BAB V
PENUTUP

5.1. Kesimpulan

Berdasarkan penelitian yang telah dilakukan serta pembahasan mengenai hasil penelitian, maka dapat disimpulkan:

1. Kebutuhan akan saran dari toko tidak mempengaruhi pembelian pakaian secara daring.
2. Kebutuhan akan saran dari toko tidak mempengaruhi kesulitan dalam memilih barang.
3. Perilaku berbelanja untuk bersenang-senang tidak mempengaruhi pengalaman tidak menyenangkan.
4. Perilaku berbelanja untuk bersenang-senang mempengaruhi pembelian pakaian secara daring.
5. Perilaku belanja secara cepat mempengaruhi pembelian pakaian secara daring.
6. Kesulitan dalam memilih barang mempengaruhi pembelian pakaian secara daring.
7. Kesulitan dalam memilih barang mempengaruhi pengalaman tidak menyenangkan.
8. Pengalaman tidak menyenangkan mempengaruhi pembelian pakaian secara daring.
9. Kesulitan dalam memilih barang tidak memediasi pengaruh kebutuhan akan saran dari toko terhadap pembelian pakaian secara daring.
10. Pengalaman tidak menyenangkan memediasi pengaruh perilaku berbelanja untuk bersenang-senang terhadap pembelian pakaian secara daring.
11. Pengalaman tidak menyenangkan tidak memediasi pengaruh kesulitan dalam memilih barang terhadap pembelian pakaian secara daring.

5.2. Implikasi Manajerial

Berdasarkan penelitian yang telah dilakukan, peneliti dapat memberikan saran kepada pihak penjual pakaian secara daring guna meningkatkan pembelian pakaian secara daring oleh konsumen. Oleh karena itu, berikut saran untuk meningkatkan pembelian pakaian secara daring oleh konsumen:

1. Penjual pakaian secara daring dapat lebih menciptakan ide inovatif yang menarik serta selalu berusaha memberikan pengalaman pengalaman berbelanja yang berkesan dan menyenangkan kepada konsumen dengan memberikan inspirasi dan pengetahuan tentang pakaian untuk lebih menarik minat konsumen dalam melakukan pembelian pakaian secara daring.
2. Penjual pakaian secara daring harus selalu memperhatikan kemudahan dan seberapa praktis alur pembelian yang harus dilwati konsumen untuk dapat melakukan pembelian pakaian secara daring melalui *e-commerce* atau *website*, sehingga konsumen dapat menghemat waktu untuk berbelanja.
3. Penjual pakaian secara daring dapat mempertimbangkan kata kunci yang baik dalam pencarian pakaian yang dilakukan oleh konsumen agar konsumen lebih mudah dalam menemukan pakaian yang diinginkan dan dapat melakukan pembelian pakaian secara daring.
4. Penjual pakaian secara daring dapat mempertimbangkan kata kunci dan informasi yang sesuai dengan pakaian yang dijual agar lebih mudah dan sesuai dengan yang dibutuhkan konsumen sehingga konsumen tidak mengalami pengalaman tidak menyenangkan saat merasakan kesulitan dalam memilih barang.
5. Penjual pakaian secara daring dapat mempertimbangkan cara yang mudah, ringkas, cepat, dan memberikan informasi yang baik serta memberikan respon dengan cepat kepada konsumen untuk menghindari konsumen merasakan pengalaman tidak menyenangkan dalam melakukan pembelian pakaian secara daring.
6. Penjual pakaian secara daring dapat memberikan pengalaman yang baik untuk konsumen dengan menggunakan informasi, inspirasi, dan pengetahuan tentang pakaian, serta memberikan konsumen pengalaman yang menyenangkan untuk meningkatkan pembelian pakaian secara daring oleh konsumen.

5.3. Kelemahan Penelitian

Berdasarkan penelitian yang telah dilakukan, terdapat beberapa kelemahan dalam penelitian, yaitu:

1. Pada kuesioner penelitian variabel Kebutuhan akan Saran dari Toko, tertera kata ‘pegawai’ untuk menunjukkan kehadiran toko untuk memberi saran kepada konsumen. Hal tersebut menyebabkan tidak sinkronnya deskripsi variabel dengan kalimat yang tertera pada kuesioner.
2. Pada variabel Perilaku Berbelanja untuk Bersenang-senang, hasil uji reliabilitas menunjukkan nilai *Cronbach's Alpha* dibawah 0,6. Hal tersebut menyebabkan variabel Perilaku Berbelanja untuk Bersenang-senang dikategorikan sebagai reliabilitas moderat (*moderate*), sehingga kurang baik digunakan dalam penelitian.
3. Pada olah data uji regresi linear, seluruh data diolah dengan uji regresi linear sederhana. Hal tersebut menyebabkan beta (β) tidak mempertimbangkan kontribusi variabel lain dalam olah data.

5.4. Saran Untuk Penelitian Selanjutnya

Berdasarkan penelitian yang telah dilakukan dan kelemahan penelitian, berikut saran untuk penelitian selanjutnya, yaitu:

1. Pada variabel Kebutuhan akan Saran dari Toko, tidak perlu menggunakan kata ‘pegawai’ dalam kuesioner karena sesuai dengan deskripsi variabel bahwa saran diberikan oleh toko secara daring melalui *e-commerce*, bukan melalui toko fisik.
2. Pada penelitian selanjutnya dapat melakukan *face validity* indikator pertanyaan kuesioner lebih lanjut dan lebih memastikan seluruh variabel dapat memiliki nilai *Cronbach's Alpha* diatas 0,6 sehingga alat analisis menjadi lebih reliabel dan penelitian secara keseluruhan menjadi lebih valid.
3. Pada olah data uji regresi, data dapat diolah juga menggunakan uji regresi linear berganda. Sehingga hasil olah data dapat lebih baik dengan beta (β) yang mempertimbangkan kontribusi beberapa variabel dalam penelitian, sehingga hasil penelitian dapat lebih baik.

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Lampiran 1

Kuesioner

KUESIONER PENELITIAN

Pengaruh Orientasi Belanja dan Kebutuhan Saran dalam Pembelian Pakaian Secara Daring

Filtering:

Apakah Anda pernah membeli pakaian secara daring?

1. Pernah
2. Tidak pernah

Profiling:

Jenis kelamin

1. Pria
2. Wanita

Anggaran untuk membeli produk fashion dalam 2 bulan

1. ≤Rp300.000
2. >Rp300.000

No.	Pernyataan	Alternatif Jawaban				
	Kebutuhan akan Saran dari Toko	**SS**	**S**	**N**	**TS**	**STS**
1.	Saya tidak pernah membutuhkan panduan dari pegawai toko ketika memilih pakaian untuk diri sendiri (R)					
2.	Saya lebih menyukai beli pakaian untuk diri sendiri tanpa saran/ arahan dari pegawai toko (R)					
		STS	**TS**	**N**	**S**	**SS**
3.	Saya suka menanyakan atau menginginkan saran dari pegawai toko ketika membeli pakaian untuk diri sendiri					

	Perilaku Berbelanja untuk Bersenang-senang	**STS**	**TS**	**N**	**S**	**SS**
4.	Saya merasa cukup tertarik/menyenangkan membeli pakaian untuk diri saya sendiri					
5.	Saya membeli pakaian untuk diri saya sendiri sebagai pengalihan yang luar biasa dari stres sehari-hari					
6.	Saya merasa senang mencari inspirasi dan pengetahuan tentang pakain untuk diri sendiri – terlepas dari apakah saya berniat untuk membeli atau tidak					
	Perilaku Belanja Secara Cepat	**STS**	**TS**	**N**	**S**	**SS**
7.	Penting bagi saya untuk berbelanja pakaian untuk diri sendiri dilakukan secepat mungkin					
8.	Ketika membeli pakaian untuk diri sendiri, saya ingin menyelesaikannya secepat mungkin					
9.	Saya selalu membeli pakaian di tempat saya bisa melakukannya secepat mungkin					
	Pengalaman Tidak Menyenangkan	**STS**	**TS**	**N**	**S**	**SS**
10.	Saya kehilangan terlalu banyak pengalaman berbelanja (mengunjungi kota atau toko) saat saya berbelanja di internet					
11.	Saya merasa, bahwa berbelanja di internet kurang menyenangkan dibandingkan berbelanja di toko					
12.	Bagi saya, membeli pakaian untuk diri sendiri di internet akan sangat membosankan dibandingkan dengan berbelanja di toko-toko biasa					
	Kesulitan dalam Memilih Barang	**STS**	**TS**	**N**	**S**	**SS**
13.	Terlalu merepotkan untuk membeli pakaian di internet					
14.	Saya rasa tidak akan mudah bagi saya untuk menemukan pakaian yang saya inginkan, jika saya harus melakukannya melalui internet					
15.	Secara umum, tampaknya terlalu rumit untuk membeli pakaian untuk diri saya sendiri di internet					

