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Gender-based Susceptibility to Interpersonal Influence in Buying Fashion Products in Surabaya, Indonesia Evi Thelia Sari School of Economics (STIE) Mahardhika Surabaya, Indonesia Abstract Objective- As fashion products are intensively growing nowadays, the behavior of consumers in buying fashion products has changed. This paper provided the overview of consumers' susceptibility to interpersonal influence (CSII) to examine whether there is the difference between male and female consumers in buying fashion products in Surabaya, Indonesia.

Methodology/Technique- The conceptual framework in this paper indicates the two sides of males and females to compare them in terms of consumers' susceptibility to interpersonal influence for both elements, normative susceptibility to interpersonal influence (NSI) and informative susceptibility to interpersonal influence (ISI).

Using quantitative methodology with the independent sample t-test as analysis technique the data collected by distributing questionnaires to 200 respondents, 100 males and 100 females in productive ages 17-45 years old and live in Surabaya, Indonesia was processed. Findings- There is no differences in normative susceptibility to interpersonal influence (NSI) between males and females and there is differences in informative susceptibility to interpersonal influence (ISI) between male and female in buying fashion.

Novelty – This study provided some overview and insights to fashion marketers, fashion practitioners and fashion producers in arranging marketing planning by considering the similarity in normative susceptibility to interpersonal influence and differences in informative susceptibility to interpersonal influence (ISI) between males and females.

Type of Paper - Empirical Keywords: Gender-based marketing; Consumers' susceptibility to interpersonal influence; buying behavior; fashion products JEL Classification: M30, M31 1. Introduction Fashion industry growth in Indonesia is targeted to reach 9-11% in 2025. One of the ways to boost the growth is Indonesia Fashion Week that is held annually.

Fashion is the top contributors among 14 creative industries of gross domestic product which averagely contributes 5.9% of GDP per year. Besides, the Indonesian Government also provides the education for supporting domestic fashion industry (Ministry of Indonesian Trade and Industrial). The purchasing power of Indonesian society has been increasing since 5 years ago which consumption per capita for textile product increased from 5.03 kg in 2009 and became 6.82 kg in 2014.

The fashion industry in Indonesia has an advantage compared to its competitors, since some branded fashion (approximately 200 brands) are produced in Indonesia, such as Zara, Adidas, Nike, The North Face, Amer Group, Salomon, Arcteryx, Calvin Klein, and H&M (<http://duniaindustri.com>). The growth of fashion industry in Indonesia is also supported by the local consumers who buy and wear the fashion products intensively.

The behavior of fashion consumers in Indonesia needs the social learning theory perspective and human thought to understand their behavior. Considering the consumers' role and consequence based on social and environmental implication of their consumption decision is very important (Sadachar, et al., 2016). Then studying susceptibility to interpersonal influences is useful and relevant for marketing research (Hoffmann & Broekhuizen, 2009).

The changes of paradigm within female and male in buying fashion products showed as the impact of global cultural, media imagery and the rapid development of information technology (Chen & Ha, 2016; Lam & Yee, 2014). Relating the fashion products in Surabaya, Indonesia to the studying susceptibility to interpersonal influences, this study has purposes to examine whether the normative and informative susceptibility to interpersonal influences are different between males and females in buying fashion products. 2. Literature Review 2.1.

Gender-based Marketing Gender, on susceptibility to three social influence types such as gender, ethnicity, marital status, and living situation for certain products were found to be influential demographics for both informative and normative influences (Girard, 2010). A study conducted by Khare, et al. (2011) showed that demographics variables such as age, gender, marital status, education and income, were considered as moderators on consumer susceptibility to interpersonal influence.

One of marketing activities is advertising that has been using gender-based styles, such as the masculine style is short and clipped but feminine style has extravagant language and play on emotions (Christopher, 2016). The other study stated that if the advertisement meets the preferences of the consumers, they tend to be influenced to buy products.

The other study showed that men may be advised to purchase clothing that is welltailored, as it can positively enhance the image they communicate to others (Neil, et al., 2013). Ruane & Wallace (2014) stated that historically, fashion consumption has been considered a female issue because women have more awareness in clothing, engaged with fashion and likely to express themselves by using this and sometimes they also influence others to buy the same fashion.

