

## **What do Consumers really want? Online Vs. Offline Shopping for Fashion Products**

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### **Abstract**

Digitalization has changed human behavior in carrying out various activities, one of which is consumer behavior in shopping. Nowadays, many consumers often make purchases of products online. However, certain products actually require a more in-depth product evaluation before consumers decide to buy the product, which can only be done by shopping offline; one of them is fashion products. This research is conducted to identify the factors that motivate consumers in Indonesia to shop online or offline and determine whether there are differences between these motivating factors based on the demographic characteristics of consumers. Data collection is carried out by distributing questionnaires online through WhatsApp and Telegram groups during June-July 2021, which resulted in 162 responses. Chi-Square, Mann-Whitney, and Kruskal-Wallis tests are used to test the hypothesis. The results prove that the relationship between the motivating factors to shop offline and preferred shopping method with the consumer demographic characteristics, most of them show insignificant results. Different results are shown in the relationship between the motivating factors to shop online and the consumer demographic characteristics, which show significant results (age group, marital status, and education level). Furthermore, research data also shows that more than half of the respondents still prefer to shop for fashion products offline rather than online. However, in the Covid-19 pandemic, they want to physically evaluate the product. Suggestions for future research to adopt a more representative sampling technique to replicate this research and adopt different product categories to explore how consumers behave in other product categories. This research provides a deeper understanding of consumer shopping behavior for fashion products both online and offline, as well as provides an overview that there is still a future for offline fashion product stores to survive in competition with online stores by improving themselves to deal with consumer purchases in this new normal era.

**Keywords:** *Online; Offline; Shopping; Digitalization*



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### **INTRODUCTION**

Digitalization has changed human behavior in carrying out various activities, one of which is consumer behavior in shopping. Shopping has become a part of daily life. Through shopping, people will get what they need in life; some even get something more than that. Shopping is also often seen as a way to release stress, fulfill some desire in mind or add some flavor to a mechanical way of life. In general, there are two types of shopping: traditional shopping (often called offline shopping) and online shopping. Today, more and more people are shopping online rather than offline at stores, thanks to the internet (Kaur & Kaur, 2018).

The Internet has played an important role in our daily life; where through the internet, people can communicate with people who are actually on the other side of the Earth, can send emails all the time, can search for information, can play games with other people, and even can buy products online (Katawetawaraks & Wang, 2011). Since it transitioned into a global interconnected network for sharing and conveying information, the internet has emerged as a useful marketing tool platform for domestic and international transactions (Lim et al., 2016). The internet is ubiquitous and has become a major marketing channel for expanding business opportunities, demonstrated by the fast growth of online markets around the world (Sung & Jeon, 2009). This makes the internet an important shopping channel that is growing continuously in the number of users and turnover (Chaparro-Peláez et al., 2016). The invention of the internet has created new channels for products and services, which offer many advantages for companies interested in promoting and selling their products and services (Tankovic & Benazic, 2018).

The industrial era 4.0 has brought a shift in consumer buying behavior from traditional retail to online shopping channels, which is fueled by advanced digital technology and easy access to global markets. The invention of smart digital devices and sophisticated technology has enabled consumers to get services without the need for direct contact with employees (S. M. Lee & Lee, 2020). This type of non-contact service has recently become the focus of consumer consumption patterns due to the unprecedented Covid-19 pandemic (Moon et al., 2021). The results, particularly at the sectoral level, show that the use of online shopping options slightly reduces the impact of shocks on consumption spending, thereby increasing the resilience of the economy in times of pandemic (Bounie et al., 2020). Online presence and activities have become very important in our daily lives (Asiedu & Dube, 2020). Online shopping has become an increasingly common staple of life in the 21st century. Its popularity can be credited to the fact that convenience is highly valued in our world today (Kaur & Kaur, 2018). In the modern lifestyle, people need practicality in their lives, and online-based trade transactions or e-commerce are starting to be widely used (Lie et al., 2019).

E-commerce worldwide has advanced significantly due to the prominent developments in internet technology in the last decade (Moslehpour et al., 2018). E-commerce has been a tremendous success and provides significant economic and social benefits in developed countries. On the other hand, in developing countries, the description is very different. Many challenges in the country's economy have hampered the growth of e-commerce (Peña-García et al., 2020). However, during the Covid-19 pandemic, the e-commerce business in Indonesia is increasingly promising. In the midst of the pandemic, this digital-based trading business is even projected to grow 33.2 percent from 2020 which reached Rp. 253 trillion to Rp. 337 trillion in 2021. In all online-based trade lines, the trend of digital-based transactions is increasing as people spend more time at home throughout the pandemic. In addition, the existence of increasingly established technology accompanied by faster and easier transaction speeds is very helpful in accelerating this type of digital business (Hidranto, 2021).