	Pembelian Pakaian Secara Daring	STS	TS	N	S	SS
16.	Saya akan terus membeli pakaian secara daring					
17.	Saya familiar dengan pembelian pakaian secara daring					
18.	Saya secara rutin melakukan pembelian pakaian secara daring					
19.	Saya sering melakukan pembelian pakaian secara daring					

Lampiran 2

Data Responden dan Jawaban Kuesioner

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
1.	Pernah	Pria	≤Rp300.000	5	5	5	5	5	5	5	5	5	4	5	5	1	1	1	3	2	4	3
2.	Pernah	Wanita	≤Rp300.000	4	4	1	2	3	2	4	4	4	4	4	4	4	4	4	2	2	2	2
3.	Pernah	Pria	>Rp300.000	5	5	1	5	3	4	3	3	3	2	2	2	1	1	1	4	5	5	5
4.	Pernah	Pria	>Rp300.000	2	4	3	4	4	3	3	3	4	2	4	4	2	3	2	4	4	5	3
5.	Pernah	Pria	>Rp300.000	5	5	2	5	3	3	4	3	4	3	4	3	4	3	3	4	4	4	4
6.	Pernah	Wanita	≤Rp300.000	3	3	3	4	2	4	3	3	3	3	3	3	3	2	3	2	3	3	3
7.	Pernah	Pria	≤Rp300.000	3	3	3	3	1	1	4	4	4	3	2	2	3	3	3	2	4	1	1
8.	Pernah	Wanita	≤Rp300.000	4	4	3	5	3	3	2	2	2	3	3	2	2	2	2	4	4	3	2
9.	Pernah	Wanita	>Rp300.000	4	4	3	4	2	5	2	2	2	3	5	5	4	4	5	2	3	2	2
10.	Pernah	Wanita	≤Rp300.000	4	4	3	4	3	4	2	4	4	2	3	3	2	3	2	2	4	2	3
11.	Pernah	Wanita	>Rp300.000	3	4	4	3	3	4	4	3	2	3	2	3	3	3	3	4	4	5	5
12.	Pernah	Wanita	≤Rp300.000	2	2	3	4	5	4	4	4	4	2	2	2	2	2	2	3	4	4	4
13.	Pernah	Wanita	≤Rp300.000	4	4	2	4	4	4	2	2	2	2	2	2	2	2	2	3	4	2	4
14.	Pernah	Wanita	≤Rp300.000	2	4	2	5	5	4	2	4	4	4	3	2	2	3	2	4	4	2	4
15.	Pernah	Wanita	≤Rp300.000	3	4	3	5	4	5	5	5	5	2	3	4	4	4	5	3	4	2	2
16.	Pernah	Wanita	>Rp300.000	2	5	3	5	4	4	4	4	4	1	2	2	1	2	2	3	5	3	4
17.	Pernah	Wanita	≤Rp300.000	3	3	4	4	5	4	3	4	4	4	3	4	2	3	3	2	4	2	2
18.	Pernah	Wanita	≤Rp300.000	5	5	2	4	2	4	3	4	4	2	3	2	2	2	2	4	5	4	4
19.	Pernah	Wanita	≤Rp300.000	4	4	2	4	3	3	3	4	4	4	4	4	4	4	4	2	3	2	2
20.	Tidak pernah																					

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
21.	Pernah	Pria	≤Rp300.000	5	5	1	4	1	3	2	3	3	3	2	2	1	2	1	3	4	3	2
22.	Pernah	Wanita	>Rp300.000	2	3	5	5	3	3	4	5	4	5	3	2	2	2	2	1	5	5	5
23.	Pernah	Pria	>Rp300.000	2	4	3	5	2	4	4	2	2	4	4	2	2	2	2	2	4	3	4
24.	Pernah	Wanita	≤Rp300.000	2	3	4	4	1	4	2	2	4	5	3	3	3	3	4	2	1	1	1
25.	Pernah	Wanita	≤Rp300.000	4	4	2	5	5	4	3	3	2	2	2	2	1	3	2	2	3	3	4
26.	Pernah	Pria	>Rp300.000	4	5	2	5	3	5	4	4	5	5	3	4	5	5	5	1	4	2	2
27.	Pernah	Pria	≤Rp300.000	3	1	1	5	3	4	4	2	2	2	4	4	4	4	4	3	4	2	2
28.	Pernah	Pria	≤Rp300.000	4	4	2	4	4	2	4	4	4	2	2	2	2	2	2	4	4	4	4
29.	Pernah	Pria	>Rp300.000	3	5	2	5	1	3	4	3	4	2	3	2	2	2	1	3	4	3	3
30.	Pernah	Pria	≤Rp300.000	5	5	1	5	3	5	5	3	3	3	2	3	1	1	1	3	5	4	4
31.	Pernah	Pria	>Rp300.000	4	4	2	4	3	3	3	4	4	2	2	2	2	2	2	3	4	4	4
32.	Pernah	Wanita	≤Rp300.000	3	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
33.	Pernah	Pria	>Rp300.000	4	4	4	5	2	2	2	2	5	4	3	4	1	2	2	3	4	4	5
34.	Pernah	Wanita	>Rp300.000	1	1	4	4	4	4	3	3	4	3	3	2	3	2	2	4	4	4	4
35.	Pernah	Wanita	≤Rp300.000	4	5	2	4	2	4	3	4	4	2	2	2	2	2	2	1	4	2	4
36.	Pernah	Wanita	≤Rp300.000	4	4	2	4	3	4	2	3	3	3	4	4	4	4	4	2	2	2	2
37.	Pernah	Pria	>Rp300.000	2	4	2	5	2	4	4	4	4	2	2	2	2	2	2	2	4	2	4
38.	Pernah	Wanita	>Rp300.000	1	1	5	1	1	4	1	5	5	1	1	1	1	1	1	1	3	1	4
39.	Pernah	Wanita	>Rp300.000	4	5	1	4	2	3	2	5	4	4	3	3	3	3	2	3	3	3	3
40.	Pernah	Pria	>Rp300.000	4	4	3	5	5	5	3	3	3	5	5	4	3	4	3	3	5	2	3
41.	Pernah	Pria	>Rp300.000	2	2	2	4	1	2	4	4	4	3	2	2	2	2	2	4	4	2	2
42.	Pernah	Wanita	>Rp300.000	4	4	4	4	3	3	3	4	3	3	3	3	3	4	4	3	3	2	3
43.	Pernah	Wanita	>Rp300.000	2	2	4	5	4	4	3	3	4	3	2	1	1	2	2	3	5	4	4
44.	Tidak pernah																					
45.	Tidak pernah																					

