for children’s. Unlike most companies, which try to excise redundant labor to cut costs, Zara makes a point of running three distinct parallel. Accordingly, separate design, sales, and procurement and production-planning staffs are dedicated to each clothing line. Through it’s, ore expensive to operate three channels, the information flow four each channel is fact, direct, and unencumbered by problem inother channels, making the overall supply chain more responsive.

Zara is careful about the way it deploys the latest information technology tools to facilitate these information exchanges. Suctomized handheld computers support the connection between the retail stores and A Coruna. These PDAs augement weekly phone conversations between the store managers and the market specialists assigned to them. Through PDAs and telephone conversations, stores transmitt all kinds of information to a coruna, such hard data as orders and sales trends and such soft data as customer reactions. Zara’s falat organization also ensure that important conversations don’t fall through the bureauautic cracks.
Hypothesis

Brand image

The first variable that is going to be tested is brand image. Brand image is the “contents” of the brand; what the consumers think of and feel they hear or see Zara. It is what consumers have learned about the brand.

To identify whether this variables has influence on customer purchase decision of Zara, thus the following hypothesis are made;

H1 = brand image has influence on Consumer Purchase Decision of Zara

H0 = brand image has no influence on Consumer Purchase Decision of Zara

P Value is then used to test the influence of an observable variable on the unobservable variable with $\alpha = 0.1$ (10%). The following ratio are made as a point to accept or reject a hypothesis:

If P Value < $\alpha$, then reject H0 and accept H1.

If P Value < $\alpha$, then reject H1 and accept H0

Based on the analysis of the regression weights:

If P Value of BI1 is 0, there reject H0 and accept H1.

If P Value of BI2 is 0, there reject H0 and accept H1.

If P Value of BI3 is 0, there reject H0 and accept H1.

Therefore, it is concluded that brand image has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

$BI1 = 0.671 \text{ Brand Image} + e$

$BI2 = 0.992 \text{ Brand Image} + e$

$BI3 = 0.853 \text{ Brand Image} + e$

Hence, BI2 has the biggest influence on the first variable, Brand image. BI2 stands for the questions whether the respondents have a good impression on Zara or not. The result shows that the impression is very influential for the respondents when they need to make a decision in purchasing Zara. The second most influential item relies on the third question (BI3), which asking whether the respondents have a positive image towards Zara or not.
The last one is the item BI1 that questioned the respondent if they think Zara is a prestigious brand or not.

**Relative Price.**

The second variable is relative price. Relative price refers to the consumers’ perceived price; what those consumers consider to be the current actual price, not the marketer’s stated price. The consumers will purchase Zara if they think the price is worth the product.

To identify whether this variable has influence on customer purchase decision of Zara, thus the following hypothesis are made;

- **H1** = relative price has influence on Consumer Purchase Decision of Zara
- **H0** = relative price has no influence on Consumer Purchase Decision of Zara

Based on the analysis of the regression weights:

- The result P Value of RP1 is 0, there reject H0 and accept H1.
- The result P Value of RP2 is 0, there reject H0 and accept H1.
- The result P Value of RP3 is 0, there reject H0 and accept H1.

Therefore, it is concluded that Relative Price has influence on Customer Purchase Decision of Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

- **RP1** = 0,483 Relative Price + e
- **RP2** = 0,939 Relative Price + e
- **RP3** = 0,582 Relative Price + e

Hence, RP2 has the biggest influence on the second variable, Relative Price. RP2 is the item for the questions whether Zara’s products are worth the price in the respondent’s point of view. The second most influential item is the third question, which is the question if Zara’s price suit the perceived value of the respondents. The last most influential item is the second question, which asking whether the respondents perceive Zara to be affordable or not expensive.

**Quality**
The third variable is quality. Quality is the totality of features and characteristics of Zara product that bear on its ability to satisfy stated or implied needs. Zara has delivered quality whenever its product meets or exceeds the customers’ expectations.

To identify whether this variable has influence on customer purchase decision of Zara, thus the following hypothesis are made:

H1 = quality has influence on Consumer Purchase Decision of Zara

H0 = quality has no influence on Consumer Purchase Decision of Zara

Based on the analysis of the regression weights:

The result P Value of Q1 is 0, there reject H0 and accept H1.

The result P Value of Q2 is 0, there reject H0 and accept H1.

The result P Value of Q3 is 0, there reject H0 and accept H1.

The result P Value of Q4 is 0, there reject H0 and accept H1.

The result P Value of Q5 is 0, there reject H0 and accept H1.