The online shopping system does provide a lot of conveniences for consumers to make purchases of the products they want. However, certain products actually require a more in-depth product evaluation before consumers decide to buy these products, which can only be done by shopping offline, one of which is fashion products. Some of the many obstacles to buying fashion products online are the impossibility of trying a product, checking its quality before buying it, and

consulting with helpful staff (Kawaf & Tagg, 2012). Consumers cannot physically evaluate fashion products when shopping online. Thus, consumers rely heavily on visual and ambiance information provided by online shopping centers (J. Lee & Lee, 2019). In fact, it is very difficult to translate the in-store experience to the online environment, so this is one of the main reasons why the fashion industry has been slower than other sectors to adopt e-commerce (Blázquez, 2014).

Consumers usually have their own preferences in terms of shopping methods, both offline and online (Kulkarni, 2020). Various studies have been conducted to analyze the factors that encourage consumers to shop offline or online such as shopping convenience, ease of evaluating products, better prices, and so on (Kaur & Kaur, 2018; Kavya, 2016; Kulkarni, 2020; Lim et al., 2016; Wong et al., 2017). In addition, studies that explore the influence of consumer demographic characteristics such as gender, age, occupation, and others on consumer decisions to shop offline or online have also obtained significant results (Azevedo et al., 2011; Law et al., 2016; Nguyen et al., 2021; Shephard et al., 2016; Sung & Jeon, 2009).

Based on the explanation above, this research specifically focuses on the shopping behavior of fashion products, seeing the tendency of people to buy fashion products. This study aims to identify the factors that motivate consumers in Indonesia to shop online and offline and determine whether there are differences between these motivating factors based on the demographic characteristics of consumers. This study will contribute to providing a deeper understanding of consumer shopping patterns for fashion products both online and offline, as well as the main factors that determine consumers in making shopping decisions.

## **LITERATURE REVIEW**

### **Online Shopping**

Online shopping is one of the most popular ways to make purchases. It is the act of buying a product or service over the internet (Mahajan & Saini, 2018). Online shopping has become relevant in the last decade. The type of business that online retailers do is one proof that they provide some benefits to consumers that offline shopping does not provide to consumers (Sivakumar & Prasath, 2019). Online shopping is a form of electronic commerce that allows consumers to directly buy goods or services from sellers via the internet using a web browser (Kaur & Kaur, 2018; Kavya, 2016; Muda et al., 2016). Consumers can visit various websites through search engines and buy the products they are interested in without much delay and they can easily access various websites through computers, laptops, tablets, and smartphones. Today, in a day we can find many online retail stores that come with various products through various distribution channels (Kavya, 2016). Consumers must have access and knowledge of the internet if they want to shop online. Once the infrastructure is ready, the internet can provide consumers with easy access to information and fast shopping, 24 hours a day, seven days a week regardless of their geographic location (Muda et al., 2016).

Shopping has got a new definition since the advent of the internet. Because of what the internet has been offered, any person or company from any part of the world can post and sell products on the internet through a website. More than that, every consumer does not have to worry about having to find a medium to exchange banknotes because not only online banking is available;

consumers are given the option to pay through different payment methods. Today, it's getting easier to search for even the hardest-to-find products, by simply typing in the product or item the consumer is looking for. There's no need to worry about location as the logistics companies also step in, and help consumers ensure that the product they want will be available for any destination in the world. In fact, there are more and more advantages and benefits of online shopping and why people choose to do this type of shopping over traditional shopping (Kaur & Kaur, 2018).

Various technologies are available as a medium to buy products online, for example, online stores, online marketplaces, or social media. Online marketplaces are managed by intermediaries and are used by several different vendors to sell their products online in the same virtual location (Eine & Charoensukmongkol, 2021). Tokopedia, Shopee, Lazada, Blibli, Buka Lapak and others are some of the well-known e-commerce in Indonesia. Nowadays, consumer behavior has changed from day to day drastically. People use the internet not only for ordering tickets, refill phone balance etc, but now they also prefer to buy all consumables and electronics too without much hesitation (Kavya, 2016).

There are several advantages that can be obtained when someone shopping online, namely convenience in shopping, better price offers, more diverse products, cost savings, ease of product comparison, stress-free shopping, availability of online stores at any time, and savings in shopping time. (Kaur & Kaur, 2018; Kavya, 2016). While some of the weaknesses of the online shopping method are the lack of physical shopping experience, shipping costs, difficulty making claims, longer waiting times, and unknown vendors (Kavya, 2016).