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
46.	Pernah	Pria	>Rp300.000	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
47.	Pernah	Wanita	≤Rp300.000	3	5	1	3	3	4	4	1	1	1	5	5	5	5	4	2	1	1	1
48.	Pernah	Wanita	≤Rp300.000	4	4	2	4	5	3	1	3	5	3	4	3	3	3	3	3	4	3	3
49.	Tidak pernah																					
50.	Pernah	Wanita	≤Rp300.000	4	4	3	4	3	3	3	3	3	3	3	2	2	4	3	3	3	3	3
51.	Pernah	Wanita	≤Rp300.000	4	4	3	4	3	4	3	3	3	3	4	4	4	4	4	3	3	3	3
52.	Pernah	Wanita	≤Rp300.000	5	5	1	5	5	5	2	2	2	1	2	2	1	1	1	5	5	3	4
53.	Pernah	Wanita	>Rp300.000	5	5	3	4	3	5	2	2	2	3	2	4	2	2	2	3	4	3	4
54.	Pernah	Wanita	>Rp300.000	4	4	2	4	1	4	3	3	3	3	4	3	3	4	4	2	2	2	2
55.	Pernah	Wanita	>Rp300.000	4	4	2	5	2	5	4	4	4	2	2	2	2	2	2	2	4	2	4
56.	Pernah	Wanita	≤Rp300.000	4	4	4	4	4	4	5	5	5	5	4	4	5	4	4	5	4	1	4
57.	Tidak pernah																					
58.	Pernah	Pria	>Rp300.000	4	4	2	5	3	4	4	5	5	4	3	3	2	3	3	3	4	3	3
59.	Tidak pernah																					
60.	Pernah	Wanita	>Rp300.000	2	3	3	2	2	4	2	2	2	4	3	3	2	2	3	4	4	4	4
61.	Pernah	Wanita	≤Rp300.000	4	4	4	5	4	4	4	5	4	4	3	3	4	4	4	3	4	3	3
62.	Pernah	Wanita	>Rp300.000	2	3	2	4	2	3	2	2	2	2	4	2	2	2	2	3	2	2	2
63.	Pernah	Wanita	>Rp300.000	2	3	3	3	2	3	3	2	3	3	5	3	3	4	3	3	3	3	3
64.	Pernah	Pria	>Rp300.000	4	4	2	3	4	2	3	2	4	4	2	3	2	3	4	5	4	4	4
65.	Pernah	Pria	≤Rp300.000	3	5	1	4	4	3	2	4	3	5	2	2	2	2	2	2	4	2	3
66.	Pernah	Wanita	>Rp300.000	2	3	4	4	3	4	2	2	3	2	4	2	3	2	2	2	2	2	2
67.	Pernah	Pria	≤Rp300.000	5	5	3	5	2	4	5	5	4	4	4	3	2	2	2	4	4	4	4
68.	Pernah	Pria	>Rp300.000	3	3	3	4	1	3	4	4	4	2	1	1	1	4	1	3	4	4	4
69.	Pernah	Pria	≤Rp300.000	1	5	1	5	5	5	5	5	5	5	1	1	1	1	1	5	5	5	5
70.	Pernah	Pria	>Rp300.000	3	4	2	4	2	4	2	2	2	3	4	4	2	4	3	3	2	2	2

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
71.	Pernah	Wanita	≤Rp300.000	5	5	2	4	2	3	2	1	3	2	2	2	1	1	1	3	4	2	3
72.	Pernah	Wanita	≤Rp300.000	4	4	3	5	5	4	3	3	4	3	4	3	3	2	2	1	3	2	3
73.	Pernah	Pria	≤Rp300.000	3	4	2	4	4	3	3	4	4	2	2	2	2	2	2	4	4	3	4
74.	Pernah	Pria	>Rp300.000	3	3	2	4	2	1	4	4	3	3	2	3	1	1	1	3	5	4	3
75.	Tidak pernah																					
76.	Pernah	Wanita	>Rp300.000	4	4	2	4	4	3	3	4	4	1	2	2	2	2	2	4	4	3	3
77.	Pernah	Wanita	>Rp300.000	3	3	4	4	2	4	2	4	2	2	4	4	4	4	4	2	2	2	2
78.	Pernah	Wanita	≤Rp300.000	5	5	1	4	1	5	2	2	3	3	2	2	2	2	2	5	5	4	5
79.	Pernah	Pria	≤Rp300.000	4	4	2	4	2	4	4	4	4	2	4	4	4	4	4	2	2	2	2
80.	Pernah	Wanita	≤Rp300.000	2	4	1	5	2	4	2	3	2	2	3	3	2	4	3	1	4	1	2
81.	Pernah	Wanita	>Rp300.000	5	5	1	5	5	5	5	4	5	4	3	3	3	3	3	4	4	4	3
82.	Pernah	Pria	≤Rp300.000	4	5	1	5	3	3	2	4	3	2	2	2	1	2	2	3	3	1	2
83.	Pernah	Wanita	≤Rp300.000	4	4	4	5	4	4	2	3	3	2	2	2	5	2	2	3	4	4	4
84.	Pernah	Pria	>Rp300.000	1	5	1	5	1	5	5	5	5	2	2	2	2	2	2	2	2	2	2
85.	Pernah	Wanita	>Rp300.000	3	4	3	4	1	1	1	3	3	2	3	3	2	3	2	2	2	3	2
86.	Pernah	Pria	≤Rp300.000	3	1	4	1	2	1	2	2	2	3	3	4	3	2	4	2	2	3	3
87.	Pernah	Pria	≤Rp300.000	5	5	1	5	1	2	1	1	1	3	5	5	4	4	4	2	2	1	1
88.	Pernah	Pria	≤Rp300.000	1	4	2	5	3	4	2	2	2	3	2	1	1	3	2	3	5	3	3
89.	Pernah	Wanita	>Rp300.000	4	4	2	4	2	3	4	4	4	3	3	3	3	3	3	3	4	3	4
90.	Pernah	Pria	>Rp300.000	5	5	1	2	2	4	2	5	1	2	1	1	1	1	2	5	5	1	1
91.	Pernah	Wanita	≤Rp300.000	4	4	1	3	1	3	1	1	1	3	5	5	3	5	5	1	3	3	1
92.	Pernah	Wanita	≤Rp300.000	2	3	4	4	2	4	2	3	2	3	2	2	2	2	2	4	4	3	3
93.	Pernah	Pria	>Rp300.000	4	4	2	4	2	4	2	5	5	4	4	4	4	4	5	2	4	2	2
94.	Pernah	Pria	≤Rp300.000	3	4	3	4	2	4	3	4	2	3	3	2	3	2	2	3	3	3	3
95.	Pernah	Wanita	>Rp300.000	4	4	2	4	3	2	1	2	2	3	4	3	4	5	4	2	4	2	3

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
96.	Pernah	Wanita	≤Rp300.000	5	5	1	3	1	1	1	2	3	1	1	1	1	2	2	4	4	2	4
97.	Pernah	Pria	≤Rp300.000	4	4	2	4	2	4	2	2	3	4	4	3	3	3	2	3	4	3	3
98.	Pernah	Pria	≤Rp300.000	4	4	2	4	3	2	3	3	4	2	3	3	2	2	2	2	4	2	3
99.	Pernah	Wanita	≤Rp300.000	1	3	3	4	1	4	3	2	3	2	3	2	3	3	3	2	4	4	3
100.	Pernah	Wanita	>Rp300.000	5	5	1	5	2	2	3	4	4	2	2	2	2	2	2	4	4	3	3
101.	Tidak pernah																					
102.	Pernah	Wanita	>Rp300.000	5	5	3	5	5	3	1	3	4	5	3	3	1	4	3	3	5	5	5
103.	Pernah	Wanita	>Rp300.000	4	4	1	5	2	4	1	3	2	2	4	5	5	4	1	3	5	2	2
104.	Pernah	Pria	≤Rp300.000	2	2	2	5	1	1	5	5	5	4	2	2	2	2	2	2	4	2	2
105.	Pernah	Pria	≤Rp300.000	4	5	1	5	4	3	1	5	3	1	1	1	1	1	2	3	4	3	3
106.	Pernah	Wanita	>Rp300.000	3	4	2	5	3	3	3	2	2	2	3	2	2	2	2	3	4	2	3
107.	Pernah	Wanita	>Rp300.000	3	4	4	5	5	5	2	3	4	4	3	4	4	2	3	4	4	3	3
108.	Pernah	Wanita	≤Rp300.000	3	5	2	5	5	5	3	4	3	2	1	1	1	2	2	4	5	4	5
109.	Tidak pernah																					
110.	Tidak pernah																					
111.	Pernah	Wanita	≤Rp300.000	3	2	4	4	2	4	4	3	4	4	2	2	4	4	4	2	4	2	2
112.	Pernah	Wanita	>Rp300.000	4	4	4	5	2	2	2	2	1	2	2	2	2	2	2	4	4	3	3
113.	Pernah	Pria	>Rp300.000	5	5	1	5	2	2	5	5	5	1	1	1	1	1	1	1	5	3	5
114.	Pernah	Wanita	>Rp300.000	4	4	2	5	4	4	2	2	3	2	1	1	1	2	1	4	5	3	5
115.	Pernah	Wanita	≤Rp300.000	3	4	3	4	3	3	2	2	3	4	4	4	4	4	4	2	2	2	2
116.	Pernah	Pria	≤Rp300.000	2	5	5	5	5	5	5	3	3	5	4	4	3	4	4	4	5	4	5
117.	Pernah	Wanita	>Rp300.000	2	2	3	3	1	1	1	2	1	2	2	2	3	2	3	2	1	1	2
118.	Pernah	Wanita	≤Rp300.000	3	3	4	5	4	4	3	3	2	2	2	2	2	2	2	4	2	3	4
119.	Pernah	Pria	>Rp300.000	5	5	5	5	3	5	4	5	5	5	3	3	1	1	1	2	4	3	5
120.	Pernah	Pria	≤Rp300.000	4	4	4	4	5	5	5	4	4	4	4	2	2	2	2	4	4	4	4