The result P Value of Q6 is 0.003 there reject H0 and accept H1.

Therefore, it is concluded that Quality has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

Q1 = 0.483 Quality + e
Q2 = 0.434 Quality + e
Q3 = 0.701 Quality + e
Q4 = 0.557 Quality + e
Q5 = 0.512 Quality + e
Q6 = 0.375 Quality + e

Hence, Q3 has the biggest influence on the third variable, Quality. Q3 stands for the statement that the seams are sewn straight and “finished”. Furthermore, in describing order, the next most influential item is the statement that Zara uses high quality fabrics (Q1), there are no loose button or hooks (Q4), there are no stuck zippers (Q5), the color of Zara’s product is not easily faded (Q2), and that the measurement of the clothing fits the users’ body shape very well (Q7)
Style And Design

The fourth variable is Style And Design. Style is the product’s look and feel to the buyer. While design is the totality of features that affect how a product looks and functions in term of customer requirements.

To identify whether this variables has influence on ncustomer purchase decision of Zara, thus the following hypothesis are made:

\[ H_1 = \text{Style And Design has influence on Consumer Purchase Decision of Zara} \]

\[ H_0 = \text{Style And Design has no influence on Consumer Purchase Decision of Zara} \]

Based on the analysis of the regression weights:

The result P Value of SD1 is 0, there reject H0 and accept H1.

The result P Value of SD2 is 0.15, there reject H0 and accept H1.

The result P Value of SD 3 is 0.009, there reject H0 and accept H1.

The result P Value of SD4 is 0.009, there reject H0 and accept H1.

Therefore, it is concluded that Style And Design has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

SD1 = 0.288 Style and Design + e
SD2 = 0.513 Style and Design + e
SD3 = 0.796 Style and Design + e
SD4 = 0.856 Style and Design + e

Hence, SD4 has the biggest influence on the fourth variable, Style and Design. The item SD4 is about the statement that Zara’s design is exclusive (not similar to other brands’ design). Next, the second most influential item is the third statement (SD3) That Zara’s design is unique. Afterwards, the third most important item is the statement if Zara is designed according to the respondents’ taste (SD2) and lastly is the statement that encourage the respondents to answer r=the question whether Zara’s style is always up to-date and fashionable (SD1).

Store Layout And Store Atmosphere.

The fifth variable is Store Layout And Store Atmosphere. Store layout is the physical location of items in a store, physical layout that makes a store hard or easy to
move around, and store atmosphere is the physical characteristic that is used to create an image in order to attract customers.

To identify whether this variables has influence on customer purchase decision of Zara, thus the following hypothesis are made;

\[ H_1 = \text{Store Layout And Store Atmosphere has influence on Consumer Purchase Decision of Zara} \]

\[ H_0 = \text{Store Layout And Store Atmosphere has no influence on Consumer Purchase Decision of Zara} \]

Based on the analysis of the regression weights:

- The result P Value of SLSA1 is 0, there reject H0 and accept H1.
- The result P Value of SLSA 2 is 0., there reject H0 and accept H1.
- The result P Value of SLSA 3 is 0, there reject H0 and accept H1.
- The result P Value of SLSA 4 is 0, there reject H0 and accept H1.
- The result P Value of SLSA 5 is 0.003, there reject H0 and accept H1.
- The result P Value of SLSA 6 is 0, there reject H0 and accept H1.
- The result P Value of SLSA 7 is 0, there reject H0 and accept H1.
- The result P Value of SLSA 8 is 0, there reject H0 and accept H1.

Therefore, it is concluded that Store Layout And Store Atmosphere has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

\[ \text{SLSA1} = 0.518 \text{ Store Layout and Store Atmosphere} + e \]
\[ \text{SLSA2} = 0.590 \text{ Store Layout and Store Atmosphere} + e \]
\[ \text{SLSA3} = 0.683 \text{ Store Layout and Store Atmosphere} + e \]
\[ \text{SLSA4} = 0.830 \text{ Store Layout and Store Atmosphere} + e \]
\[ \text{SLSA5} = 0.351 \text{ Store Layout and Store Atmosphere} + e \]
\[ \text{SLSA6} = 0.888 \text{ Store Layout and Store Atmosphere} + e \]
\[ \text{SLSA7} = 0.653 \text{ Store Layout and Store Atmosphere} + e \]
SLSA8 = 0.549 Store Layout and Store Atmosphere + e

Hence, SLSA6 has the biggest influence on the fifth variable, Store Layout and Store Atmosphere. The item SLSA6 stand for the statement that store is spatial, so it is easy for the customer to move around. Moreover, listed in descending order is the second most important item to influence the purchase decision of the respondents to the least important. They are the statement that the is bright (SLSA 4), the color of the store (ceiling, wall, and floor) is nice (SLSA 3), the layout of the products is well-arranged (SLSA7), the atmosphere at Zara creates a response of a good mood in you (SLSA2), it is easy for the respondents to find the clothes that they looking for at Zara (SLSA8), that the respondents enjoy and feel comfortable when they shop at Zara (SLSA1), and lastly, that the sales personnels are friendly (SLSA5).