For women, it is important to pay attention to their attires and the high-income earners will buy either foreign or domestic branded latest fashion while the lower ones still buy fashion although it is the second hand clothes (Napompech & Kuawiriyapan, 2011). 2.2. Consumer susceptibility to interpersonal influence (CSII) Consumer susceptibility to interpersonal influence (CSII) is the need to identify one's image in the opinion of significant others through the acquisition and use of products and brands, the willingness to conform to the expectations of others or seeing information from others (Bearden et al, 1989). In other words it is a measure to know how a person will be influenced by other people in case of their choices on consumption.

The two dimensions in consumer susceptibility to interpersonal influence are normative and information influence. Normative influence is to reflect a tendency of a consumer to conform to the positive expectations of others while informative influence is to reflect the tendency of information acceptance from others due to the credibility evidence about reality (Hoffmann & Broekhuizen, 2009). The previous study of Khare, et al.

(2011), the normative influences affected consumers' fashion clothing involvement but informative did not affect the consumers' fashion clothing involvement. 2.3. Buying Behavior on Fashion Products A study (Kothari & Chopra, 2015) stated that the reason consumers buy products even though they do not need or use the products, is the negative events or feelings due to previous experiences linked to the negative feelings, low self-esteem and pessimism, so, such a Compulsive buying behavior will be done to promote the victory and confidence as well. (Kothari & Chopra, 2015).

Buying behavior based on gender for clothing products studied by Koca & Koc (2016) found that women were more influenced by fashion while men were more influenced by

brand name (Koca & Koc, 2016). Basically the buying process is likely starts from the awareness of needs, continued by information search activities and evaluation of the alternatives received.

Baker (2003) stated that in the complex buying behavior, the consumer is highly involved if the product is expensive, risky and there are perceived differences in the available brands. A previous study conducted in Hangzhou (Chen & Ha, 2016) found that there was a change in young females' paradigm from being fashionable to stylish and it led to a variety of fashionable styles.

Another finding from this study showed that the impact of global cultural eclecticism and mass media imagery appears larger for young females' fashion in the city, especially through the Internet. Another previous study (Lam & Yee, 2014) showed the information technology, self-identity ambiguity, changing work practices of men, and media influence affected male fashion consciousness and this study also revealed the positive impact on the men's buying behaviours. Noh et al.

(2015), found that the respondents, male college students, desire clothing that is comfortable, gives them confidence, and meets the expectations of their surroundings thus they are driven by comfort and norms in choosing fashion. 2.4. Fashion Products The word "fashion" in this study refers to the symbolic, aesthetic, and cultural meanings the ways in which people use objects to express their taste, lifestyle, social status and belonging to a community (Pan, et al., 2015). Another term refers to fashion is "clothing" that performs a multitude of functions in an individual's life far beyond being a basic necessity (Koca & Koc, 2016).

Information about fashion trends that are spread across the entire world not only drives consumers to purchase clothing products, but also offers them many more choices that leads to a change in consumers to consider brand names and fashion, social meaning not only functional matter, and how to provide status and arouses interest (Koca & Koc, 2016). The fashion industry is changing.

The fashion paradigm is shifting from the total consumer experience to smart consumer experience concept. The consumer experience is a change on how consumers think, get information, and make decisions about consumption activities to maximize their total experience value (Kim et al., 2014). Fashion consciousness strongly effect in the young age ranges from 18-35 years old especially for luxury products and mostly use channels to find the information from media thus selecting appropriate channels to expose fashion information is very important. (Leung, et al., 2015). 3.

Research Method This study used quantitative methodology with the independent sample t-test as analysis technique. The data was collected by distributing questionnaires to 200 respondents, 100 males and 100 females in productive ages 17-45 years old and live in Surabaya, Indonesia. The items in the questionnaires used are 12 items adapted from Bearden et al. (1989).

The hypotheses raised in this study are: H1: There are differences between males and females in normative susceptibility to interpersonal influence H2: There are differences between males and females in informative susceptibility to interpersonal influence The conceptual model of the study is shown in Figure 1: Figure 1. Comparison between Male and Female in Consumers' Susceptibility to Interpersonal Influence Source: Author The conceptual framework of this study shows the differences between male and female in normative (NSI) and informative susceptibility (ISI) to interpersonal to interpersonal influence (SI) in buying fashion products. 4.

Results and Discussion The number of data collected was 200 respondents. The respondents chosen were in the same age range 20-35 years old, employed (regardless the income level) and minimum education background used here is high school graduates. Before using the data for further discussion, the validity and reliability tests should be run.

