



## The Effect of Descriptive Norms, Injunctive Norms, and Enjoyment-based Motivation on Buying Behavior of Fashion Goods: A Case Study of MSMEs in Jambi City

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**Abstract:** Fashion trends, especially for young people, are an inseparable lifestyle. Satisfaction in following trends is one of the factors that encourages young people to always follow trends. Besides that, there are limitations to social norms that become limitations in exploring fashion trends. This study examines enjoyment-based motivation, descriptive norms, and injunctive norms on the fashion buying behavior of young SMEs in Jambi province. A total of 303 participants filled out online questionnaires, and the data collection period was three months (February-April, 2023). Data analysis used the PLS-SEM test. The results of this study indicate that enjoyment-based motivation, descriptive norms and injunctive norms have a positive effect on buying behavior. This research contributes to determining the personal factors of the customer and social norms in determining the purchase of fashion products, so that MSME actors can consider both social products with social norms and quality improvement to fulfill the enjoyment based motivation of customers in the long term.

**Keywords:** enjoyment-based motivation, descriptive norm, injunctive norm, purchasing behavior, MSME

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### INTRODUCTION

Micro, Small and Medium Enterprises, or MSMEs as they are commonly known, play an important role in the Indonesian economy (Ludiya & Mulyana, 2020). Efforts to advance and grow the MSME sector will absorb more of the existing workforce so that it can help reduce unemployment (Suci, 2017).

In addition to increasing the welfare of the workers concerned, some of the participation provided by MSMEs (Mustangin et al., 2022) includes generating national investment, GDP growth, employment, and foreign currency production (Ahmad & Eri, 2021). Therefore, the empowerment and growth of MSMEs is something that needs to be done on an ongoing basis in relation to their contribution (Hario Tamtomo & Qomariyah, 2016). This can be seen from table 1, where this is a development of the contribution of MSMEs in Indonesia from 2018-2019.



Table 1. Development of UMKM Data for 2018-2019

No	Indicator	Developments in 2018-2019	
		Amount	%
1	Business unit	1,271,440.5	1.98
2	Labor	2,584,212.1	2.21
3	ADHB GDP	518,181.3	5.72
4	GDP ADHK	210,541.9	3.68
5	Total Non-Oil and Gas Exports	45,349.6	15.43
6	ADHB investment	54,832.5	2.14
7	ADHK investment	41,610.4	2.48

Source: Indonesian Ministry of Cooperatives and SMEs (2023)

Jambi is one of the provinces in Indonesia with a total of 165,497 micro, small and medium enterprises in 2021. One of the areas in Jambi that has the highest number of MSMEs is the Muaro Jambi region with a total of 42,105 units (Central Bureau of Statistics, 2023). There are many business prospects because of basic human needs including food, fashion, and shelter. Among the industries that are most in demand by MSME business players is fashion (Ludiya & Mulyana, 2020). Why? Because fashion is a promising sector, especially for the younger generation. Thus, it is very easy to find this kind of sector in Jambi.

Fashion can be interpreted as a person's taste or preference for a fashion. As Vygotsky's sociocultural theory is based on the social, and cultural interactions (Vygotsky, 1978), fashion is a trend that is followed by all levels of society, especially teenagers approaching adulthood. Fashion trends can also be influenced by local culture (Abe et al., 2017) so that fashion can also be interpreted as a cultural element owned by a community in an area (Ratuannisa et al., 2020). For teenagers approaching adulthood, it is important to always follow the latest trends, so those who follow fashion decide what they will wear, follow, and choose by considering several things.

This study discusses the buying behavior of fashion products for UMKM (Syafmaini et al., 2023) in Jambi by students as a representation of the younger generation. Where they are teenagers towards adulthood, and have their own preferences for buying and wearing fashion in everyday life. In addition, religiosity can be a factor that influences a person's decision to choose which fashion to buy (Kusumawati et al., 2020). Other trends too, such as the trend of wearing the hijab, with the hijab campaign symbolizing contemporary Muslim youth are also factors that drive one's preference for fashion choices (Agustina, 2015). Customers rarely make decisions (Rahmiati, 2016) on their own, but to some extent these decisions are influenced by the social environment. They take other people's expectations and behavior into account when considering what is appropriate for them to buy and wear. This condition can be categorized as a social norm. Social norms can be summed up as standards and regulations that are understood by group members (in this case the community and its surroundings) without any laws governing them.

