

Consumer Fashion Innovativeness, Perceived of Risk and Intention to Buy in Online Shopping

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Abstract. This article is a conceptual study that discusses how fashion knowledge possessed by a consumer (consumer fashion innovativeness) can influence consumers' buying intentions to shop online. In addition, with this knowledge of fashion, consumers can minimize the risks that may occur when making online purchases. Therefore, in the study of online shopping these two variables are important variables to be identified, because they have an impact on buying intentions in online shopping, especially for fashion products.

Keywords: Consumer fashion innovativeness · Perceived of risk · Purchase intention · Online shopping

1 Introduction

Now who doesn't know the internet. Almost everyone knows and uses the internet. The internet makes access to the outside world easier, so that diverse human needs can be achieved with this media. This makes entrepreneurs also take advantage of this media as an effective, inexpensive and fast distribution channel in marketing their products. In a relatively short time e-commerce is growing rapidly and competition in e-commerce is also getting stronger, so producers (vendors) must prepare strategies to attract customer buying interest. Various methods are used by vendors to attract customers to buy customers, for example at discounted prices, free shipping and a payment system that is done on the spot.

The presence of e-commerce makes it easy for customers to make purchases, because by visiting the intended site and finding the desired goods / services, besides that through this media customers can easily find various information about products, compare prices, see promotions, compare services between vendors and even to compare the level of risk that might occur in vendors in the online media.

Website or vendor is the link between producers and customers in cyberspace [1]. However, because customers can only see the product in store outlets on the internet, without being able to see or hold directly the product being sold, this will pose a risk compared to traditional shopping. Internet purchases are more risky than traditional purchases [2], because seeing and feeling the product before buying it is considered

important by customers to make purchasing decisions [3]. Risk is a construct that measures beliefs of uncertainty about negative possibilities [4]. Usually to avoid risk, customers are more interested in shopping at known vendors. Online shops (vendors) such as: Shopping.com, Lazada, Zalora, Berrybenka, PinkEmma, Shopious, BelowCepek, VIP PLAZA, Makoolin, are examples of vendors that are well known and trusted by many customers.

Of all the products that are marketed in online media, fashion products are among the products that are sought after. Fashion products include clothing, shoes, bags, accessories and so on. This fashion product continues to grow with the flow of modernization or the development of the era. This development makes the community selective in determining their lifestyle. Lifestyle is closely related to fashion, because with fashion will support one's appearance to be more attractive and fashionable. In order to look trendy some people are willing to spend money to buy the latest fashion. Customers who are happy with good and trendy products are not too price sensitive and are willing to buy at high prices. Consumers are price conscious, and they are not shy about shopping and looking for the best value [5].

2 Literature Review

2.1 Consumer Fashion Innovativeness

Consumer fashion Innovativeness is the tendency to get and be the first to use the latest designs [6], they tend to buy new products that are fashionable earlier than other consumers [7] [8] [9]. Fashion innovators have knowledge of fashion and tend to be very involved with new modes [10]. [11] Fashion innovation is one of the most important factors influencing the buying behavior of Chinese customers. Chinese consumers seem to pay more attention to luxury brands that are easily recognized by people to show their social status and thus brand awareness has an important effect on Chinese consumers' attitudes towards purchasing luxury goods [12]. It is possible that companies can benefit from actions that increase innovation [6]. To offer products that are desired by the market, it is very important for fashion retailers to understand what consumers want [13].

2.2 Perceived of Risk

Risk is a very important construct that consumers must consider before making a purchase decision. Perceived risk is considered a customer's subjective beliefs about the possible negative consequences of their purchasing decisions [14]. The perceived risk is also defined as the uncertainty experienced by customers when they cannot predict the outcome of a purchasing decision in the context of online shopping [15]. Perceived risk refers to several types, namely: financial risk, product performance, social, psychological, physical risk and the time when consumers make online transactions [16].

2.3 Purchase Intention

In the business world, buying interest in an item or service is a very important factor for a company, because the consumer's decision to buy a product or service starts from the interest of the consumer and the interest arises because of the positive stimulus that gives motivation to the consumer to buy the product or service. services in the future. Purchase Intention is defined as a construct that gives the strength of the customer's intention to buy online [17]. High consumer buying interest will encourage consumers to buy products, on the other hand if consumers' low buying interest means consumers are less interested in the products being marketed.

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