### **Offline Shopping**

Offline shopping has existed since human existence, and can provide various types of benefits to consumers (Sivakumar & Prasath, 2019). Offline shopping is a traditional way to buy services or products (Mahajan & Saini, 2018), so it is also referred to as a traditional shopping method. Offline shopping gives consumers the ability to physically select and examine what an item or product looks like, and what the features of the product are. This is why some consumers still prefer traditional types of shopping over online shopping because it allows them to inspect an item closely. E-shopping is a place where buyers and sellers do not meet each other which results in a lack of awareness about the product. Although many consumers visit online shopping sites, they don't show any interest in buying products, some of the reasons are lack of trust, lack of physical touch and feel, security issues, etc. The advantages that can be obtained from offline shopping are that consumers do not need to wait for services or products purchased, do not need to wait for the arrival of the products purchased, can check the quality directly and provide feedback at the time of purchase, can access the after-sales service section better and faster by going to the seller so that they get a faster reaction from the seller directly (Kaur & Kaur, 2018).

### **Shopping Motivating Factors**

Shopping is an activity in which consumers browse available goods or services provided by one or more retailers with an intention to purchase the appropriate selection from them. Currently, there are two media that can be used for shopping. The media are online and offline shopping (Mahajan & Saini, 2018). In deciding to shop online or offline, consumers generally consider various

factors that drive these decisions. Motivation is often reflected in theory as a unitary phenomenon, but that is almost never the case. This is because individual behavior differs not only in the amount of motivation, but also in the type of motivation (Wong et al., 2017).

Several studies have been conducted to study the factors that influence shopping method decisions, both online and offline. The results of the study indicate several factors that can affect online shopping such as risk, convenience, anxiety, previous online experience, pricing policy, quality, online trust, product form, delivery time, income, tastes and preferences, information, variety, offers, instant gratification, and product and service availability. Then, several factors that influence offline shopping include fewer product choices, longer shopping time, information, authenticity, tastes and preferences, and bargaining (Hemalatha J. & Balakrishnan, 2017; Katawetawaraks & Wang, 2011; Mahajan & Saini, 2018; Sivakumar & Prasath, 2019). Other studies also conduct comparisons between online and offline purchases based on certain parameters such as convenience, variety, consumer reviews, comparison shopping, discounts, availability of unique, tangible and tryable products, shopping experience, product delivery, and product returns (Sarkar & Das, 2017). Furthermore, (Chaparro-Peláez et al., 2016) suggests that consumers' motivation to shop online is influenced by convenience, economy, seeking information, diversity, social, customization, impulsiveness, loyalty, online exclusiveness, and hedonicity. While the barriers to shopping online include risk, trust, physical contact, loyalty, and delivery. Of all the factors studied, all researchers agree that convenience factor appears in every condition, which confirms that convenience is still the main motivation for consumers to make purchases (Asiedu & Dube, 2020; Chaparro-Peláez et al., 2016).

Both online and offline shopping have their advantages and disadvantages. Online shopping does not require long-distance travel, offers more variety, stays functional 24/7, offers deep discounts and expands consumer review facilities. On the other hand, offline shopping allows consumers to physically inspect products that online shopping does not offer. Consumers can use both online and offline shopping modes depending on their preferences at a certain moment, which results in fundamentally different behavior in both shopping modes (Sarkar & Das, 2017). From the previous research above, we conclude that several motivating factors that can influence consumers' decisions to shop online or offline are the accuracy of product information, low financial risk during payment, low risk of receiving or buying low quality products, reliable consumer service, confidentiality of personal data, high prices, more affordable product prices, and shopping convenience.

### **Effect of Demographic Characteristics**

Consumer decisions to use online and offline shopping methods, apart from being influenced by driving factors, can also be influenced by the demographic characteristics of each consumer such as gender, age, income level, education level, occupation and so on. Several research have been conducted to analyze the influence of consumer demographic characteristics in influencing consumer shopping behavior. As the finding resulting from the research of (Azevedo et al., 2011) confirms that the differences between women and men, especially in what, where, when, and how they buy apparel products. Then, the different fashion lifestyle segments in connection to demographics and internet usage trends also have differences between segments in terms of attributes of online shopping centers (Sung & Jeon, 2009). In a study conducted by (Sivakumar &

Prasath, 2019) finds that women preferred to shop online than men and people from the age group of 35 years and over tend not to do online shopping because they are less aware of technology. (Law et al., 2016) conduct a study on the online shopping behavior of middle-aged consumers and find that personal awareness of security only affects habitual online use, which shows the concern of middle-aged users in doing online shopping. Furthermore, the purchasing behavior of women differ from men in term of mass media is the only significant factor and only affects consumer fashion awareness (Shephard et al., 2016).

