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Predicting Online Purchase Intentions for Clothing Products in Indonesia

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Abstract – This study studies the dimensions of online shopping attributes and predictors of the intention of purchase of clothing, based on variables of Transactional Cost, Incentive Programs, Site Design, Interactivity and demographic characteristics. This study provides managerial implications for the future online marketing of clothing products.

Objectives – To identify which of the 4 variables and demographic characteristics are significant predictors to consumers purchase intentions of online clothing.

Method – The questionnaires were distributed through online questionnaires and sending out links of the online questionnaire to respondents. The data gathered is then analyzed using Reliability & Validity analysis, Multiple Linear Regression, and One-Way ANOVA.

Results – 2 out of 9 hypotheses were accepted giving new insights of the Indonesian online retail market.

Conclusion – Overall all 4 variables together have a significant impact on purchase intentions but site design was the most important predictor to purchase intentions. Demographic characteristic of Gender has been also found to have strong relationship towards purchase intention. But the internet shopping in the area of clothing products is still in its infancy, and this research's conclusion may not hold for long, given the rapid development of e-commerce technologies.

Keyword – Purchase Intention; Incentive Programs; Site Design; Transaction Cost; Interactivity