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
121.	Pernah	Wanita	≤Rp300.000	3	5	2	5	5	4	3	3	2	2	4	3	3	3	2	1	3	2	2
122.	Pernah	Pria	>Rp300.000	4	4	2	4	3	4	2	4	3	4	3	3	2	3	2	4	4	3	4
123.	Pernah	Wanita	≤Rp300.000	5	5	1	5	5	5	3	5	5	3	3	2	2	5	3	5	5	3	3
124.	Pernah	Wanita	≤Rp300.000	2	5	1	5	2	4	3	4	4	3	5	4	3	3	3	4	4	2	3
125.	Pernah	Pria	>Rp300.000	5	5	1	5	3	4	4	4	3	3	3	4	2	2	2	4	4	4	4
126.	Tidak pernah																					
127.	Pernah	Wanita	≤Rp300.000	4	4	4	5	2	4	2	3	3	4	2	2	2	3	2	2	5	3	3
128.	Pernah	Wanita	≤Rp300.000	3	3	4	4	2	3	1	1	2	2	3	3	2	4	4	3	3	2	2
129.	Pernah	Pria	>Rp300.000	4	4	4	4	1	4	2	2	2	4	2	2	2	3	2	4	4	2	3
130.	Tidak pernah																					
131.	Pernah	Pria	≤Rp300.000	5	5	1	5	1	1	1	1	1	3	5	5	5	5	5	1	1	1	1
132.	Pernah	Pria	≤Rp300.000	4	4	3	4	1	2	2	2	2	4	3	4	4	4	4	2	2	2	2
133.	Pernah	Pria	≤Rp300.000	3	2	4	3	4	4	3	4	4	4	2	3	1	4	2	3	5	3	3
134.	Pernah	Pria	>Rp300.000	4	4	3	4	5	4	4	4	4	3	2	2	1	2	1	5	5	4	4
135.	Pernah	Pria	≤Rp300.000	2	3	3	2	4	2	3	1	3	2	3	4	2	1	3	4	3	3	4
136.	Pernah	Pria	≤Rp300.000	1	4	1	5	1	5	1	1	1	1	1	1	1	1	1	2	5	3	2
137.	Pernah	Pria	≤Rp300.000	4	4	2	4	2	3	2	2	2	4	3	3	2	2	2	2	3	3	3
138.	Pernah	Pria	≤Rp300.000	4	4	4	5	5	4	4	4	4	4	2	2	2	2	1	2	5	4	4
139.	Pernah	Pria	≤Rp300.000	5	5	1	5	1	3	3	3	2	2	2	2	2	3	3	2	2	2	3
140.	Pernah	Pria	>Rp300.000	4	4	2	5	2	3	2	3	4	5	4	3	4	2	2	3	4	4	4
141.	Pernah	Pria	≤Rp300.000	2	4	2	4	2	4	3	4	4	3	2	2	2	2	2	3	3	2	2
142.	Pernah	Pria	≤Rp300.000	5	5	3	4	2	4	2	4	3	3	3	3	2	3	3	3	5	1	1
143.	Pernah	Pria	≤Rp300.000	3	4	2	4	2	4	2	4	4	2	4	2	2	2	2	3	4	2	4
144.	Pernah	Pria	≤Rp300.000	4	5	4	5	2	4	3	4	2	4	2	2	1	4	2	4	5	2	4
145.	Pernah	Pria	>Rp300.000	4	5	1	5	3	5	4	4	2	4	2	4	4	5	5	4	5	3	4

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
146.	Pernah	Pria	>Rp300.000	5	5	1	5	3	5	5	5	5	1	1	1	1	2	2	3	5	3	4
147.	Pernah	Pria	>Rp300.000	4	4	2	4	4	3	2	2	2	4	4	4	4	4	4	3	4	3	3
148.	Pernah	Pria	≤Rp300.000	4	5	3	4	3	4	5	3	3	3	1	3	2	2	2	3	3	3	3
149.	Pernah	Wanita	≤Rp300.000	2	2	3	3	2	4	3	3	3	3	3	3	2	2	2	3	3	3	3
150.	Pernah	Pria	>Rp300.000	2	3	3	4	1	5	5	5	5	2	2	2	1	1	1	2	4	2	4
151.	Pernah	Wanita	>Rp300.000	3	5	3	4	4	3	4	2	2	3	4	3	2	3	3	4	4	4	4
152.	Pernah	Pria	>Rp300.000	3	4	5	4	2	4	3	4	5	4	3	4	3	3	4	2	3	3	4
153.	Pernah	Pria	≤Rp300.000	2	4	3	4	2	2	4	4	3	3	3	3	3	2	2	1	4	3	4
154.	Pernah	Pria	≤Rp300.000	1	3	2	4	4	4	2	2	4	3	4	3	4	3	4	3	3	2	3
155.	Pernah	Pria	>Rp300.000	3	4	3	3	2	4	2	3	2	3	2	3	2	3	2	2	3	2	2
156.	Pernah	Pria	≤Rp300.000	5	4	1	4	4	3	4	4	4	1	1	1	1	1	1	3	4	3	5
157.	Pernah	Pria	≤Rp300.000	3	4	2	5	3	4	2	2	3	3	2	2	3	3	2	3	5	3	3
158.	Pernah	Pria	≤Rp300.000	4	5	2	5	4	5	4	4	4	2	2	2	2	2	2	4	4	4	4
159.	Pernah	Pria	≤Rp300.000	4	4	4	4	4	4	4	4	2	4	2	2	2	2	2	4	4	4	4
160.	Pernah	Pria	≤Rp300.000	2	4	1	5	2	5	3	3	3	2	2	2	2	2	2	2	4	4	4
161.	Pernah	Pria	≤Rp300.000	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
162.	Pernah	Pria	>Rp300.000	3	5	1	4	1	4	4	4	4	2	2	1	2	2	1	3	4	3	3
163.	Pernah	Pria	>Rp300.000	1	2	4	5	4	4	2	3	4	4	4	4	1	1	4	3	3	1	3
164.	Pernah	Pria	>Rp300.000	4	4	2	5	4	4	2	2	2	2	2	2	2	2	1	4	4	4	4
165.	Pernah	Wanita	≤Rp300.000	1	5	5	5	5	5	5	5	5	1	1	1	1	1	1	5	5	5	5
166.	Pernah	Pria	>Rp300.000	5	4	3	5	1	5	5	5	5	2	2	2	2	2	2	4	4	4	4
167.	Pernah	Pria	>Rp300.000	4	5	2	4	2	2	2	2	2	2	2	2	2	2	2	2	4	2	4
168.	Pernah	Pria	≤Rp300.000	4	3	4	5	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4
169.	Pernah	Wanita	>Rp300.000	3	3	2	4	3	3	3	3	3	3	4	4	3	4	5	2	3	2	2
170.	Pernah	Wanita	≤Rp300.000	4	4	2	4	2	5	3	3	3	4	2	2	3	5	4	1	4	3	3