Table 1 shows the results of respondents' responses toward the questionnaire items. Table 1. Respondent's Responses Indicators Results Strongly disagree Disagree Neutral Agree Strongly agree Total Freq. 27 64 49 54 6 200 Nor1 % valid 13.5 32 24.5 27 3 100 Freq. 27 49 45 58 21 200 Nor2 % valid 13.5 24.5 22.5 29 10.5 100 Freq. 20 61 42 57 20 200 Nor3 % valid 10 30.5 21 28.5 10 100 Freq.

19 88 52 38 3 200 Nor4 % valid 9.5 44 26 19 1.5 100 Freq. 13 17 40 90 40 200 Nor5 % valid 6.5 8.5 20 45 20 100 Freq. 19 49 89 40 3 200 Nor6 % valid 9.5 24.5 44.5 20 1.5 100 Freq. 28 88 60 23 1 200 Nor7 % valid 14 44 30 11.5 0.5 100 Freq. 14 72 61 45 8 200 Nor8 % valid 7 36 30.5 22.5 4 100 Freq. 3 21 35 104 37 200 Inf1 % valid 1.5 10.5 17.5 52 18.5 100 Male Female SI ISI NSI Buying Fashion Freq. 0 6 23 99 72 200 Inf2 % valid 0 3 11.5 49.5 36 100 Freq.

1 9 30 131 29 200 Inf3 % valid 0.5 4.5 15 65.5 14.5 100 Freq. 1 10 36 90 63 200 Inf4 % valid 0.5 5 18 45 31.5 100 Source: Primary data, Author. Table 1 shows the complete respondents' responses toward the questionnaire sheets given. The items in the questionnaire are adapted from Bearden & Teel (1989) as also used in Tjiptono et al. (2004) for being translated into Indonesian language.

The items indicate normative susceptibility to interpersonal influence (NSI) are: "I rarely purchase the latest fashion styles before I am sure my friends agree to it" (Nor1), "For me, it is important that others like the fashion product I buy" (Nor2), "In buying fashion products, I used to buy the brands I think people will like them" (Nor3), "I often buy the fashion products that people expect me to buy" (Nor4), "I like to know that fashion product that I buy will get good impression from others" (Nor5), "I feel a sense of belonging if I buy the same fashion products used by others" (Nor6), "I buy a fashion product if I want to be alike to someone" (Nor7), and "I identify myself by buying fashion products which the other people also buy" (Nor8).

The items to indicate informative susceptibility to interpersonal influence (ISI) are: "To ensure myself about the fashion product I buy, I observe what the people wear" (Inf1), "I will ask friends if I am not experienced enough about a fashion product" (Inf2), "I often ask others to help me in choosing the best alternative of a fashion product class" (Inf3), and "I often collect information from others about fashion products before I buy it" (Inf4). Table 2.

Summary Item Statistics Mean Minimum Maximum Range Maximum / Minimum Variance N of Items Item Means 3.232 2.405 4.185 1.780 1.740 .385 12 Source: Primary data, Author Table 2 is summary item statistics to show the means of the responses to all 12 items in questionnaires is 3.232, which means the extreme response values are not shown here. Table 3. Item-Total Statistics Mean Std.

Deviation Corrected Item-Total Correlation Cronbach's Alpha if Item Deleted N NOR1 2.74 1.090 .392 .716 200 NOR2 2.99 1.226 .395 .716 200 NOR3 2.98 1.182 .569 .688 200 NOR4 2.59 .952 .553 .695 200 NOR5 3.64 1.094 .559 .691 200 NOR6 2.80 .920 .432 .711 200 NOR7 2.41 .886 .356 .721 200 NOR8 2.81 .996 .344 .722 200 INF1 3.76 .927 .263 .731 200 INF2 4.19 .751 .180 .738 200 INF3 3.89 .714 .165 .739 200 INF4 4.02 .862 .146 .743 200 Source: primary data, author The Table 3 shows the item-total statistic to test the validity of the data.

