Home Leisure Wear Recommendation on Social Media: Theory of Planned Behaviour Applied

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Abstract

This research was conducted to see the consumer behavior of recommendation intention on social media to use home leisure wear with theory of planned behavior applied. This research can be a contribution for fashion industry and maximizing business strategies. The problem raised is how the attitude construct, subjective norm and perceived behavioral control influence intention to recommend home leisure wear on social media. The novelty of the research is intention to recommend using social media platforms and fashion products with home leisure wear specification. Structural Equation Modeling (SEM) was used to analyze the data obtained with the SmartPLS. Questionnaires in easy-to-understand language were distributed to 143 respondents who filled them out perfectly. There are three conclusions and two of them are rejected hypotheses. The subjective norm construct became the most influential construct in the intention to recommend home leisure wear. Further research is expected to take larger data, longer period and broaden the target characteristics of respondents.

I. Introduction

The aim of this study is providing a new perspective on business gaps innovation towards sustainable competitiveness by leveraging the power of social media of digital transformation era. The advent of social media has opened new generation of consumers who much more savvy and hope to participate (i.e. interact with products) by providing experiences to other consumers (Kotler et al., 2021). In 2021, there were 4.2 billion social media users, growth about 13.2% from the previous period (Bayu, 2021) making social media a powerful tool in disseminating information. Changing views on the way companies, individuals and consumers interact (Cheung & to, 2016). Previous research conducted (Bronner & De Hoog, 2011; Brown & Reingen, 1987) shows that online customer behavior is influenced not only by personal references such as family, close friends or colleagues but can also be influenced by offline mass media. These influences determine individuals' way of life, modifying their values or norms, attitudes and perceptions. Customers have the motivational power to follow their significant references suggest and adjust their behavior and then follow the recommendations. Therefore, word of mouth activities are very important in influencing consumer behavior (Cheng et al., 2006). In addition to using social media in business development, creative innovation is a must to survive the storm of the Covid-19 pandemic. One of the innovations that are easy to do is innovation in the form of products.

COVID-19 is a global health problem including Indonesia. This was initiated from the information of the World Health Organization (WHO) on 31 December 2019 there was a case

of a cluster of pneumonia with a new etiology in Wuhan City, Hubei Province, China and later expanded beyond China. On 30 January 2020, COVID-19 was set to become the public health Emergency of International Concern (PHEIC). On 11 March 2020, COVID-19 was designated as a pandemic. (Susilawati, et al. 2020)

In addition to the tourism industry which experienced the chaos, the fashion industry was also experiencing chaos due to the Covid-19 pandemic. Almost all countries in the world urge their citizens to do all learning activities or work from home so that the need for fashion has decreased drastically. The fashion world has not lost its mind and has made product innovations, one of which is in the form of home leisure wear with the concept of staying trendy and comfortable even at home. Many well-known fashion brands have made product innovations in the form of home leisure wear. Global brand H&M promotes pajama and loose style products, Dodococo campaigns with the hashtags #WorkFromHome and #PajamaChallenge, Ava Prologue and many others. The philosopher and economist Bernard Mandeville (1670-1733) said that continuous changes in the fashion industry are the main characteristics of fashion so that fashion becomes a consumer item. A study conducted by (Merlo & Belfanti, 2021) concluded that fashion product innovation had begun in the 18th century with innovations in the form of fashionable and ready-to-wear clothing. Furthermore, this study will discuss consumer behavior in product innovation in the fashion industry.

This study was conducted with the aim of looking at the context of consumer behavior in the intention to recommend the use of home leisure wear on social media. This is useful for determining the right business strategy in marketing activities in the fashion industry. The application of Theory of Planned Behavior from Ajzen (1991) very accurately describes consumer behavior. This is supported by literature studies that are found in the Scopus database source. Some of them are research discusses used clothing (Seo & Kim, 2019), environmentally friendly product innovation (Maichum et al., 2016), consumption of luxury goods (Jain, 2020), consumption of organic food (Boobalan et al., 2021) and many others. From the literature study, almost no measurement about intention to recommend home leisure wear on social media. We believed that the study is very useful for the fashion product innovation.

Social media in the real world is connecting with people or colleagues, friends, and using that media to meet new people. In cyberspace, the principle is the same, but the power of technology provides another advantage, namely users are no longer obstructed by place and space. Users can view people's profiles and send e-mails anytime and from any computer. In fact, sometimes, communicating through cyberspace feels more comfortable and complete than communicating face to face. Overall adults tend to use social media for personal reasons and not work. (Khairifa, F. et al. 2019)

The Theory of Reason Action by Fishbein & Ajzen (1975) is the foundation of the Theory of Planned Behavior. TPB explains that there are three antecedents that shape a person's behavior. The first antecedent is Attitude, which refers to the extent a person who has a favorable or unfavorable evaluation or assessment of behavior. The second is Subjective Norm which means social pressure from the surrounding environment (family, relatives, and friends) who tell what to do or not to do. The third antecedent is Perceived Behavioral Control, which refers to the perceived ease or difficulty of performing the behavior and is assumed to be reflection of the past as an anticipation of obstacles.