Previous research that has discussed social norms in purchasing products is buying online products on social media in Malaysia (Sook Harn et al., 2014). This study shows that subjective norms that pressure customers to behave have a positive effect on purchasing a product. Then, research conducted by Sururi (2021), proves that the religious environment, in this case is Muslim, provides motivation for other customers to buy products labeled halal. On the other hand, research from Syahrul et al. (2021) which discusses subjective norms in purchasing counterfeit goods, in this case branded shoes, is still high, due to the environment in which they live, supporting this behavior.

Not only the social norms that apply in society that can influence the decision to buy a product, but also individual preferences based on pleasure/liking (Rahmiati, 2016). For

example, halal cosmetics are cosmetics that are safe and in accordance with the principles of religiosity will be the first choice for consumers (Helmi & Sarasi, 2020). This behavior was initially based on social norms, but because this product is the best choice, then in the next phase, customers will buy with pleasure-based motivation.

This study aims to prove the relationship between social norms, in the form of descriptive norms and injunctive norms that apply in society, and pleasure preferences (enjoyment-based motivation) that are owned by individuals in deciding to buy fashion products.

## **LITERATURE REVIEW**

### **Enjoyment-Based Motivation**

*Goal framing theory* states that a person's environmental behavior is influenced by three different goals, namely hedonic, profit and normative (Ahn et al., 2020). This research will focus on the hedonic side, namely interest in buying a product because it is fun, interesting, and full of challenges. Research conducted by An (2019), defines "enjoyment" as something that is felt when they get satisfaction and happiness for what they have. This tendency increases in the need for further testing to determine the level of "enjoyment" further and its effects. Enjoyment is an intrinsic motivation that is innate from a person's personality (Fatoki, 2022).

*Enjoyment* (pleasure) can be interpreted as an emotion related to one's condition, and this is a strong response in self-acceptance. When a person is able to accept himself, it will affect his mental and physical condition. People tend to believe that they live to find happiness and a good quality of life (Sook Harn et al., 2014). On the other hand, hedonistic theory explains anything that can make someone happy, that is when good things are in accordance with intrinsic desires, one of which is by means of good products, can provide benefits to someone, and the person is satisfied/happy with the product they get (Ahn et al., 2020).

Enjoyment - based motivation according to Pink (2015) is the strongest and most sustainable source of motivation, because it taps into our natural desire to explore, learn, and grow. That is, it refers to the desire or urge to engage in an activity because it is personally pleasurable or satisfying, not because of external rewards or pressure (Kulakow & Raufelder, 2020). In Csikszentmihalyi (1997) research, it was shown that individuals who feel involved and enjoy the activities undertaken tend to achieve a flow state which can improve their performance. This shows that enjoyment-based motivation can improve performance, achievement, especially individual satisfaction in carrying out activities.

### **Descriptive and Injunctive Norms**

There are two different aspects related to social norms that affect human behavior, namely descriptive norms and injunctive norms (Ahn et al., 2020). Descriptive norms relate to perceptions related to what other people in the environment do or don't do, thus influencing the behavior of other people. Descriptive norms emphasize adaptation to individuals in uncertain and ambiguous situations, especially in different conditions.

Then, on injunctive norms, it focuses more on perceptions of what to do and what not to do related to performance or behavior and the availability of information law, and standards of acceptance or rejection in several cultures (Dewi & Ardani, 2016). People tend to comply with social norms in order to gain acceptance from society or avoid social sanctions. The effect of social pressure is often used to describe subjective norms that have the same connotation as injunctive norms in social norms that are governing. People see behavior as a "social approach" that must be used (Nurussama & Mutiah, 2019).

Therefore, injunctive norms have a greater effect in leading a person's behavior than descriptive norms. In short, descriptive norm motivation comes from examples of behavior that are accepted in the surrounding environment and suggests appropriate actions. Injunctive

norms focus on rules and beliefs, so that people comply with these norms to avoid sanctions (Melnik et al., 2013).

On the hedonic principle, people will believe that others have more knowledge than themselves. Whereas in descriptive norms, consumers tend to behave based on positive expectations from others. This causes the customer's desire for personal goals and avoids social rejection by adhering to standards (Ahn et al., 2020) Therefore, the possibility of estimating descriptive norms involves coding, storing, and retrieving the behavior of others, how to wear clothes. Meanwhile, injunctive norm estimation requires people to code, store, and retrieve statements (about) other people's approval and/or generate such conclusions from other people's behavior (Borsari & Carey, 2003).