### Hypotheses

Based on the literature mentioned above, the following hypotheses can be developed:

- H1: There is significant relationship between consumer demographic characteristics and the decision of preferred shopping method
- H2: There is significant relationship between consumer demographic characteristics and the motivating factors of online shopping decision
- H3: There is significant relationship between consumer demographic characteristics and the motivating factors of offline shopping decision

## FINDINGS AND DISCUSSION

### Demographic Profil

The questionnaire is distributed online via WhatsApp and Telegram groups which resulted in 162 responses. Of the 164 data collected, only 162 data are considered valid for this study. The demographic characteristics of the 162 respondents who filled out the questionnaire are presented in Table 1. The majority of the respondents who filled out the questionnaire are women (68.52%) with the age groups of 24-39 (48.15%) and 18-23 (38.27%), which indicate that the respondents are dominated by millennials and Gen Z. This is in line with the statement of (Muda et al., 2016), which state that the online shopper population is still dominated by young people. Most of the respondents are unmarried (58.64%) and have Senior High School education level (37.65%). In addition, there are almost the same number of students (36.42%) and private employees (35.80%) in the type of occupation of the respondents.

Table 1. Demographic Characteristics of Respondents

Category	Items	Frequency	Percentage (%)
Gender	Male	51	31.48
	Female	111	68.52
Age (years)	18-23 (Gen Z)	62	38.27
	24-39 (Millennial)	78	48.15
	40-55 (Gen X)	20	12.35
	56-74 (Baby Boomer)	2	1.23
Marital Status	Single	95	58.64
	Married	67	41.36
Education	Senior High School	61	37.65

	Diploma	3	1.85
	Bachelor	41	25.31
	Master	51	31.48
	Doctorate	6	3.70
Occupation	College Student	59	36.42
	Entrepreneur	12	7.41
	Civil Servant	7	4.32
	Private Employee	58	35.80
	Professional	19	11.73
	Housewife	4	2.47
	Unemployed	3	1.85

### Validity and Reliability Tests

**Table 2.** Validity and Reliability

Variables	Item	Pearson Correlation	Cronbach's Alpha if Item Deleted
Online Shopping	Accuracy of product information	0.643	0.931
	Low financial risk during payment	0.731	0.928
	Low risk of receiving or buying low quality products	0.671	0.930
	Reliable consumer service	0.699	0.929
	High confidentiality of personal data	0.758	0.928
	More affordable product prices	0.761	0.928
	Shopping convenience	0.818	0.925
	Offline Shopping	Accuracy of product information	0.732
Low financial risk during payment		0.732	0.928
Low risk of receiving or buying low quality products		0.702	0.930
Reliable consumer service		0.784	0.927
High confidentiality of personal data		0.762	0.928
More affordable product prices		0.670	0.930
Shopping convenience		0.803	0.926

Based on Table 2. above, it is known that the Pearson Correlation value of all variable indicators have a value greater than 0.3, so it can be concluded that all indicators in this research variable are valid. Then the values of Cronbach's Alpha if Item Deleted are also greater than 0.70, which mean the variable indicators in this study are reliable.

### Preferences of Shopping Method

Figure 1 below shows the preferred shopping method for fashion products by the people in Indonesia who are respondents in this study. The result shows that more than half of the respondents state that they prefer to shop at traditional retail stores when purchasing for fashion

products rather than buying them online. This is because respondents feel more confident to shop for fashion products at traditional retail stores because they can see and evaluate the product physically to meet the suitability of products with their wishes.



Figure 1. Preferred Shopping Method of Respondents

Then, to determine the significance of consumer demographic characteristics on the decision of preferred shopping method, Chi-Square and Kruskal Wallis tests will be carried out. The results can be seen below:

Table 3 Chi-Square Tests for Preferred Shopping Method and Gender

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.064 <sup>a</sup>	1	.151		
Continuity Correction <sup>b</sup>	1.606	1	.205		
Likelihood Ratio	2.077	1	.150		
Fisher's Exact Test				.177	.102
Linear-by-Linear Association	2.051	1	.152		
N of Valid Cases	162				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 24.24.

b. Computed only for a 2x2 table

Table 3 presents the Asymp Sig. (2-sided) value of the Pearson Chi-Square and proves that there is no significant difference between the gender of consumer with the decision of preferred shopping method ( $p = 0.151 > 0.05$ ).

Table 4. Kruskal Wallis Test for Preferred Shopping Method and Generation

	Shopping Method
Chi-Square	6.276
df	3
Asymp. Sig.	.099

a. Kruskal Wallis Test



b. Grouping Variable: Generation

Table 4 presents the Asymp. Sig. value from the Kruskal Wallis Test and proves that there is no significant difference between the generation of consumer with the decision of preferred shopping method ( $p = 0.099 > 0.05$ ).