According to Davis (1989), Attitude is only partially mediating the effect of beliefs on intentions. Attitude is defined as a person's positive or negative evaluation of a relevant behavior and consists of a person's beliefs about the perceived outcome of performing the behavior (Hsu & Lu, 2004). In this style, consumers learn to favor behaviors that they believe have the most desirable consequences and they formed unfavorable attitudes towards

behaviors that they associate with the most undesirable consequences (Ajzen, 1991). Subjective Norm according to Ajzen & Madden (1986) is a social factor that refers to the perceived social pressure to perform or not to perform a behavior. Subjective Norms express the beliefs of important references such as family, friend or peers that their norms influence judgments. This subjective norm can be positive or negative (Azizi, 2014).

According to Ajzen & Madden (1986) the level of perceived behavior control refers to the individual's perception of the presence or absence of the necessary resources or opportunities needed to perform a behavior. Perceive behavior control has two dimensions, they are internal factors and external factors. Internal factors refer to the level of confidence that a person has in his or her ability to perform certain behaviors that are perceived in one's self-efficacy (skills, abilities, strength and will). External factors refer to resource constraints (Son et al, 2013). These constraints facilitate the conditions available to individuals such as money, time, and technology needed to perform the behavior (Taylor & Todd, 1995). The main factor in TPB is the individual's intention to perform a certain behavior. Intentions are assumed to capture the motivational factors that influence behavior; they are an indication of how hard people are willing to try, how much effort they plan to put into the behavior (Icek Ajzen, 1991).

A study by Oklevik et al. (2018) concluded that attitude has a significant effect on the intention to recommend because a positive attitude is the most powerful predictor of intention to recommend in boat tourism. The study by Bigne et al., (2018) concluded that subjective norms consist of two components, the influence that comes from family, friends and the influence that comes from the mass media, expert opinions or other user reviews. Bigne et al., (2018) concluded that subjective norms have a positive and significant effect on online repurchase intention and WOM. Research by Chang et al., (2017) also concludes that subjective norms and perceived behavioral control have a significant effect on recommendation intention for multimedia content on mobile social networks.

Figure 1 implies the model of the research. This model facilitates the application of the Theory of Planned Behavior dimensions on the behavior of the intention to recommend so that the hypotheses of this study can be summarized as follows:

H1: Attitude has a positive effect on intentions to recommend home leisure wear on social media.

H2: Subjective norms have a positive effect on intentions to recommend home leisure wear on social media.

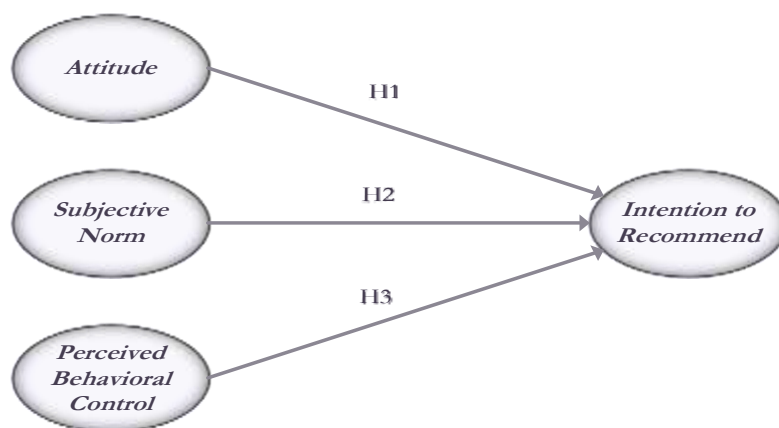H3: Behavioral control has a positive effect on intentions to recommend home leisure wear on social media.

Figure 1. Hypothesis and Conseptual Model

II. Research Methods

2.1. Data Collection and Sample Characteristics

Data collection is carried out by the distribution of questionnaires with google forms which are currently increasingly being used in various activities. The 160 questionnaires distributed, only 143 people successfully filled out the questionnaire completely and eligible for further analysis. The distribution of the questionnaire was carried out in the period of August 2021. The characteristics of the respondents consisted of 23.3% males and 76.7% females. As many as 53.1% have high school education and private employees are the occupations that dominate the respondents.