### **Purchasing Behavior**

Maslow's hierarchy of needs theory states that human wants and desires have an impact on consumer buying decisions. People first seek higher demands such as respect and recognition before fulfilling their basic needs such as food, water, and security which can be seen in figure 1. Meanwhile, according to Kotler & Keller (2021) claims that situational, cultural, social aspects, personal, psychological, and social all have an impact on how consumers behave when making purchases. These elements interact with each other and affect the choice to buy.



Figure 1. Maslow's Hierarchy of Needs  
Source : Brand Adventure Indonesia (2023)

Sunyoto (2013:43) states that consumer behavior involves a constantly changing interaction between external factors and internal cognitive processes, because individuals make decisions about various aspects of their lives. Despite trying to plan ahead, humans often make the final decision at the last minute (Hikmawati et al., 2019). An example of unplanned consumer behavior is when individuals make impulse purchases.

Perception is an individual's process of selecting, organizing and interpreting input and information to create a meaningful picture of the world (Wardhani et al., 2016). Consumer preferences are associated with marketing, this is because consumer preferences indirectly affect the company's success in achieving predetermined targets.

Then, consumer preferences can also be caused by the norms adopted by society and the environment. For example, people buying Muslim clothes on Eid (for Muslims) (Sururi, 2021), is one of the factors for someone to buy, because the environment directs them to behave like that. This agrees with Rahmiati (2016) that buyer behavior is the concept of answering what, why, how, when, and where someone makes a purchase. As a result, the results of buyer behavior are buyers regarding product choice, brand choice, dealer choice, purchase time, purchase amount and purchase frequency (Khaniwale, 2015). Therefore, in choosing products to buy, people seem to choose according to their needs and beliefs (Ciasullo et al., 2017).

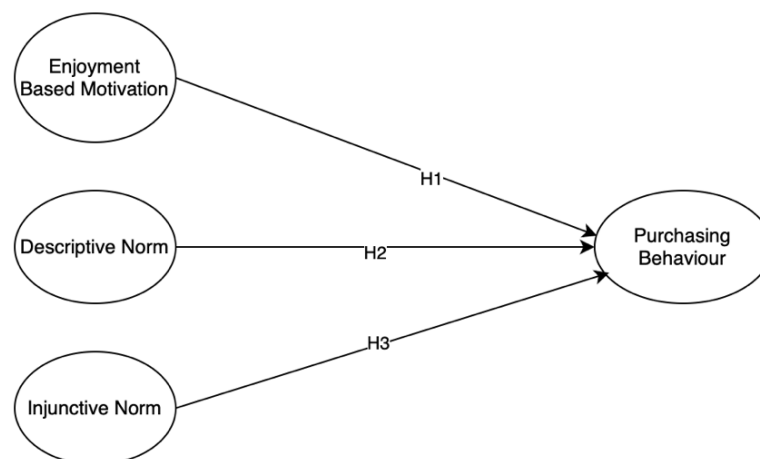


Figure 2. Research Model

**Hypothesis formulation:**

- H1: Descriptive Norms have a positive effect on buying behavior of fashion products
- H2: Injunctive norms have a positive effect on buying behavior of fashion products
- H3: Enjoyment-based motivation has a positive effect on buying behavior of fashion products

**METHOD**

**a. Types of research**

This study uses a quantitative approach. Sugiyono (2018) claims that in testing research ideas, it is necessary to collect information from samples or populations by using measuring instruments and statistical data processing. In this study, buying behavior variables, towards descriptive norms, injunctive norms, and enjoyment-based motivation variables, will be analyzed. Causal associative is the nature of this research, which means looking for causes or effects based on how well these variables are explained (Saripudin & Faihaputri, 2021).

**b. Data source**

The research data used is primary data. According to Sugiyono (2018), primary data is when data collectors can access data directly. The first source of information, or the location where the research was conducted, was collected by the researchers themselves.

**c. Method of collecting data**

The data for this research were collected by distributing questionnaires to fashion buyers at MSMEs, especially for students in Jambi City. 303 participants are filling an online questionnaire using a Google form. The Likert scale is used (score) used in this study the five (5) alternative answers is as follows.