**Learning.**

The sixth variable is learning. Learning referred to the change in a customer’s behavior caused by experience of purchasing Zara. From this experience, these consumers know whether Zara product meet their expectation or not; whether they are either satisfied or dissatisfied with Zara.

To identify whether this variables has influence on customer purchase decision of Zara, thus the following hypothesis are made:

H1 = learning has influence on Consumer Purchase Decision of Zara

H0 = learning has no influence on Consumer Purchase Decision of Zara

Based on the analysis of the regression weights:

The result P Value of L1 is 0, there reject H0 and accept H1.

The result P Value of L2 is 0.004, there reject H0 and accept H1.

The result P Value of L3 is 0.096, there reject H0 and accept H1.

Therefore, it is concluded that Learning has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

L1 = 0.302 Learning + e

L2 = 0.528 Learning + e

L3 = 1.025 Learning + e
Hence, L3 has the biggest influence on the sixth variable, Learning. The item L3 stand for the questions whether the respondents thiks that she is a loyal consumer of Zara. The second item with big influence on the customer’s purchase decision is the L2, which is the statement that no other brands can satify the respondents like Zara. Last but not least, is the question whether the respident is satified with Zara’s product from the previous purchase or not (L1).

**Motivation.**

The seventh variable is motivation. Motivation is the energizing force that activates and provides purpose and direction to that behavior. In this case, it is the physiological and physiological needs that motivate people to purchase Zara.

To identify whether this variables has influence on customer purchase decision of Zara, thus the following hypothesis are made:

H1 = motivation has influence on Consumer Purchase Decision of Zara

H0 = motivation has no influence on Consumer Purchase Decision of Zara

Based on the analysis of the regression weights:

The result P Value of M1 is 0, there reject H0 and accept H1.

The result P Value of M2 is 0, there reject H0 and accept H1.

The result P Value of M3 is 0, there reject H0 and accept H1.

The result P Value of M4 is 0.049, there reject H0 and accept H1.

Therefore, it is concluded that motivation has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

\[ M1 = 0.468 \text{ Motivation} + e \]

\[ M2 = 0.990 \text{ Motivation} + e \]

\[ M3 = 0.715 \text{ Motivation} + e \]

\[ M4 = 0.211 \text{ Motivation} + e \]

Hence, M2 has the biggest influence on the seventh variable, Motivation. M2 asks if the item respondents buys Zara because she wants to be admired by the people in her clique (gang). Then, in the second is the M3 statement that the respondents purchase Zara because she wants the people in your society to perceive her to be “great “. Afterwards there is the
M1, which states that wearing Zara means increasing the respondent’s confidence. Lastly comes the statement that the respondents believe the saying “you are what you wear” (M4)

**Personality And Brand Personality.**

The eight variable is Personality And Brand Personality. Personality is a the energizing force that activates and provides purpose and direction to that behavior. In this case, it is the physiological and physiological needs that motivate people to purchase Zara.

To identify whether this variables has influence on ncustomer purchase decision of Zara, thus the following hypothesis are made:

H1 = Personality And Brand  has Personality has influence on Consumer Purchase Decision of Zara

H0 = Personality And Brand has no Personality has no influence on Consumer Purchase Decision of Zara

Based on the analysis of the regression weights:

The result P Value of PBPI1 is 0, there reject H0 and accept H1.

The result P Value of PBPI 2 is 0, there reject H0 and accept H1.

The result P Value of PBPI 3 is 0, there reject H0 and accept H1.

Therefore, it is concluded that Personality and Brand Personality has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

PBPI 1 = 0.681 Personality and Brand Personality + e

PBPI 2 = 0.767 Personality and Brand Personality + e

PBPI 3 = 0.535 Personality and Brand Personality + e

Hence, PBPI 2 has the biggest influence on the eight variable, Personality and Brand Personality. PBPI 2 is about if Zara’s product fitting the respondent’s personality well. Secondary is the statement that Zara has a brand personality that fits the respondents’s clique or gang (PBPI). Lastly is the statement that questions whether the respondent purchase Zara based on her ideal self-concept or about how the respondent thinks other people see her.