2.2. Data Analysis

This study uses quantitative analysis with the Structural Equation Modeling (SEM) program which is operated through SmartPLS software. The research model consists of several constructs that need to be seen for their validity and reliability through evaluation of model measurements. This evaluation is done by analyzing convergent validity, discriminant validity, composite reliability and Cronbach Alpha. After the indicators are declared valid and reliable, then we proceed by evaluating the structural model. We analyzing the R-Square, Path Coefficient and T-Statistic (Bootstrapping).

III. Result and Discussion

3.1. Result

This section describes and interprets the results of the data analysis that has been processed. The purpose of this study was to determine the intention to recommend home leisure wear on social media with the Theory of Planned Behavior approach. We developed hypotheses and tested using Structural Equation Modeling (SEM) and SmartPLS 3.0.

The first step is evaluated the measurement model (outer model). This step done by measuring convergent validity and the value of the loading factor is must be greater than 0.7 so that the construct can be said correlated (Ghozali, 2014). However, for research in the early stages of developing a measurement scale, a loading factor value of 0.5 to 0.6 is considered with small number of indicators, ranging from three to seven indicators (W.W Chin, 1998). The following is a diagram of the loading factor in the research model:
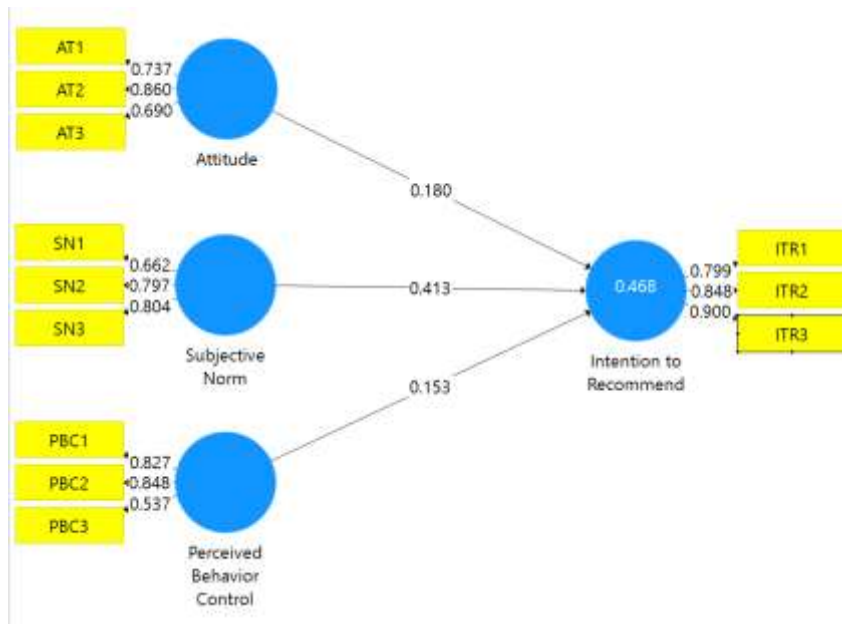
Figure 2. *Loading Factor Value*

Next, we evaluate the discriminant validity using average variance extracted (AVE) method for each construct. We compared the value of the square root of average variance extracted for each construct with the correlation between the construct and other constructs in the model (Ghozali, 2014). The good discriminant validity if the AVE square root value of each construct is greater than the correlation value between the construct and other constructs in the model (Fornell & Larcker, 1981). The AVE value is clearly seen in table 1.

Table 1. Crossloading Value

	Atitude	Subjective Norm	Perceived Behavioral Control	Intention to Revisit
AT1	**0,737**	0,556	0,537	0,434
AT2	**0,860**	0,606	0,649	0,523
AT3	**0,690**	0,468	0,628	0,401
SN1	0,405	**0,662**	0,328	0,449
SN2	0,645	**0,797**	0,623	0,498
SN3	0,556	**0,804**	0,678	0,532
PBC1	0,638	0,653	**0,827**	0,425
PBC2	0,714	0,581	**0,848**	0,584
PBC3	0,338	0,395	**0,537**	0,255
ITR1	0,484	0,515	0,516	**0,799**
ITR2	0,533	0,628	0,499	**0,848**
ITR3	0,495	0,510	0,504	**0,900**

Source: data analysis by researcher 2021

The next step is analyze Composite reliability that should not be less than 0.7 and Cronbach Alpha value should not be less than 0.6 (Wynne W Chin, 1998). We served table 2 for the calculation result:

Table 2. Composite Reliability dan Cronbach Alpha Measurement

	Composite Reliability	Cronbach α
Attitude	0,808	0,643
Subjective Norm	0,800	0,623
Perceive Behavioural Control	0,789	0,623
Intention to Recommend	0,886	0,807

Source: data analysis by researcher 2021

From the table above, we can see that the composite reliability and Cronbach Alpha have appropriate values so it can be said that the indicators are able to measure the constructs. After fulfilled testing the outer model, the next step is calculate the inner model by analysis the R-Square, Path Coefficient and T-Statistic (Bootstrapping). The R-Square values are shown in the table below.