The column Corrected Item- Total Correlation shows each of r value in this column is more than r table 0.139 (df = 198) so all items are considered valid. The column Cronbach Alpha if item deleted shows each item to be higher than 0.6, thus the items are reliable for further tests. Table 4. Group Statistic of NSI (All Components) Gender N Mean Std. Deviation Std. Error Mean Normative Male 100 22.9000 5.85947 .58595 Female 100 22.9700 4.72358 .47236 Source: primary data, author Table 4 of group statistic for NSI shows that the means values for NSI between male and female are almost the same as the difference is only 0.07.

Basically, the normative susceptibility to interpersonal influence in buying fashion products is mainly strong within female respondents as cited in the study of Ruane & Wallace (2014) that fashion consumption is a kind of female issue. Table 5. Independent Sample tests of NSI (All Components) Levene's Test for Equality of Variances t-test for Equality of Means F Sig. tdf Sig.

(2- tailed) Mean Dif- ference Std. Error Dif- ference 95% Confidence Interval of the Difference Lower Upper Normative Equal variances assumed 2.827 .094 -.093 198 .926 -.07000 .75263 -1.55420 1.41420 Equal variances not assumed -.093 189.467 .926 -.07000 .75263 -1.55462 1.41462 Source: primary data, author Table 5 shows the independent samples t test based on the value of t table is 1.972.

A homogeneity test must be done in prior to independent samples t test with F test (Levene's test). If the variances are equal, t test uses equal variances assumed, and if the variances are not equal, the t test will use Equal variances not Assumed. Based on the table, the significance value in F test is 0.094, more than 0.05, so the variances is equal and the t test uses Equal Variances Assumed.

The next step is to test the independent samples t test for examining whether there are differences between male and female in the normative element of susceptibility to interpersonal influence in purchasing fashion products in Surabaya, Indonesia. Two-side test uses significance 5% with the t table is 1.972. The value of t measured is -0.093. Since the - t table t value measured t table (-1.972 -0.093 1.972) and the significance is more than 0.05 (0.926), the alternative hypothesis as stated above is rejected, means that there is no differences between male and female in the normative element of susceptibility to interpersonal influence in purchasing fashion products in Surabaya, Indonesia. The t measured value is also negative (-0.093) and giving the meaning that the group 2 (Female) has the higher mean than group 1 (Male) as seen in the Table 4 Group Statistic that mean of group 1 (male) is 22.90 but the mean of group 2 (female) is 22.97, thus the difference is not really significant, only 0.07 for NSI element. Table 6.

Group Statistics of NSI (Each Component) Gender N Mean Std. Deviation Std. Error

Mean Male	100	2.6200	1.10810	.11081
Nor1 Female	100	2.8600	1.06382	.10638
Male	100	2.9000	1.28315	.12831
Nor2 Female	100	3.0700	1.16563	.11656
Male	100	3.0500	1.27426	.12743
Nor3 Female	100	2.9100	1.08334	.10833
Male	100	2.5500	.99874	.09987
Nor4 Female	100	2.6300	.90626	.09063
Male	100	3.7300	1.17941	.11794
Nor5 Female	100	3.5400	.99919	.09992
Male	100	2.7400	.94943	.09494
Nor6 Female	100	2.8500	.89188	.08919
Male	100	2.3800	.83823	.08382
Nor7 Female	100	2.4300	.93479	.09348
Male	100	2.9300	.99752	.09975
Nor8 Female	100	2.6800	.98350	.09835

Sources: Primary Data, Author Table 6 shows the mean of each components(based on questionnaire items

Nor1 to Nor8) measured in Normative Susceptibility of interpersonal influence in buying fashion. Basically, the means for female in 5 out of 8 items in NSI are higher than male's.

This condition shows that most female respondents consider positive expectations of others is important in buying the fashion products. Psychologically, emotion and feelings are relevant to female (Christopher, 2016) and in the marketing cases, female is influenced by these items. Table 7. Independent Samples Test of NSI (Each Component)
Levene's Test for Equality of Variances **t-test for Equality of Means** F Sig. t df Sig.