Table 5. Chi-Square Tests for Preferred Shopping Method and Marital Status

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.136 <sup>a</sup>	1	.712		
Continuity Correction <sup>b</sup>	.044	1	.834		
Likelihood Ratio	.136	1	.712		
Fisher's Exact Test				.751	.417
Linear-by-Linear Association	.135	1	.713		
N of Valid Cases	162				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 31.85.

b. Computed only for a 2x2 table

Table 5 presents the Asymp Sig. (2-sided) value of the Pearson Chi-Square and proves that there is no significant difference between the marital status of consumer with the decision of preferred shopping method ( $p = 0.712 > 0.05$ ).

Table 6. Kruskal Wallis Test for Preferred Shopping Method and Education

	Shopping Method
Chi-Square	3.101
df	4
<b>Asymp. Sig.</b>	<b>.541</b>

a. Kruskal Wallis Test

b. Grouping Variable: Education

Table 6 presents the Asymp. Sig. value from the Kruskal Wallis Test and proves that there is no significant difference between the education level of consumer with the decision of preferred shopping method ( $p = 0.541 > 0.05$ ).

Table 7. Kruskal Wallis Test for Preferred Shopping Method and occupation

	Shopping Method
Chi-Square	11.946
df	6
<b>Asymp. Sig.</b>	<b>.063</b>

a. Kruskal Wallis Test

b. Grouping Variable: Occupation

Table 7 presents the Asymp. Sig. value from the Kruskal Wallis Test and proves that there is no significant difference between the occupation of consumer with the decision of preferred shopping method ( $p = 0.063 > 0.05$ ).

### Motivating Factors to Shop Online

The following is the average value and correlation matrix for the factors that influence consumers to shop online.

Table 8. Descriptive Statistics of Motivating Factors to Shop Online

	Mean	Std. Deviation	N	Rank
Accuracy of product information	<b>3.98</b>	.949	162	<b>4</b>
Low financial risk during payment	<b>3.89</b>	.933	162	<b>6</b>
Low risk of receiving or buying low quality products	<b>3.81</b>	.895	162	<b>7</b>
Reliable consumer service	<b>4.04</b>	.938	162	<b>2</b>
High confidentiality of personal data	<b>4.14</b>	.860	162	<b>1</b>
More affordable product prices	<b>3.95</b>	.890	162	<b>5</b>
Shopping convenience	<b>4.02</b>	.902	162	<b>3</b>

The ranking obtained from the mean score illustrates that high confidentiality of personal data is the most influencing factor for consumers to shop online ( $M = 4.14$ ). Followed by reliable consumer service and shopping convenience as the second and third most important factors in influencing consumers' purchasing decisions to shop online ( $M = 4.04$  and  $4.02$ ). Low risk of receiving or buying low quality products is the factor with the last rank that influenced consumer purchasing decisions ( $M = 3.81$ ).

Then a correlation matrix is presented to show how many factors are interrelated with each other and if the significance is less than 0.05, then the correlation is said to be statistically significant. The correlation matrix table to explain the relationship between consumer demographic characteristics and the motivating factors for online shopping decisions can be seen as follows:

Table 9: Mann-Whitney U test for Statements Motivating Factors to Shop Online and Gender

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Mann-Whitney U	2177.000	2551.000	2703.500	2504.000	2107.500	2090.500	2612.500
Wilcoxon W	3503.000	3877.000	4029.500	3830.000	3433.500	3416.500	3938.500
Z	-2.492	-1.063	-.485	-1.246	-2.802	-2.833	-.835
Asymp. Sig. (2-tailed)	.013	.288	.627	.213	.005	.005	.404

a. Grouping Variable: Gender

Table 9 above shows that the Mann-Whitney U Test tested the results of all statements with gender as the grouping variable. The results of the Mann-Whitney U Test prove that there are significant differences between the motivating factors to shop online due to the increased accuracy of product information that can be obtained, the high confidentiality of personal data, and the affordability of product prices with the gender of consumer. The p-values of these three factors are 0.013, 0.005, and 0.005, which are smaller than 0.05. Apart from these three factors, all other factors are stated to have no significant difference with the gender of consumer.

Table 10. Kruskal Wallis Test for Statements Motivating Factors to Shop Online and Generation

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Chi-Square	11.125	6.009	11.817	9.159	8.510	8.684	9.253
df	3	3	3	3	3	3	3
<b>Asymp. Sig.</b>	<b>.011</b>	<b>.111</b>	<b>.008</b>	<b>.027</b>	<b>.037</b>	<b>.034</b>	<b>.026</b>

a. Kruskal Wallis Test

b. Grouping Variable: Generation

Table 10 above shows that the Kruskal Wallis Test tested the results of all statements with generation as the grouping variable. The results of the Kruskal Wallis Test prove that there are significant differences between all motivating factors to shop online with the generation of consumers, as evidenced by the p-value less than 0.05. Apart from these three factors, all other factors are stated to have no significant difference to the generation of the consumer. Only the low financial risk factor during payment stated that there is no significant difference with the generation of consumer with a p-value of 0.111 > 0.05.