No	Pernah Membeli Pakaian Secara Daring	Jenis Kelamin	Anggaran Belanja *Fashion*	KSP			BUB			BSC			PTM			KMB			PPD			
				1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	4
171.	Pernah	Wanita	≤Rp300.000	2	3	3	3	2	4	3	2	3	5	1	1	1	2	1	5	5	3	5
172.	Pernah	Pria	≤Rp300.000	1	5	1	3	1	4	1	2	2	1	2	3	2	2	1	3	4	3	3
173.	Pernah	Pria	≤Rp300.000	4	5	2	5	4	5	2	2	2	2	2	2	1	2	2	2	4	4	4
174.	Pernah	Wanita	>Rp300.000	4	3	3	5	4	4	2	2	3	2	2	4	2	2	2	4	4	3	5
175.	Pernah	Wanita	≤Rp300.000	4	4	2	4	2	4	4	4	2	4	3	3	3	3	4	3	4	2	2
176.	Pernah	Pria	>Rp300.000	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
177.	Pernah	Wanita	>Rp300.000	3	3	3	5	4	4	2	2	2	2	3	3	2	2	1	1	3	3	4
178.	Pernah	Pria	>Rp300.000	2	4	4	5	1	4	1	1	2	4	4	3	4	2	2	3	4	3	3
179.	Pernah	Pria	≤Rp300.000	4	3	5	2	4	4	5	3	4	4	4	4	4	5	3	4	4	5	4
180.	Pernah	Pria	≤Rp300.000	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
181.	Pernah	Wanita	≤Rp300.000	2	2	3	4	4	4	5	5	5	2	2	2	2	4	2	5	5	5	5

Lampiran 3

Olah Data

1. Kebutuhan akan saran dari toko terhadap pembelian pakaian secara daring

Model Summary	
Model	Adjusted R Square
1	.008
a. Predictors: (Constant), Kebutuhan akan saran dari toko	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		19.955	.000
	Kebutuhan akan saran dari toko	-.119	-1.511	.133
a. Dependent Variable: Pembelian pakaian secara daring				

2. Kebutuhan akan saran dari toko terhadap kesulitan dalam memilih barang

Model Summary	
Model	Adjusted R Square
1	-.006
a. Predictors: (Constant), Kebutuhan akan saran dari toko	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		12.100	.000
	Kebutuhan akan saran dari toko	-.023	-.284	.777
a. Dependent Variable: Kesulitan dalam memilih barang				

3. Perilaku berbelanja untuk bersenang-senang terhadap pengalaman tidak menyenangkan

Model Summary	
Model	Adjusted R Square
1	-.005
a. Predictors: (Constant), Perilaku berbelanja untuk bersenang-senang	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		7.892	.000
	Perilaku berbelanja untuk bersenang-senang	.042	.526	.600
a. Dependent Variable: Pengalaman tidak menyenangkan				

4. Perilaku berbelanja untuk bersenang-senang terhadap pembelian pakaian secara daring

Model Summary	
Model	Adjusted R Square
1	.181
a. Predictors: (Constant), Perilaku berbelanja untuk bersenang-senang	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		5.586	.000
	Perilaku berbelanja untuk bersenang-senang	.432	6.021	.000
a. Dependent Variable: Pembelian pakaian secara daring				

5. Perilaku belanja secara cepat terhadap pembelian pakaian secara daring

Model Summary	
Model	Adjusted R Square
1	.091
a. Predictors: (Constant), Perilaku belanja secara cepat	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		11.238	.000
	Perilaku belanja secara cepat	.311	4.108	.000
a. Dependent Variable: Pembelian pakaian secara daring				

6. Kesulitan dalam memilih barang terhadap pembelian pakaian secara daring

Model Summary	
Model	Adjusted R Square
1	.129
a. Predictors: (Constant), Kesulitan dalam memilih barang	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		24.243	.000
	Kesulitan dalam memilih barang	-.367	-4.963	.000
a. Dependent Variable: Pembelian pakaian secara daring				

7. Kesulitan dalam memilih barang terhadap pengalaman tidak menyenangkan

Model Summary	
Model	Adjusted R Square
1	.489
a. Predictors: (Constant), Kesulitan dalam memilih barang	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		9.232	.000
	Kesulitan dalam memilih barang	.701	12.369	.000
a. Dependent Variable: Pengalaman tidak menyenangkan				

8. Pengalaman tidak menyenangkan terhadap pembelian pakaian secara daring

Model Summary	
Model	Adjusted R Square
1	.050
a. Predictors: (Constant), Pengalaman tidak menyenangkan	

Coefficients[a]				
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		18.177	.000
	Pengalaman tidak menyenangkan	-.237	-3.066	.003
a. Dependent Variable: Pembelian pakaian secara daring				

9. Kebutuhan akan saran dari toko terhadap pembelian pakaian secara daring yang dimediasi oleh kesulitan dalam memilih barang

Jalur	Variabel	Koefisien Beta	*P Value*
a	Kebutuhan akan saran dari toko → Kesulitan dalam memilih barang	-0.023	0.777
b	Kesulitan dalam memilih barang → Pembelian pakaian secara daring	-0.367	0.000
c	Kebutuhan akan saran dari toko → Pembelian pakaian secara daring	-0.119	0.133
Pengaruh Tidak Langsung (a x b)		0,008	
Hasil Mediasi (a x b x c)		-0,000952	
Jenis Mediasi		*No effect*	

10. Perilaku berbelanja untuk bersenang-senang terhadap pembelian pakaian secara daring yang dimediasi oleh pengalaman tidak menyenangkan

Jalur	Variabel	Koefisien Beta	*P Value*
a	Kesulitan dalam memilih barang → Pengalaman tidak menyenangkan	0.701	0.000
b	Pengalaman tidak menyenangkan → Pembelian pakaian secara daring	-0.237	0.003
c	Kesulitan dalam memilih barang → Pembelian pakaian secara daring	-0.367	0.000
Pengaruh Tidak Langsung (a x b)		-0.166	
Hasil Mediasi (a x b x c)		0.060	
Jenis Mediasi		*Complementary*	

11. Kesulitan dalam memilih barang terhadap pembelian pakaian secara daring yang dimediasi oleh pengalaman tidak menyenangkan

Jalur	Variabel	Koefisien Beta	*P Value*
a	Perilaku berbelanja untuk bersenang-senang → Pengalaman tidak menyenangkan	0.042	0.600
b	Pengalaman tidak menyenangkan → Pembelian pakaian secara daring	-0.237	0.003
c	Perilaku berbelanja untuk bersenang-senang → Pembelian pakaian secara daring	0.432	0.000
Pengaruh Tidak Langsung (a x b)		-0.009	
Hasil Mediasi (a x b x c)		-0.003	
Jenis Mediasi		*Direct-only*	

Lampiran 4

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Shopping orientation and online clothing purchases: the role of gender and purchase situation

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Abstract

Purpose – This paper seeks to investigate shopping orientation and online clothing purchases across four different gender-related purchasing contexts. A conceptual model for understanding the impact of shopping orientation on consumer online clothing purchase is proposed and tested both in a general setting and across purchasing contexts.

Design/methodology/approach – Questionnaires were distributed to 1,150 Danish household addresses by use of the "drop-off-call-back" survey method. A total of 441 households returned usable responses from either one or both adults in the household. Most adults provided responses with respect to purchasing clothing for themselves and for their partner, making a total of 906 cases distributed across the four purchasing contexts. *T*-tests and linear structural equation modelling were utilised to investigate expectations and hypotheses.

Findings – The results support the expected differences in men's and women's shopping orientations and willingness to purchase clothing online. On average, consumers indicate that reduced difficulty in selecting items is sorely needed when purchasing clothing online. However, when evaluated across different purchasing situations, perceived difficulty in selecting items is an important action barrier only for women. Less fun significantly affected online clothing purchases for men purchasing clothing for themselves, but not for women doing the same.