(2- tailed) Mean Difference Std. Error Difference **95% Confidence Interval of the Difference Lower Upper**

Nor	Test	F	Sig.	t	df	Sig.
Nor1	Equal variances assumed	.500	.480	-1.562	198	.24000
				.15361		-.54292 .06292
Nor2	Equal variances assumed	.497	.482	-.981	198	.328
				.17335		-.51186 .17186
Nor3	Equal variances not assumed	6.914	.009	.837	193.0	.03
				.14000		.16725 -.18988 .46988
Nor4	Equal variances assumed	.602	.439	-.593	198	.554
				-.08000		.13486 -.34595 .18595
Nor5	Equal variances assumed	.343	.559	1.229	198	.220
				.19000		.15458 -.11483 .49483
Nor6	Equal variances assumed	.690	.407	-.844	198	.399
				-.11000		.13026 -.36688 .14688
Nor7	Equal variances assumed	1.262	.263	-.398	198	.691
				-.05000		.12556 -.29760 .19760
Nor8	Equal variances assumed	.112	.738	1.785	198	.076
				.25000		.14008 -.02625 .52625

Sources: Primary Data, Author Table 7 shows the detail of independent sample t test based on the NSI items in questionnaires (Nor1 to Nor8).

Only Nor3 has the significance value is 0.009, less than 0.05, so the variances is not equal and the t test uses **Equal Variances not assumed**. The value of t measured for Nor3 is 0.837 less than t table (1.972). Because the sig **value is less than 0.05**, the first alternative hypothesis, especially for Nor3 is accepted and shows the **difference between male and female in** this item.

The group 2 (female) has lower mean than group 1 (male) because the t value measured is positive (0.837) and also shown in Table 6 that the mean for male is 3.05 and female 2.91. The similar conditions are found for Nor5 and Nor8 because the t values measured (Table 7) are positive (1.229 and 1.785), thus, the group 2 (female) for both items has lower mean values than group 1 (male).

Nor3 statement is "In buying fashion products, I used to buy the brands I think people will like them" and **based on the results** above, females have less consideration in **buying fashion in terms of buying the brands that people will like**, while males **think it is important to** buy brand that people will like. Nor5 statement is about how the people will impress the fashion product bought and males think it **is a part of** consideration to buy fashion product ("I like to know that fashion product that I buy will get good impression from others").

Males also think it is important to identify themselves from the fashion products bought by others. The statement of Nor8 is "I identify myself by buying fashion products which the other people also buy". This is an exception because males become more sensitive towards others' opinion about their fashion style choice.

Males think it important to get good impression and appreciation from others to boost up their confidence through fashion they wear. It is important for males to conform to others' positive expectation when they wear clothes, thus the normative element of CSII is reasonably higher for them due to the conformation required (Bearden et al, 1989). Table 8. Group Statistic of ISI (All Components) Gender N Mean Std. Deviation Std. Error Mean Male 100 16.2300 2.06879 .20688 Informative Female 100 15.4700 2.47188 .24719 Source: Primary Data, Author Table 8 of group statistic for ISI shows that the means values for ISI between male and female are almost the same as the difference is 0.76, but however males have higher mean than females because males tend to find more information about fashion brand that lead to the comfort and confidence while wearing (Noh et al., 2015). Table 9. Independent Samples Test of ISI Levene's Test for Equality of Variances t-test for Equality of Means F Sig. tdf Sig.

(2- tailed) Mean Difference Std. Error Difference 95% Confidence Interval of the Difference Lower Upper Informative Equal variances assumed 2.205 .139 2.358 198 .019 .76000 .32234 .12435 1.39565 Equal variances not assumed 2.358 192.041 .019 .76000 .32234 .12422 1.39578 Source: Primary Data, Author Table 9 shows the independent samples t test based on the value of t table is 1.972. The significance value is 0.139 in F test (Levene's test), means more than 0.05 and t test used in this part is Equal Variances Assumed.

To test whether there are differences between male and female in the informative element of susceptibility to interpersonal influence in purchasing fashion products in Indonesia, the two sides test was used in significance 5% with the t table is 1.972. This value is less than t value measured (2.358). Since the t table is less than t value measured ($1.972 < 2.358$) and the significance is more than 0.05 (0.019), thus the second alternative hypothesis is accepted, means that there are differences between male and female in the informative element of susceptibility to interpersonal influence in purchasing fashion products in Surabaya, Indonesia. Because the t measured value is positive (2.358) so the group 1 (Male) has the higher mean than group 2 (Female) as seen in the Table8(Group Statistic) that mean of group 1 (male) is 16.23 but the mean of group 2 (female) is 15.47, thus the difference is big enough, 0.76. Table 10. Group Statistics of ISI (Each Component) Gender N Mean Std.

