Shopping Orientation and Online Clothing Purchases: Factors Affecting Online Purchase Behavior in Jakarta and Surroundings

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Abstract

Objectives – Online clothing shops are currently experiencing rapid growth. This study provide insights for online clothing traders in Indonesia of what important factors, related to two different purchase situations that has impact on online clothing purchase and figure out the current and potential target market to embrace the rapid growth of Indonesia online shopping trend.

Method – The link of online questionnaire was distributed through email, social network, and online clothing sites. Correlation bivariate, Mean value analysis, Independent sample t-test, Paired sample t-test, ANOVA and Regressions were used to analyze the existing relationship between variables in the research model.

Results – Findings obtained from 392 usable data indicated online clothing consumer behavior, important factors affect online clothing purchase and the kind of website preference that mostly used by Indonesia online population to do online clothing purchase. Shopping for fun was found to be positively associated with online purchase. Analysis by segment indicated that difficulty in selecting items and less fun variables were negatively associated with online purchase in some segments.

Conclusion – Different purchase situation and demographic factors were proven to affect online clothing purchase. Relationships among variables in the research model were relatively weak for the overall respondents. However, the research model indicated three direct factors affect online clothing purchases for specific segments of respondents. Online shops in Indonesia must address the difficulties and less fun of online shopping and emphasize the fun experience of shopping online.

Keywords – Consumer behavior, Online clothing purchase, Online shop, Marketing, Internet, e-commerce, Indonesia.