Research limitations/implications – Future research may seek to verify the proposed conceptual model using a range of specific clothing items across different purchasing situations. Future research may also expand the model by suggesting other influencing factors on consumers' online clothing purchasing.

Practical implications – In order to attract more men, online clothing retailers should improve perceived online fun, whereas difficulty in selecting items should be reduced in order to attract more women.

Originality/value – The study is unique in the sense that it investigates online clothing behaviour across four different gender-related purchasing contexts.

Keywords Internet shopping, Clothing, Gender

Paper type Research paper

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Clothing is one of the most common product categories purchased online. Clothing is an experience good (Peterson *et al.*, 1997) and clothing products may also differ extensively according to price, quality, body fit, and the like. For such differentiated products consumers will often perceive great variations in quality and therefore perceive shopping online as more risky than offline purchasing (Grewal *et al.*, 2004).

In light of this, it comes as a surprise that statistics (Statistics Denmark, 2007) show that clothing is one of the most common product categories purchased online. Moreover, statistics reveal that clothing is one of very few categories with more women than men purchasing online (Statistics Denmark, 2007). As one possible explanation for this, men's clothing may often be purchased by the man's partner instead of being purchased by the male himself. However, in some cases it may also be the other way around – a man purchasing clothing online for his partner. In fact, four different clothing purchasing contexts can be considered with respect to a male-female setting:

(1) women purchasing clothing for themselves;
(2) men purchasing clothing for themselves;
(3) women purchasing clothing for their partner; and
(4) men purchasing clothing for their partner.

While such variations in gender and purchase situation could be expected to influence online clothing purchasing behaviour, no previous research has yet investigated this issue.

Purchase acts related to clothing are often experienced more as fun than as work (Babin *et al.*, 1994; Bloch *et al.*, 1986), and consequently consumers may actually not want to give up their hedonic experiences when buying clothing offline. However, it seems plausible to expect that consumers, when buying clothes for themselves, are more "shopping for fun" oriented and need less advice from store personnel than when buying clothes for their partner. Research (e.g. O'Cass, 2004) has also found evidence that women are more involved in fashion and clothing than men. Women may thus have greater knowledge about clothing than men, which in turn may affect their need for advice from store personnel and their perceived difficulty in finding suitable items online. Reflecting such notions, the purpose of this paper is to investigate the impact of the above-mentioned four purchasing contexts on consumer online clothing purchasing behaviour. The paper is organized as follows. First, a conceptual model for understanding consumer online clothing purchase is proposed. Next, the research methodology is developed. Then, the obtained results are presented. Finally, we discuss the implications of the study and provide suggestions for further research.

Conceptual model and research hypotheses

The conceptual model for the present study includes a total of six constructs, which we have grouped into three main categories:

(1) shopping orientation;
(2) perceived barriers to online clothing shopping; and
(3) online clothing purchases (see Figure 1).

Each construct and the hypothesised links are discussed in the following.

Shopping orientation

Shopping orientation refers to a consumer's general attitudes about shopping (Brown *et al.*, 2003). Since Stone's (1954) seminal work, several researchers have documented that consumers' shopping orientation has an impact on their patronage behaviour, including also their store choice (Bellinger and Korgaonkar, 1980; Korgaonkar *et al.*,

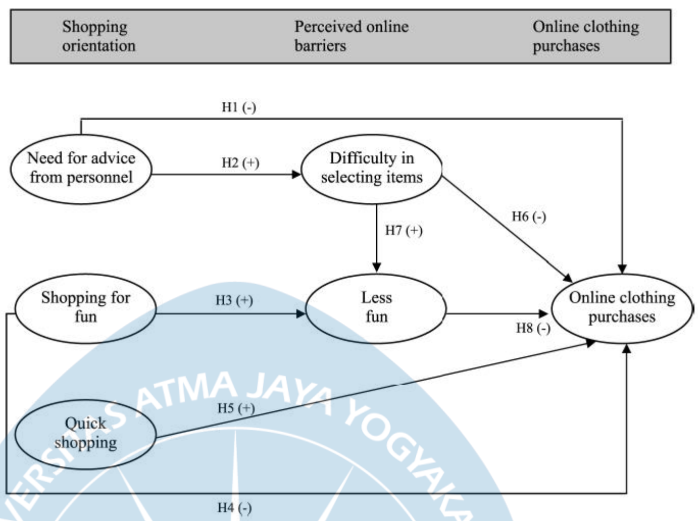


Figure 1.
A conceptual framework for understanding online clothing purchases

1985; Lumpkin, 1985). Research in shopping orientation typically distinguishes between economic (or conventional) shoppers and recreational shoppers. Economic shoppers act as "problem solvers", they often dislike shopping and therefore approach retail stores from a time- and money-saving point of view. In contrast, recreational shoppers enjoy the act of shopping and therefore approach retail environments emphasizing the emotional aspects of shopping (Bellinger and Korgaonkar, 1980; Hirschman and Holbrook, 1982).

Recognizing that shopping is not merely shopping, researchers have investigated shopping orientation within various shopping contexts – groceries, non-food (predominantly clothing), and gifts (Dholakia, 1999). Comparing shopping orientations towards the act of shopping for groceries or clothing, Dholakia (1999) found that consumers in general perceive shopping for clothes as much more enjoyable than shopping for groceries. Tatzel (1982), Shim and Kotsiopulos (1993) and Moye and Kincade (2003) found significant differences among clothing shoppers across various shopping orientation factors.

Recently, researchers have investigated the role of shopping orientation on consumers' intentions to purchase online, but with mixed results. Contrary to Donthu and Garcia (1999) and Rohm and Swaminathan (2004), who found that online shoppers were likely to be convenience seekers, Brown *et al.* (2003) found no significant relationship between shopping orientation and online purchase intentions. Instead, Brown *et al.* (2003) found gender and product type to be more likely predictors of online purchase intentions. Recognising that shopping orientation differs across product types, the three dimensions of shopping orientation in our conceptual model are selected from previous research on shopping orientation towards shopping for clothes (e.g. Tatzel, 1982; Shim and Kotsiopulos, 1993; Moye and Kincade, 2003).

Need for advice from personnel. Researchers (Tatzel, 1982; Shim and Kotsiopulos, 1993; Moye and Kincade, 2003) have found evidence that clothing shoppers varied in their need for advice from store personnel. Whereas some clothing shoppers (particularly females) felt confident in their ability to select the right clothing for themselves, other needed more reassurance and guidance from others when shopping for clothing. We predict that less confident clothing shoppers will be less motivated to purchase clothing online. Thus, it is hypothesised:

H1. Need for personnel advice is negatively related to online clothing purchases.

H2. Need for personnel advice is positively related to difficulty in selecting items.

Shopping for fun. Research by Dennis *et al.* (2002) suggests that many consumers regard offline shopping to be more enjoyable than online shopping. Bloch *et al.* (1986) were among the first to suggest clothing as a product having the potential for fun-related ongoing search among consumers. Babin *et al.* (1994) and Scarpi (2006) provide supporting evidence for this. Based on these findings we propose that consumers with a predominantly hedonic shopping orientation (i.e. shopping for fun) will perceive purchasing clothes online as less enjoyable, and will therefore also be less likely to shop for clothing online. Thus:

H3. Shopping for fun will be positively related to less fun.

H4. Shopping for fun will be negatively related to online clothing purchases.

Quick shopping. The role of time-saving for consumers' information and choice behaviour is not new (Jacoby *et al.*, 1976). Time-saving oriented consumers want to accomplish the shopping trip as quickly as possible and therefore prefer store choices favouring quick shopping. Evidence suggests that many consumers agree that clothing purchases can be more quickly completed on the internet (Kim and Kim, 2004), and we therefore suggest:

H5. Quick shopping will be positively related to online clothing purchases.