Table 2. the scale of questinnaire

Code	Information	Scale
STS	Strongly Disagree	1
TS	Don't agree	2
N	Neutral	3
S	Agree	4
SS	Strongly agree	5

**d. Questionnaire**

Table 3. the detail questionnaire

	<b>Source</b>
Descriptive Norm (Ahn et al., 2020) 1. My family also uses MSME products 2. My friends buy MSME products 3. People I know buy MSME products 4. People arround me buy MSME products	Ahn, I., Kim, S., & Kim, M. (2020). The Relative Importance of Values, Social Norms, and Enjoyment-Based Motivation in Explaining Pro-Environmental Product Purchasing Behavior in Apparel Domain. <i>Sustainability</i> , 12(17), 6797. <a href="https://doi.org/10.3390/su12176797">https://doi.org/10.3390/su12176797</a>
Injuctive Norm (Ahn et al., 2020) 1. Close friends who are important to me will support my involvement in purchasing MSME goods/products 2. Residents in my community will support my involvement in purchasing MSME goods/products 3. The general public will support my involvement ini purchasing MSME goods/products 4. Family members whose opinions I value will approve my involvement in purchasing MSME goods/products 5. Family members whose opinions I value will approve of my decision to support MSME products	Ahn, I., Kim, S., & Kim, M. (2020). The Relative Importance of Values, Social Norms, and Enjoyment-Based Motivation in Explaining Pro-Environmental Product Purchasing Behavior in Apparel Domain. <i>Sustainability</i> , 12(17), 6797. <a href="https://doi.org/10.3390/su12176797">https://doi.org/10.3390/su12176797</a>
Enyojment Motivation (Ahn et al., 2020) 1. I like to look for MSME products to buy the things I want 2. I am happy if the MSME products I buy is because it suits my taste 3. When I buy a products/goods, I prefer goods produced by MSMEs 4. Trying and evaluuating MSME goods is fun	Ahn, I., Kim, S., & Kim, M. (2020). The Relative Importance of Values, Social Norms, and Enjoyment-Based Motivation in Explaining Pro-Environmental Product Purchasing Behavior in Apparel Domain. <i>Sustainability</i> , 12(17), 6797. <a href="https://doi.org/10.3390/su12176797">https://doi.org/10.3390/su12176797</a>
MSME Purchase Behaviour (Rausch & Kopplin, 2021) 1. I choose to buy MSME goods exclusively 2. I prefer to buy MSME products compared to other products if the quality of the 2 products is the same 3. I buy MSME products even if the price is more expensive than products other than MSME 4. When buying MSME products, I expect that the product will last a long time	Rausch, T. M., & Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. <i>Journal of Cleaner Production</i> , January, 1-35. <a href="https://doi.org/10.1016/j.jclepro.2020.123882">https://doi.org/10.1016/j.jclepro.2020.123882</a>

**e. Data analysis technique**

Partial Least Squares is the method used in this study to analyze data. PLS is a type of structural equation modeling (SEM) that uses a variance or component-based approach to its equations. SmartPLS software version 3.0 to analyze data in this study. MultiTrait-MultiMethod approach is used to evaluate the measurement model by

**f. Hypothesis test**

The hypothesis is tested by comparing the path coefficients calculated from the inner model test with the research hypothesis to see whether or not the influence of the independent variables on the dependent variable and penetration significance. The threshold of significance for this study was 5%.

**RESULT AND DISCUSSION**

**Validity and reliability tests**

This study conducted an online survey with 204 respondents. First, this study measures the validity and reliability of the research instruments. During the validity test, convergent validity, discriminant validity, and average variance were extracted. It can be seen from Table 2, all the indicators, enjoyment - based motivation, descriptive norm, injunctive norm, and purchasing behavior all are achieving >0.70, as ideally factor loading should show (Hair et al., 2019).

Table 4. Convergent validity

Enjoyment Based Motivation	EM <sub>1</sub>	0.865
	EM <sub>2</sub>	0.894
	EM <sub>3</sub>	0.888
Descriptive Norm	DN <sub>1</sub>	0.905
	DN <sub>2</sub>	0.946
	DN <sub>3</sub>	0.932
Injunctive Norm	IN <sub>1</sub>	0.905
	IN <sub>2</sub>	0.952
	IN <sub>3</sub>	0.932
Purchasing Behaviour	BP <sub>1</sub>	0.793
	BP <sub>2</sub>	0.865
	BP <sub>3</sub>	0.757

Source: data processed (2023)

**Discriminant validity**

Table 5. Discriminant validity

	<b>Enjoyment Based Motivation</b>	<b>Descriptive Norm</b>	<b>Injunctive Norm</b>	<b>Purchasing Behaviour</b>
Enjoyment Based Motivation	0.882			
Descriptive Norm	0.579	0.928		
Injunctive Norm	0.639	0.696	0.930	
Purchasing Behaviour	0.573	0.559	0.615	0.806