Table 11. Mann-Whitney U test for Statements Motivating Factors to Shop Online and Marital Status

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Mann-Whitney U	3111.500	2499.500	2452.000	2559.500	2690.500	2562.500	2751.000
Wilcoxon W	7671.500	7059.500	7012.000	7119.500	7250.500	7122.500	7311.000
Z	-.255	-2.449	-2.633	-2.242	-1.798	-2.239	-1.558
<b>Asymp. Sig. (2-tailed)</b>	<b>.799</b>	<b>.014</b>	<b>.008</b>	<b>.025</b>	<b>.072</b>	<b>.025</b>	<b>.119</b>

a. Grouping Variable: Marital Status

Table 11 above shows that the Mann-Whitney U Test tested the results of all statements with marital status as the grouping variable. The results of the Mann-Whitney U Test prove that the five motivating factors to shop online included low financial risk during payment, low risk of receiving or buying low quality products, reliability of consumer service, high confidentiality of personal data, and affordability of product prices have significant influence with the marital status of consumer.

The p-value of the five factors are smaller than 0.05. Two other factors such as product information accuracy and shopping convenience do not have significant differences with the marital status of consumer, with a p-value greater than 0.05.

**Table 12: Kruskal Wallis Test for Statements Motivating Factors to Shop Online and Education**

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Chi-Square	12.601	16.245	14.506	10.023	10.720	16.529	18.242
Df	4	4	4	4	4	4	4
<b>Asymp. Sig.</b>	<b>.013</b>	<b>.003</b>	<b>.006</b>	<b>.040</b>	<b>.030</b>	<b>.002</b>	<b>.001</b>

a. Kruskal Wallis Test

b. Grouping Variable: Education

Table 12 above shows that the Kruskal Wallis Test tested the results of all statements with education as the grouping variable. The results of the Kruskal Wallis Test prove that there are significant differences between all the motivating factors to shop online and the education level of consumer, as evidenced by the p-value are smaller than 0.05.

**Table 13: Kruskal Wallis Test for Statements Motivating Factors to Shop Online and Occupation**

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Chi-Square	2.474	12.015	8.768	16.486	11.744	9.862	18.322
df	6	6	6	6	6	6	6
<b>Asymp. Sig.</b>	<b>.871</b>	<b>.062</b>	<b>.187</b>	<b>.011</b>	<b>.068</b>	<b>.131</b>	<b>.005</b>

a. Kruskal Wallis Test

b. Grouping Variable: Occupation

Table 13 above shows that the Kruskal Wallis Test tested the results of all statements with occupation as the grouping variable. The results of the Kruskal Wallis Test prove that there are only two motivating factors to shop online which are stated to have significant difference with the occupation of consumer, as evidenced by the p-values of 0.011 and 0.005 which are smaller than 0.05. In addition to these two factors, the other five factors do not have significant difference with the occupation of consumer with a p-value greater than 0.05.

### Motivating Factors to Shop Offline

The following is the average value and correlation matrix for the factors that influence consumers to shop offline.

Table 14: Descriptive Statistics of Motivating Factors to Shop Offline

	Mean	Std. Deviation	N	Rank
Accuracy of product information	3.98	.891	162	1
Low financial risk during payment	3.59	.930	162	5
Low risk of receiving or buying low quality products	3.73	1.002	162	3
Reliable consumer service	3.57	.847	162	6
High confidentiality of personal data	3.67	.977	162	4
More affordable product prices	3.44	.878	162	7
Shopping convenience	3.75	.901	162	2

The ranking obtained from the mean score illustrates that the accuracy of product information is the most motivating factor for consumers to shop offline (M = 3.98). Followed by shopping convenience and low risk of receiving or buying low quality products as the second and third most important factors in motivating consumer purchasing decisions to shop offline (M = 3.75 and 3.73). The affordability of product prices is the last ranked factor that motivated consumer purchasing decisions with M = 3.44.

Then a correlation matrix is presented to show how many factors are interrelated with each other and if the significance is less than 0.05, then the correlation is said to be statistically significant. The correlation matrix table to explain the relationship between consumer demographic characteristics and the motivating factors to shop offline can be seen as follows:

Table 15. Mann-Whitney U test for Statements Motivating Factors to Shop Offline and Gender

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Mann-Whitney U	2755.500	2507.500	2518.000	2390.000	2402.500	2452.500	2554.000
Wilcoxon W	8971.500	8723.500	8734.000	8606.000	8618.500	8668.500	8770.000
Z	-.286	-1.229	-1.185	-1.699	-1.629	-1.470	-1.062
Asymp. Sig. (2-tailed)	.775	.219	.236	.089	.103	.142	.288

a. Grouping Variable: Gender

Table 15 above shows that the Mann-Whitney U Test tested the results of all statements with gender as the grouping variable. The results of the Mann-Whitney U Test prove that there are no significant difference between the motivating factors to shop offline with the gender of consumer, as evidenced by the p-value of all factors are greater than 0.05.