**Family.**
The ninth variable is family. Family means the family members (parents, husband, kinds, brother, or sister) who influence a person’s decision to purchase Zara.

To identify whether this variable has influence on customer purchase decision of Zara, thus the following hypotheses are made:

H1 = family has influence on Consumer Purchase Decision of Zara
H0 = family has no influence on Consumer Purchase Decision of Zara

Based on the analysis of the regression weights:

The result P Value of F1 is 0, there reject H0 and accept H1.
The result P Value of F 2 is 0, there reject H0 and accept H1.
The result P Value of F 3 is 0, there reject H0 and accept H1.

Therefore, it is concluded that Family has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

\[ F1 = 0.946 \text{ Family} + e \]
\[ F2 = 0.688 \text{ Family} + e \]
\[ F3 = 0.471 \text{ Family} + e \]

Hence, F1 has the biggest influence on the ninth variable, Family. F1 states that most of the respondents’ decision to purchase is influenced heavily by their family members (parents, husband, kinds, brother, or sister). On the second place is the statement that the respondents’ family has a big influence in managing the finance (F2), lastly, there is the question whether the respondent prioritizes the family members’ needs (parents, husband, kinds, brother, or sister) above her own needs (F3).

Opinion Leadership

The tenth variable is opinion leadership. Opinion leadership is the individual in all types of group (this can be a movie star, a celebrity, a supermodel, a friend, a family member, etc.) who is frequently able to influence others to purchase Zara.

To identify whether this variable has influence on customer purchase decision of Zara, thus the following hypotheses are made:

H1 = Opinion Leadership has influence on Consumer Purchase Decision of Zara
H0 = Opinion Leadership has influence on Consumer Purchase Decision of Zara
Based on the analysis of the regression weights:

The result P Value of OL1 is 0, there reject H0 and accept H1.
The result P Value of OL 2 is 0, there reject H0 and accept H1.
The result P Value of OL 3 is 0, there reject H0 and accept H1.

Therefore, it is concluded that Opinion Leadership has influence on Customer Purchase Decision Zara.

Based on the analysis of the standardized regression weight, it is figured out that:

\[ \text{OL 1} = 0.808 \text{Opinion Leadership} + e \]
\[ \text{OL 2} = 0.719 \text{Opinion Leadership} + e \]
\[ \text{OL 3} = 0.746 \text{Opinion Leadership} + e \]

Hence, OL1 has the biggest influence on the tenth variable, opinion leadership. Most decision to purchase Zara is influence heavily by the “fashion icon” of the respondent’s clique (gang). In the second place is the statement that the respondent has a role model (either the people you like or you dislike) who has a big influence in the decision to purchase Zara (OL3). In the third place is the statement that the decision to buy Zara is influence heavily by the movie stars or designers in TV or magazine (OL2)

Based on the analysis of the regression weights:

The result P Value of BI is 0, there reject H0 and accept H1.
The result P Value of RP is 0.003, there reject H0 and accept H1.
The result P Value of Q is 0, there reject H0 and accept H1.
The result P Value of SD is 0, there reject H0 and accept H1.
The result P Value of SLSA is 0.002, there reject H0 and accept H1.
The result P Value of L is 0, there reject H0 and accept H1.
The result P Value of M is 0, there reject H0 and accept H1.
The result P Value of PBP is 0, there reject H0 and accept H1.
The result P Value of F is 0.035, there reject H0 and accept H1.
The result P Value of OL is 0.002, there reject H0 and accept H1.
Therefore, it is concluded that all variables, BI, RP, Q, SD, SLSA, L, M, PBP, F and OL, have influence on Customer Decision of Zara.

Based on the analysis of the Standardized regression weights:

\[ B_1 = 0.415 \text{ Customer Purchase Decision of Zara} + e \]
\[ RP = 0.422 \text{ Customer Purchase Decision of Zara} + e \]
\[ Q = 0.542 \text{ Customer Purchase Decision of Zara} + e \]
\[ SD = 0.629 \text{ Customer Purchase Decision of Zara} + e \]
\[ SLSA = 0.469 \text{ Customer Purchase Decision of Zara} + e \]
\[ L = 0.752 \text{ Customer Purchase Decision of Zara} + e \]
\[ M = 0.596 \text{ Customer Purchase Decision of Zara} + e \]
\[ PBP = 0.664 \text{ Customer Purchase Decision of Zara} + e \]
\[ F = 0.263 \text{ Customer Purchase Decision of Zara} + e \]
\[ OL = 0.463 \text{ Customer Purchase Decision of Zara} + e \]

Hence, Learning has the biggest influence to Customer Purchase Decision of Zara.