Source: data processed (2023)

Table 6. Table AVE, composite reliability, Cronbach alpha

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Enjoyment Based Motivation	0.858	0.861	0.913	0.779
Descriptive Norm	0.919	0.926	0.949	0.861
Injunctive Norm	0.922	0.922	0.950	0.865
Purchasing Behaviour	0.730	0.740	0.857	0.650

Source: data processed (2023)

This study measures the validity by Average Variance Extracted (AVE) and reliability by Cronbach Alpha. The table below shows that all instruments are valid and reliable. Test summary results of validity and reliability illustrates that all variables have a value of AVE > 0.5 and Cronbach Alpha >0.6.

### Results of data analysis and discussion

After validity and reliability of instruments are measured, the next step is hypothesis testing. The hypothesis test results indicate that the p-value of the association between variables is <0.05. Based on Table 5, it can be concluded that the association between enjoyment-based motivation and purchasing behavior is 0.000 ( $p < 0.05$ ), descriptive norm and purchasing behavior are 0.026 ( $p < 0.05$ ), and injunctive norm and purchasing behavior is 0.000 ( $p < 0.05$ ). Last, the association between digital marketing and performance is 0.000 ( $p < 0.05$ ).

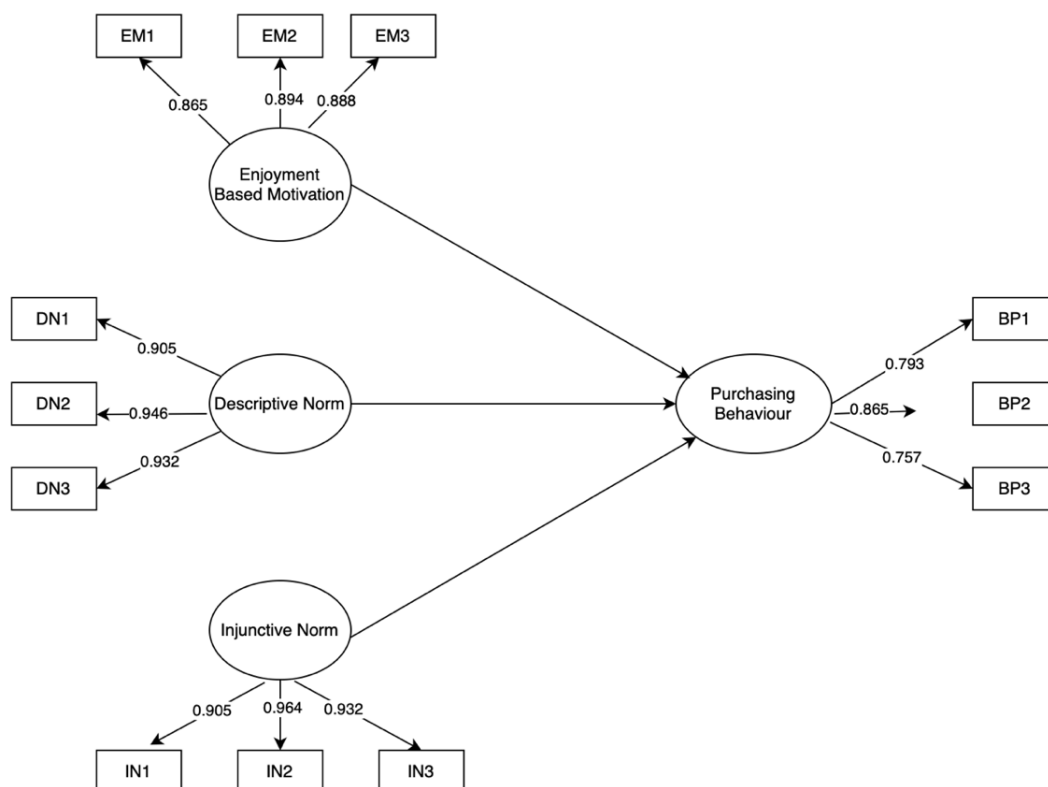


Figure 3. Path Analysis



The p-value between enjoyment-based motivation and purchasing behavior is 0.000 and the coefficient is 0.262. This value means that enjoyment-based motivation has a positive association with purchasing behavior (H1 is supported). This finding is consistent with the research of Sook Harn et al. (2014) which discovers purchasing behavior in online schemes, and confirmed one of the elements from rational choice modeling by Neumann & Ritz, (2015). In-depth interview to measure enjoyment-based motivation has pointed positive association to keep working in South Korea (An, 2019). Then, enjoyment-based motivation also supported the association with the purchasing behavior of pro-environmental products (Ahn et al., 2020).