Barriers to online clothing purchases

Researchers have suggested various factors to inhibit consumers' intentions to purchase online (e.g. Grewal *et al.*, 2004). We have decided to include two of these "barriers" in our conceptual model. Firstly, because we find them of particular relevance to online clothing purchases, and secondly we expect both factors to be directly affected by consumers' shopping orientation.

Difficulty in selecting items. Consumers will often characterise clothing as a "feel-and-touch product", requiring high sensory evaluation and/or trial to judge its quality (Kim and Kim, 2004). Online shopping environments obviously are less efficient than traditional stores in providing such an opportunity to the consumer. Many consumers, particularly those who need advice from personnel (see *H2*), may therefore perceive it as more difficult to select items online than offline. Also, consumers experiencing difficulty in selecting items when shopping clothing online may regard such shopping as less fun. Thus:

H6. Difficulty in selecting items will be negatively related to online clothing purchases.

H7. Difficulty in selecting items will be positively related to less fun.

Less fun. Some consumers, particularly those with a "shopping for fun" orientation, may perceive shopping clothes online as less fun than offline shopping (see *H3*). These consumers may actually not want to give up their hedonic experiences when buying clothing offline and therefore see the perceived lack of fun as a barrier for online clothing purchases. Thus:

H8. Less fun will be negatively related to online clothing purchases.

The role of gender and purchase situation

As indicated above, previous research suggests gender differences with respect to clothing shopping orientation and online purchasing (Noble *et al.*, 2006). Based on our literature review we expect females to be more fun-related in their clothing shopping and to feel more confident in selecting the right clothes. In contrast, we expect males to be more oriented towards quick shopping and less confident in selecting clothes without guidance from store personnel. Early studies (e.g. Clarke and Belk, 1979; Lastovicka, 1979; Mattson, 1982) show that purchase decision and store choice depends on whether one is shopping for a gift or for oneself. Considering our study we expect shoppers buying clothes for themselves to express a less fun-related shopping orientation and be more oriented towards quick shopping. Also, we expect clothing shoppers in a buying for others situation to need more help from store personnel.

Methodology

The conceptual model (displayed in Figure 1) was translated into a structural equation model and tested on data from a survey on Danish internet users.

Data collection

Data were collected in Odense, the third largest city in Denmark, situated on the island of Funen. Random sampling using the Odense telephone directory drew 1,150 addresses. Survey questionnaires were distributed to the respondents by use of the "drop-off-call-back" method (e.g. Hair *et al.* 1998). Those respondents with a partner were asked to provide responses on two identical questions batteries; one concerning their purchases of clothing for themselves and one concerning their purchases of clothing for their partner. In total, 441 households returned useable questionnaires from either one or both adults in the household. After eliminating questionnaires with missing responses on any of the items included in the measurement model, we ended up with valid responses from 267 women and 271 men. With 205 of the women and 163 of the men also providing valid responses with respect to purchasing clothes for their partner, we ended up with a total of 906 cases distributed across the four purchasing contexts.

Measurements

In Figure 1, all constructs are more or less latent unobservable variables. Thus, in order to obtain reasonably accurate measures all constructs in this study were measured by multiple-item scales. The measurement of each construct is briefly explained below. The exact phrasing of each item is shown in Tables I and II.

Online clothing purchases were measured by two items. One question (adapted from Shim *et al.*, 2001) asked respondents to indicate their frequency of online clothing purchases within the last 12 months and another question asked respondents to state their expected frequency of online clothing purchases within the next 12 months.

To measure shopping orientation, we asked respondents to think about their general clothing shopping behaviour when responding to the questions concerning shopping orientation. In order to capture the construct of perceived online barriers we asked respondents to think about their actual and/or anticipated experience of purchasing clothing online, when compared with offline (refer to items X1 to X17 in Tables I and II). All measurement items were developed with inspiration from previous research (e.g. Donthu and Garcia, 1999; Dholakia, 1999; Moye and Kincade, 2003; Vijayasarathy, 2003) and measured on a Likert scale with (1 = "strongly disagree" and 5 = "strongly agree".

Results

Analyses were done in two steps. First, means and standard deviations for each item were examined across the four purchasing contexts. Secondly, the conceptual model was tested, using the two-stage approach recommended by Anderson and Gerbing (1988).

Differences across gender and purchasing situation

Independent *t*-tests were used to determine if significant gender-related differences existed between item means related to men's and women's purchasing of clothes for themselves and for their partner, respectively (Table I). In most cases, the results support the expected gender-related differences with respect to the constructs included in our model. For example, women are significantly more "shopping for fun" oriented than men, irrespective of whether they purchase clothes for themselves or for their partner. Conversely, men are significantly more "quick shoppers" in both purchasing situations when compared to women. A second type of *t*-tests, paired samples, was conducted in order to test if there were significant differences related to purchasing situation for men as well as for women (Table II). As expected, results show significant differences in means for purchases of clothing for oneself when compared to purchases for one's partner. For example, need for advice from store personnel is significantly more important when purchasing clothes for one's partner irrespective of gender. Concerning men's emphasis on "quick shopping" and women's emphasis on "shopping for fun", these orientations are more significant when buying clothes for themselves compared to buying for their partner.

To conclude, these results support the relevance of investigating gender and purchasing situation as moderators in our conceptual model.

Fit of the measurement model

The measurement model was tested on the pooled sample as well as separately on responses from men and women. Results revealed for all the included latent variables acceptable construct reliabilities (Jöreskog's (1971) rho coefficient, $\rho > 0.70$) both when based on the pooled sample and when based on responses from men and women,

Table I.
Gender differences[a]

	Means and standard deviations (in parentheses) for men and women buying clothes for themselves			Means and standard deviations (in parentheses) for men and women buying clothes for their partner		
	Men ($n = 271$)	Women ($n = 267$)	t-value[b]	Men ($n = 163$)	Women ($n = 205$)	t-value
Need for advice from store personnel						
X1 I never need guidance from shop assistants when choosing clothes for myself (for my partner)*	3.17 (1.26)	3.08 (1.38)	0.77	3.90 (1.11)	3.22 (1.21)	5.47**
X2 I prefer buying clothes for myself (for my partner) without having advice/guidance from shop assistants*	2.86 (1.15)	2.69 (1.14)	1.65	3.47 (1.15)	3.15 (1.15)	2.65**
X3 I like to talk with shop assistants when buying clothes for myself (for my partner)	2.75 (1.23)	2.71 (1.20)	0.07	3.04 (1.07)	3.04 (1.17)	−0.06
Shopping for fun						
X4 I find it rather interesting/enjoyable buying clothes for myself (for my partner)	3.10 (1.29)	4.00 (1.21)	−8.35**	2.82 (1.30)	3.62 (1.23)	−6.03**
X5 I associate buying clothes for myself (for my partner) as a wonderful diversion from everyday stress	1.75 (0.96)	2.32 (1.23)	−5.96** df = 502.65	2.20 (1.08)	2.71 (1.21)	−4.16**
X6 I find it exciting to seek inspiration and knowledge about clothing for myself (for my partner) – irrespective of whether I intend to buy or not	2.34 (1.12)	3.44 (1.27)	−10.58** df = 525.36	2.29 (1.14)	2.98 (1.27)	−5.34**
Quick shopping						
X7 It is important for me that shopping for my clothes (for my partner's clothes) is done as quickly as possible	3.43 (1.28)	2.41 (1.24)	9.40**	2.80 (1.14)	2.26 (1.06)	4.54**
X8 When buying clothes for myself (for my partner), I most often want to get it over with as quickly as possible	3.30 (1.31)	2.24 (1.18)	9.84** df = 531.44	2.85 (1.25)	2.08 (1.05)	6.34** df = 316.02
X9 I usually buy my clothes (clothes for my partner) where I can get it over with as expediently as possible	3.11 (1.28)	2.22 (1.14)	8.53**	2.95 (1.23)	2.23 (1.16)	5.77**

(*continued*)

Table I.