Table 3. R-Square Value

Construct	R-Square
Intention to recommend	0,468

Source: data analysis by researcher 2021

We can see that the R-Square value obtained is 0.468, which means that the intention to recommend variable is influenced by 46.8% by the attitude construct, subjective norm and perceived behavioral control, while the remaining 53.2% is influenced by other construct which not examined in this study. In addition to the R-square, the inner model also calculates the path coefficient to see the significance and strength of the construct relationship and to test the hypothesis with a value range between -1 to +1. The following table presents the results of calculating the path coefficient.

Table 4. Path Coefficient Value

	Intention to recommend
Attitude	0,180
Subjective Norm	0,143
Perceived Behavioral Control	0,153

Source: data analysis by researcher 2021

From the table above, concluded that the path coefficient value has a positive number between 0 and 1, which means that the research hypothesis has a positive relationship direction.

The next step is analysis the significant figures using the T-Statistic method (bootstrapping) and it is shown in the table below.

Table 5. Bootstrapping

	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T statistic (|O/STDEV|)	P Values
Attitude -> Intention to recommend	0,180	0,181	0,114	1,575	0,116
Subjective Norm -> Intention to recommend	0,413	0,406	0,106	3,907	0,000
Perceived Behavioral control -> Intention to recommend	0,153	0,166	0,110	1,383	0,167

Source: data analysis by researcher 2021

From the data above, we concluded that attitude construct has a positive but not significant to effect intentions to recommend home leisure wear on social media because the T-Statistic value was below 1.96. The subjective norms have a positive effect on intentions to recommend home leisure wear on social media. The T statistic of subjective norm had a positive and significant effect on intentions to recommend home leisure wear on social media. And perceived behavioral control has a positive but not significant to effect intentions to recommend home leisure wear on social media.

3.2. Discussion

From the data analysis results, we concluded demographic characteristics of the respondents are summarized using descriptive statistics. The respondent majority in this study were women with 77.1%. The average last education is high school which is 52.8% and working in the private sector is 71.9%. We observe that women are the ones who most often use home leisure wear when working from home because they are considered comfortable but still feasible and keep up with the times.

Second, the results of the first hypothesis (H1) prove that the attitude construct has a positive but not significant on the intention to recommend home leisure wear on social media. This contradicts the research by Oklevik et al., (2018). Respondents are very interested in using home leisure wear but it is not the reason for their intention to recommend on social media. In addition, although home leisure wear is considered comfortable and trendy, but does not make respondents use it when leaving the house or traveling far.

Third, the results of the second hypothesis (H2) prove that the subjective norm construct has a positive and significant effect on the intention to recommend home leisure wear on social media and is in line with research by (Bigne et al., 2018; Chang et al., 2017). We can be said that subjective norms exist in society determine home leisure wear. Respondents will pay attention to suggestions and criticisms from family, friend and the environment. Respondents will feel uncomfortable if the surrounding environment has an unpleasant opinion about home leisure wear so that this has a significant effect on the intention to recommend.

Fourth, the results of the third hypothesis (H3) that have been carried out prove that the perceived behavioral control construct has a positive but not significant effect on the intention to recommend and it is contradiction with research by (Bigne et al., 2018). This can be caused that work from home activities are not the reason for using home leisure wear. The work from home activity has become one of the new era activities in digital transformation, not even a few people work from home while living in a certain area (hometown or resort/vacation).

IV. Conclusion

Based on the literature study and data analysis, we have conclusions to answer the hypothesis questions. The attitude construct has a positive but not significant effect the intention to recommend home leisure wear, which means that H1 is rejected. The attitude of being interested in the use of home leisure does not affect the intention to recommend. The subjective norm construct has a positive and significant effect on the intention to recommend home leisure wear. It means that H2 is accepted. This can be caused by the influence of relatives, family or even posts and reviews from others on social media. And construct of perceived behavioral control has a positive but not significant effect on intention to recommend home leisure wear and it means H3 is rejected.

The results of the analysis can be considered for people who want to enter the fashion business. Intention to recommend on social media can be a business strategy in the fashion field. However, there are many shortcomings in this study. This study only takes a small sample and there is no specification of the characteristics work from a particular sector considering that work from home activities only reserved for employees of non-essential companies. The imposition of restrictions on community mobility is also one of the shortcomings so that people are forced to stay at home without the option to do other activities such as traveling or just going to the mall. We hoped that further research with big samples and covering all business sectors with a longer duration of research is expected.

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