The environmental issue is a part of people's responsibility alongside their enjoyment of that responsibility to do shopping. In several studies with different context and research focus, the enjoyment based motivation in this research has shown the satisfaction of Jambi's consumer, especially college students that always follow and join the trend, to purchase MSMEs' products. Meanwhile, it can be supported by the competitive price and quality that can be offered by MSMEs actors.

Table 7. Path Coefficient

Hypothesis		Coef-ficient	Sample Mean (M)	Standard Deviation	T-Statistics	P-Values	Result
H1	Enjoyment Based Motivation -> Purchasing Behaviour	0.262	0.266	0.069	3.795	0.000	Supported
H2	Descriptive Norm -> Purchasing Behaviour	0.186	0.188	0.083	2.226	0.026	Supported
H3	Injunctive Norm -> Purchasing Behaviour	1.318	0.323	0.077	4.138	0.000	Supported

Source: data processed (2023)

Furthermore, hypothesis 2 has a p-value of 0.026 and a coefficient of 0.186, which means that the descriptive norm has a positive association with purchasing behavior (H2 is supported). These results in line with the study of Demarque et al. (2015), using experimental design to measure descriptive norms to online shopping, Ahn et al. (2020) measured the pro-environmental product purchasing behavior as the community actively to keep eco-conscious behavior, including to buy products. In the study that conducted by Xu et al. (2022), the subjective norm has a positive association with green purchasing behavior from Chinese consumers. Different contexts, subjects, and approaches that measure descriptive norms in different countries as well pointed out that descriptive norm has a pivotal role to determine someone's behavior on purchasing something. Descriptive norms are common in society, people tend to join the invisible rule unconsciously, due to habit and environmental pressure. Ordering fashion from MSME, especially in small stores, and available in online stores as well, can be a factor for young adults to have purchasing behavior, especially if that small business is aware that their products are fulfilling Jambi's social norms. Therefore, these results have contradicted Wang & Chu (2021) study that measures the social norms to purchase certified functional foods in Taiwan, there is no association between the two constructs. This difference can be caused by different product measures and countries in the research conducted. Then, different cultures can affect the decision of someone in purchasing as culture has an impact to drive someone's behavior.

The last hypothesis, the injunctive norm also has a positive association with purchasing behavior with a p-value of 0.000 and a coefficient of 1.318 (H<sub>3</sub> IS supported). The last hypothesis is also supported, which means with injunctive norms in the community, can help to boost other people's desire to buy fashion items. The experimental study from de Groot et al. (2013), revealed that with the injunctive norms, someone tends to use fewer free plastic bags in shopping activity Ahn et al. (2020) also showed a positive association towards purchasing products due to there is the injunctive norm that people should obey in community. Elgaaied-Gambier et al. (2018), using descriptive norms to promote green behavior, examined people that aware to buy a non-package product to save the environment. Wang & Chu (2021) injunctive norms exerted a positive effect on consumer attitudes toward purchasing certified functional foods in Taiwan. The unspoken rule that can be seen from societal norms, especially if there is disapproval if someone breaks the society's norms can be the sole reason why injunctive norms have a positive association in most previous research in different contexts and approaches. Therefore, this research showed that college students in Jambi are also aware and considered the importance of injunctive norms in purchasing MSMEs fashion products.

Overall, this study indicated that willingness to consider not only to self-satisfaction in enjoyment-based motivation but also descriptive and injunctive norms as a part of social norms of someone to decide on fashion purchasing.

### CONCLUSION

In conclusion, the enjoyment-based motivation, descriptive norm, and injunctive norm are all related to the purchasing behavior of higher degree students in Jambi province, Researchers conducted this research in order to measure factors that can increase the fashion purchasing behavior of Jambi students. In line with the essentials of literature, this research attempted to increase awareness by stressing the satisfaction with enjoyment and social norms, more specifically in descriptive norms and injunctive norms. For theoretical purposes, this research can be expanded to measure with different constructs by considering the participants in different age groups., these concepts can be actively employed in purchasing behaviour factors. Taken together, these results provide destination researchers and practitioners, especially MSMEs actors with a deeper understanding regarding the improvement of social awareness in success in selling their products in the long term.

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