Deviation Std. Error Mean Male 100 3.8900 .90893 .09089 Inf1 Female 100 3.6200 .92965 .09296 Male 100 4.2400 .76700 .07670 Inf2 Female 100 4.1300 .73382 .07338 Male 100 3.9000 .65905 .06590 Inf3 Female 100 3.8800 .76910 .07691 Male 100 4.2000 .71067 .07107 Inf4 Female 100 3.8400 .96106 .09611 Source: Primary data, Author Table 10 shows the mean of each component (based on questionnaire items Inf1 to Inf4) measured in Informative susceptibility of interpersonal influence in buying fashion.

Males usually ask their friends to help them choose the clothes they are going to wear to give them confidence and give them expected social status and belonging to a community (Noh et al., 2015; Pan, et al., 2015). Table 11. Independent Samples Test of ISI (Each Component) Levene's Test for Equality of Variances t-test for Equality of Means F Sig. tdf Sig.

(2- tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	Lower	Upper	Inf1	Inf2	Inf3	Inf4
						Equal variances assumed	Equal variances assumed	Equal variances Not assumed	Equal variances Not assumed
						3.494	3.080	4.134	6.419
						.063	.081	.043	.012
						2.077	1.036	.197	3.012
						198	198	193.459	3.012
						.039	.11000	.844	
						.13002	.10615	.02000	
						.01361	-.09933	.10128	
						.52639	.31933	-.17976	
							.21976	.12416	
								.59584	

Sources: primary data, Author Table 11 shows the detail of independent sample t test based on the ISI items in questionnaires (Inf1 to Inf4).

The components of Inf3 and Inf4 have the significance value 0.043 and 0.012, less than 0.05, so the variances are not equal and the t test uses Equal Variances not assumed. Because the sig value for both components are less than 0.05, the first alternative hypothesis, especially for Inf3 and Inf4 are accepted and shows the differences between male and female in these items.

All the t values measured are positive therefore group 1 (male) has higher means than group 2 (female) as also shown in Table 10. Males, based on the results, tend to ensure themselves about the fashion they buy by observing others (Inf1), ask their friends if they do not know enough about the fashion product (Inf2), ask friends/others to help them in choosing the best alternative of fashion products (Inf3) and they also often to ask for more information about the fashion product before the buy it (Inf4).

This situation is relevant to the previous study (Lam & Yee, 2014) that information technology, changing work practices of men and media influences might affected male fashion consciousness. Thus, they (the males) tend to acquire enough information before buying fashions. There are several findings from this study: 1. Males and females are relatively similar in their normative susceptibility of interpersonal influence in buying

fashion. 2.

Basically, males are different than females in terms of informative susceptibility of interpersonal influence in buying fashion. 3. The similarity in normative susceptibility of interpersonal influence in buying fashion **between males and females** are influenced by the new paradigm of clothing. In the past, clothing and fashion are identical to females but nowadays, the males also consider the easiness, acceptance from others and status reveal by wearing specific fashion style and brand. 4.

The difference in informative susceptibility of interpersonal influence in buying fashion **between males and females** are seen as the results of information technology, internet and media which expose the new style of fashion, new paradigm of fashion and modern people which affect the way of thinking and wearing clothes. 5.1. Conclusions **Based on the results** shows in the discussion part of this study, the **consumer susceptibility to interpersonal influence (CSII)** in buying fashion **between male and female** (gender-based) have no differences in normative **susceptibility to interpersonal influence (NSI)** which mean values difference is only 0.07 whereas some mean values for female are higher than male's.

Informative **susceptibility to interpersonal influence (ISI)** **between male and female in** buying fashion is different (0.76) whose means of males' all components in ISI are more than females'. 5.2 Limitation of the study This study is using specific respondents **from 17 to 45 years old** only and the total is 200 respondents.

The analysis technique used here is independent t-test and tends to have lack of explanation for enabling the broadened analysis. The result is very specific for consumer in Surabaya City of Indonesia, thus another research with more respondents and more cities included should be taken if generalization is required. 6. References Baihaqi, Muhamad Bari. (2013). Industri Fashion Mampu Serap 3,8juta Tenaga Kerja. <http://www.neraca.co.id/article/25095/industri-fashion-mampu-serap-38-juta-tenaga-kerja> Baker, Michael J. (2003). The Marketing Book. Fifth Edition. Butterworth-Heinemann: MA **Bearden, W.O., Netemeyer, R.G.** and Teel, J.E.

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