Table 16: Kruskal Wallis Test for Statements Motivating Factors to Shop Offline and Generation

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Chi-Square	6.726	4.745	15.519	1.592	2.573	6.590	4.216

df	3	3	3	3	3	3	3
Asymp. Sig.	.081	.191	.001	.661	.462	.086	.239
a. Kruskal Wallis Test							
b. Grouping Variable: Generation							

Table 16 above shows that the Kruskal Wallis Test tested the results of all statements with generation as the grouping variable. The results of the Kruskal Wallis Test prove that there are significant difference between the motivating factors to shop offline due to the low risk of receiving or buying low quality products and the generation of consumer, which are indicated by p-value of 0.001 which are smaller than 0.05. In addition to these factors, all other factors stated that there are no significant difference with the generation of consumer with a p-value greater than 0.05.

Table 17: Mann-Whitney U test for Statements Motivating Factors to Shop Offline and Marital Status

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Mann-Whitney U	2627.500	2936.500	2406.000	3159.500	3126.000	3043.000	3153.500
Wilcoxon W	7187.500	7496.500	6966.000	5437.500	5404.000	5321.000	5431.500
Z	-1.997	-.883	-2.776	-.084	-.203	-.512	-.105
Asymp. Sig. (2-tailed)	.046	.377	.005	.933	.839	.609	.916

a. Grouping Variable: Marital Status

Table 17 above shows that the Mann-Whitney U Test tested the results of all statements with marital status as the grouping variable. The results of the Mann-Whitney U Test prove that there are two motivating factors to shop offline included the accuracy of product information and low risk of receiving or buying low quality products which have significant difference with the marital status of consumer, with the p-values of these two factors being 0.046 and 0.005 are smaller than 0.05. In addition, the other five factors do not have significant differences with the marital status of consumer, with a p-value greater than 0.05.

Table 18: Kruskal Wallis Test for Statements Motivating Factors to Shop Offline and Education

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Chi-Square	10.979	8.953	22.213	4.243	7.792	3.001	3.298
df	4	4	4	4	4	4	4
Asymp. Sig.	.027	.062	.000	.374	.099	.558	.509

a. Kruskal Wallis Test

b. Grouping Variable: Education

Table 18 above shows that the Kruskal Wallis Test tested the results of all statements with education as the grouping variable. The results of the Kruskal Wallis Test prove that there are

significant difference between the two motivating factors to shop offline, namely the accuracy of product information and low risk of receiving or buying low quality products with the education level of consumer with p-values are smaller than 0.05, namely 0.027 and 0.000. In addition, the other five factors do not have a significant difference with the education level of consumer, with a p-value greater than 0.05.

**Table 19:** Kruskal Wallis Test for Statements Motivating Factors to Shop Offline and Occupation

	Accuracy of product information	Low financial risk during payment	Low risk of receiving or buying low quality products	Reliable consumer service	High confidentiality of personal data	More affordable product prices	Shopping convenience
Chi-Square	6.258	11.175	27.668	11.408	4.289	3.480	6.904
df	6	6	6	6	6	6	6
Asymp. Sig.	.395	.083	.000	.077	.638	.747	.330

a. Kruskal Wallis Test

b. Grouping Variable: Occupation

Table 19 above shows that the Kruskal Wallis Test tested the results of all statements with education as the grouping variable. The results of the Kruskal Wallis Test prove that there are only one significant difference between offline shopping due to the low risk of receiving or buying low quality products with the occupation of consumer, which is indicated by p-value of 0.000 which is smaller than 0.05. In addition to these factors, all other factors are stated to have no significant difference with the occupation of consumers with a p-value greater than 0.05.

## DISCUSSION

Today, the internet has become ubiquitous and has become one of the main needs of humans, both to find information, communicate with other people, and even shop for the products they want. The presence of the internet brings changes in consumer purchasing behavior from offline shopping to online shopping methods. Online shopping has become a staple of life that is increasingly common in the 21st century and indeed provides many conveniences for consumers to make purchases of the products they want. However, certain products actually require a more in-depth product evaluation before consumers decide to buy these products, which can only be done by shopping offline, one of which is fashion products. The results of this study strengthen the statement that more than half of the respondents state that they prefer to shop at traditional retail stores when purchasing fashion products rather than buying them online. This is because respondents feel more confident in buying fashion products at traditional retail stores because they can see and evaluate the suitability of products directly with their wishes. Then, the analysis of hypothesis 1 shows that there are no significant differences between consumer demographic characteristics with the decision of preferred shopping method. It is quite different from the previous studies, which stated that the demographic characteristics of consumers could make a significant difference in the decision of consumer shopping methods.