The three biggest influence are learning, personality and brand personality, style and design. On the other hand, the three least influence are relative price, brand image, and family.

**CONCLUSION AND RECOMMENDATION**

**Conclusion**

Obtained by gathering the factor that influence customer purchasing decision, there are observable variable used in this research, namely brand image, relative price, quality, style and design, store layout and store atmosphere, learning motivation, personality and brand personality, family, opinion leadership. They all have proven to be valid and brand personality as well as heavily influential in the purchase decision of Zara’s customers as the unobservable variable.

The variable that has the biggest influence on customer purchase decision of Zara in Surabaya learning. Then, arranged in descending order of strength, there are personality and brand personality, style and design, motivasi, quality, which make up the top five variables.
Recommendation

Learning

As stated above, learning is the variable that has the biggest influence when it comes to the customer buying decision. In this case, Learning is the outcome from the experience that the consumer have when they make purchase at Zara store in Surabaya, which determine their future behavior towards the brand. The outcomes could be either positive, which determine their future behavior towards the brand. The outcomes could be either positive or negative. Accordingly, with reference to the author’s observations and researchers towards Zara for the last two months, the majority of the Zara’s questionnaires spread earlier, most of the respondents say that not only are they more. To sum up, it is quite obvious that Zara has got a strong position in its customers’ other hand there are also some negative feedback from the respondents gathered although the number is a minority.

Pricing

The most negative feedback from the customers involves Zara’s pricing strategy. Almost half of the respondents gathered think that the product Zara offer are quite pricey. For that reason, the author does recommend Zara to reconsider its pricing strategy to be lower, in order to obtain a lower price, Zara needs to cut both its production and distribution costs be a bit difficult since most of its factory are built in Europe.

Furthermore, Zara is well known for its fashion strategy that will inevitably require vigorous shipping procedure so that its latest design could be distributed in time. Therefore, the author also like recommend Zara to open a factory in Indonesia. Based on study to Mango, which had a ready opened its factory in Indonesia, this strategy is proven to be successful reducing the costs of distribution and production that contribute to the product’s prices to minimum.

Service

The second most common negative feedback about Zara is concerning its service. Some respondents think that Zara staffs are neither very friendly nor helpful to the consumer who enter that store. Although only 16 people of all respondents stated that the service is poor, the author believe that it is better that Zara revaluates its staff while also implementing more training on both the old and new staff.

Personality and Brand Personality

The second most influence variable is the personality and hand personality. Personality refers to the physiological characteristics of an individual that guides the way an individual react to its environment. Alike an individual, a brand also is the thing that
appeals the consumers to buy certain brands, since psychological people have the tendency to look for something that suit their personality. On the other hand, Hawiks (2004) stated that customers will also purchase the products that could strengthen the are a where they feel weak. In the study Zara’s consumer behavior, 44 people of the numbering itself is not bad, it is very strong when compared to the number of the respondents who stated that they feel satisfied, which reaches 85 people. In order to increase the numbering, firstly it is very crucial the customers understand the brand personality that Zara is selling.

Advertising

Once again, Zara’s brand personality’s number one strength is its in fast fashion concept, which involves ever changing product on the store. However, since Zara’s marketing strategy does not really involve investing heavy advertising, it would be difficult for some busy people to catch up the fast fashion approach. In the end, it cold personality. Therefore, the author believes that it is important for Zara to invest more in advertisement, TV advertisement, and many more. The strategies will be definitely help ensuring that the consumers are receiving the right message of the brand personality.

Style and Design

The third influential variable is the style and design. 86 people respondents, which is a very good indicator, affirm that the design and style created by Zara is according to personal taste, however only 56 people of the respondents think that the design of Zara’s products are exclusive. Given the fact that many respondents think that the prices of Zara’s products are relatively quite expensive, there is a strong chance that those consumers will shift their choices to similar product with lower price. This is definitely not the kind of behavior that Zara wants from its customers. Thus, it is important for the design team to work more on producing exclusive items that are not available anywhere else in the market. One of the strategies established designer, Who exclusively designer a range for the brand in limited number and it had completely sold out at most of the chain’s store within four hours of its launch. His could be the strategy that is worth trying by Zara.

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