From the mean scoring of motivating factors to shop online, it is found that high confidentiality of personal data is the most influencing factor for consumers to shop online, followed by reliable consumer service and shopping convenience as the second and third most important factors. This is because consumers think that by shopping online, they do not need to meet with employees, shop owners, or people they may know when purchasing products, so the confidentiality of information about themselves and the products they buy is better maintained. As well as the reliability of consumer service and shopping convenience, where when consumers make online purchases, consumers can get service whenever and wherever they are so that the shopping process becomes easier and faster. The low risk of receiving or buying low-quality products is the last factor that influences consumers' online purchasing decisions, which implies that the majority of consumers are still afraid of the risk of getting products that are not in line with their expectations, especially when dealing with fashion products that require direct physical contact with the products to ensure the product compatibility with consumers.

For the mean scoring of motivating factors to shop offline, it is found that accuracy of product information is the most influencing factor for consumers to shop offline, followed by shopping convenience and low risk of receiving or buying low-quality products as the second and third most important factors. This is because when consumers make offline purchases, they will be able to see and ask directly to employees or shop owners about the products and prices of the products they would like to buy so that the information obtained will be more accurate and minimize their risk from receiving or buying low-quality products. The affordability of product prices is the last ranked factor that influences consumer purchasing decisions, which implies that the majority of consumers felt that purchasing products offline will only increase costs for consumers because they have to bear the cost of travel and possible food costs during the trip for the shopping, resulting in the acquisition price of the product being more expensive than when consumers do online shopping.

From the analysis of the relationship between consumer demographic characteristics and the motivating factors for online shopping decisions, the majority obtained significant results, which indicate that differences in consumer demographic characteristics greatly influenced the motivating factors of consumers' decisions to shop online. Thus, the overall hypothesis can be declared accepted. Of the seven factors described, the reliability of consumer service and affordability of products are the most related because consumers of different generations, marital statuses, and education levels usually want consistent service from online stores and are very sensitive to price. For example, consumers from generation X who are more mature will generally be more critical in choosing an online store or shopping online because they want reliable consumer service from business owners. As well as, married consumers will certainly be more sensitive to price and afraid of the fraud they will experience from shopping online. Moreover, the purchase of fashion products is generally very vulnerable to fraud, where consumers often get products do not make suitable with the real pictures from online stores.

In the analysis of the relationship between consumer demographic characteristics and the motivating factors for offline shopping decisions, the majority of results are not significant, which indicates that there are almost no differences in consumer demographic characteristics in influencing the motivating factors of consumers' decisions to shop offline. Thus, the overall hypothesis can be declared rejected. Of the seven factors described, only the low-risk factor of receiving or buying low-quality products is the most related because consumers of any



demographic characteristics will like to get the product they expect, and this generally can only be obtained from shopping directly at traditional stores. Especially for the purchase of fashion products which requires a more in-depth evaluation before consumers decide to buy the product to ensure that the purchased fashion product is a product that meets consumer expectations; this more in-depth evaluation includes an evaluation of product quality, product suitability when used, color compatibility, and so on, and this can only be done when consumers shopped offline.

## CONCLUSION

This study confirms that one hypothesis is accepted and two hypotheses are rejected by looking at the level of significance in the test results. The results of this study turned out to be quite different from previous studies, which stated that consumer demographic characteristics could make a significant difference in the decision of consumer shopping methods. In fact, the results of research using the Chi-Square and Kruskal Wallis tests show that there is no significant relationship between consumer demographic characteristics with the decision of preferred shopping method. The novelty of this research is oriented towards measuring the level of consumer shopping behavior on fashion products. This study can provide benefits both theoretically and practically. From a theoretical perspective, this study further enriches the current literature on consumer purchasing behavior by looking at the relationship between these motivating factors and consumer demographic characteristics. Meanwhile, in terms of practical implications, the findings of this study are expected to contribute to the development of digital marketing in the country and simultaneously provide an overview that there is still a future for offline fashion product stores to survive in competition with online stores by improving themselves to deal with consumer purchases in this new normal era. However, this study also has limitations like other studies. First, the findings may not be generalized to other populations due to the convenience sampling technique. So, future research may adopt a more representative sampling technique to replicate this research. Secondly, this research focused on fashion products. Therefore, we suggest future research adopt different product categories to explore how consumers behave in other product categories.

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