	Means and standard deviations (in parentheses) for men and women buying clothes for themselves			Means and standard deviations (in parentheses) for men and women buying clothes for their partner		
	Men ($n = 271$)	Women ($n = 267$)	t-value[b]	Men ($n = 163$)	Women ($n = 205$)	t-value
Less fun						
X10 I lose too much of the buying experience – city or store visit – when buying my clothes (clothes for my partner) on the internet	3.16	3.84	-5.74^{**}	2.93	3.55	-4.12^{**}
	(1.47)	(1.26)	df = 525.65	(1.42)	(1.41)	
X11 It is not as exciting to buy my clothes (clothes for my partner) on the internet as it is shopping in stores	3.69	4.15	-4.42^{**}	3.64	4.11	-3.74^{**}
	(1.28)	(1.15)	df = 530.90	(1.22)	(1.17)	
X12 For me, buying clothes for myself (for my partner) on the internet would be quite boring compared with shopping in my regular stores	3.24	3.75	-4.36^{**}	3.29	3.78	-3.57^{**}
	(1.34)	(1.35)		(1.30)	(1.27)	
Difficulty in selecting items						
X13 It is too much trouble buying clothes (for my partner) on the internet	3.38	3.43	-0.42	3.81	3.68	-0.92
	(1.27)	(1.35)		(1.22)	(1.41)	df = 363.42
X14 I do not think it will be easy for me to find the clothes that I want (for my partner), if I have to do it via the internet	3.95	4.00	-0.51	3.87	4.03	-1.31
	(1.24)	(1.27)		(1.20)	(1.25)	
X15 In general, it seems too complicated to buy clothes for myself (for my partner) on the internet	3.12	3.24	-1.08	3.36	3.43	-0.54
	(1.28)	(1.41)	df = 529.13	(1.32)	(1.41)	
Online clothing purchases						
X16 How many times have you bought clothes for yourself (for your partner) online within the last 12 months?	0.28	0.63	-2.56^{**}	0.03	0.18	-2.93^{**}
	(0.92)	(2.03)	df = 370.07	(0.21)	(0.70)	df = 247.68
X17 Do you expect to buy clothes for yourself (for your partner) online within the next 12 months?	0.37	0.55	-1.68	0.25	0.19	0.69
	(0.92)	(1.59)	df = 423.26	(0.94)	(0.58)	

Notes: $^{*}p < 0.05$; $^{**}p < 0.01$. [a]Independent t-test. [b]If equal variance is *not* assumed, degrees of freedom (df) are calculated and reported below the t-value

Table II.
Situational differences[a]

	Means and standard deviations (in parentheses) for men buying clothes for themselves and their partner			Means and standard deviations (in parentheses) for women buying clothes for themselves and their partner		
	Oneself ($n = 163$)	Partner ($n = 163$)	t-value	Oneself ($n = 205$)	Partner ($n = 205$)	t-value
Need for advice from store personnel						
X1 I never need guidance from shop assistants when choosing clothes for myself (for my partner)*	3.19 (1.22)	3.90 (1.11)	−7.70**	3.03 (1.33)	3.22 (1.21)	−2.12*
X2 I prefer buying clothes for myself (for my partner) without having advice/guidance from shop assistants*	2.89 (1.15)	3.47 (1.15)	−6.32**	2.62 (1.10)	3.15 (1.15)	−6.44**
X3 I like to talk with shop assistants when buying clothes for myself (for my partner)	2.76 (1.18)	3.04 (1.07)	−3.59**	2.74 (1.12)	3.04 (1.17)	−4.73**
Shopping for fun						
X4 I find it rather interesting/enjoyable buying clothes for myself (for my partner)	3.06 (1.20)	2.82 (1.30)	2.00*	3.99 (1.23)	3.62 (1.23)	3.77**
X5 I associate buying clothes for myself (for my partner) as a wonderful diversion from everyday stress	2.43 (1.21)	2.20 (1.08)	2.00**	3.41 (1.19)	2.71 (1.25)	4.83**
X6 I find it exciting to seek inspiration and knowledge about clothing for myself (for my partner) – irrespective of whether I intend to buy or not	2.42 (1.12)	2.29 (1.14)	1.47	3.49 (1.25)	2.98 (1.27)	5.91**
Quick shopping						
X7 It is important for me that shopping for my clothes (for my partner's clothes) is done as quickly as possible	3.40 (1.26)	2.80 (1.20)	6.20**	2.35 (1.23)	2.26 (1.06)	1.11
X8 When buying clothes for myself (for my partner), I most often want to get it over with as quickly as possible	3.26 (1.30)	2.85 (1.25)	4.39**	2.18 (1.16)	2.08 (1.05)	1.56
X9 I usually buy my clothes (clothes for my partner) where I can get it over with as expediently as possible	3.10 (1.24)	2.95 (1.23)	1.66	2.17 (1.12)	2.23 (1.16)	−0.79

(*continued*)

Table II.

	Means and standard deviations (in parentheses) for men buying clothes for themselves and their partner			Means and standard deviations (in parentheses) for women buying clothes for themselves and their partner		
	Oneself ($n = 163$)	Partner ($n = 163$)	t-value	Oneself ($n = 205$)	Partner ($n = 205$)	t-value
Less fun						
X10 I lose too much of the buying experience – city or store visit – when buying my clothes (clothes for my partner) on the internet	3.12 (1.47)	2.93 (1.42)	1.92	3.86 (1.24)	3.55 (1.41)	4.16**
X11 It is not as exciting to buy my clothes (clothes for my partner) on the internet as it is shopping in stores	3.68 (1.25)	3.64 (1.22)	0.38	4.19 (1.10)	4.11 (1.17)	1.07
X12 For me, buying clothes for myself (for my partner) on the internet would be quite boring compared with shopping in my regular stores	3.26 (1.29)	3.29 (1.30)	−0.50	3.80 (1.32)	3.78 (1.27)	0.37
Difficulty in selecting items						
X13 It is too much trouble buying clothes (for my partner) on the internet	3.36 (1.23)	3.81 (1.22)	−4.46**	3.43 (1.36)	3.68 (1.41)	−3.15**
X14 I do not think it will be easy for me to find the clothes that I want (for my partner), if I have to do it via the internet	3.87 (1.25)	3.87 (1.20)	0.00	4.01 (1.29)	4.03 (1.25)	−0.26
X15 In general, it seems too complicated to buy clothes for myself (for my partner) on the internet	3.15 (1.26)	3.36 (1.32)	−2.44*	3.25 (1.41)	3.43 (1.41)	−2.50**
Online clothing purchases						
X16 How many times have you bought clothes for yourself (for your partner) online within the last 12 months?	0.21 (0.77)	0.03 (0.21)	3.05**	0.73 (2.26)	0.18 (0.70)	3.91**
X17 Do you expect to buy clothes for yourself (for your partner) online within the next 12 months?	0.33 (0.84)	0.25 (0.94)	1.35	0.61 (1.77)	0.19 (0.58)	3.80**

Notes: [a]Paired samples t-test. $^{*}p < 0.05$; $^{**}p < 0.01$

separately. The conducted chi-square tests ($p < 0.01$) rejects a perfect absolute fit between the data and the measurement model. However, the Hoelter(0.05) estimate (= 341 pooled sample) suggests that the lack of absolute fit can be explained by sample size. Also, the values of GFI (0.96), AGFI (0.94), CFI (0.97), and TLI (0.96) were all above the 0.90 limit, and the point estimates of RMSEA (0.05) was below 0.08, indicating support for the model as proposed.

Fit of the full structural model

The chi square statistic (pooled sample) was 364.41 (df = 110, $p < 0.001$). The Hoelter(0.05) estimate (337) suggested that the discrepancies between observed and predicted covariances can be explained by sample size. Also, the values of the goodness of fit index (GFI) and of the adjusted goodness of fit index (AGFI) were 0.96 and 0.94, respectively, which in both incidents satisfy the acceptable level of 0.90 and indicate a good overall model fit. The value of CFI was 0.96, which exceeds 0.90. The point estimate of RMSEA was 0.05 (< 0.08). Also, the parsimonious fit measure χ^2/df ($364.41/110 = 3.31$), which is close to the proposed threshold limit for this measure (Hair *et al.*, 1998). To conclude, sufficient support is provided for the overall model as proposed.

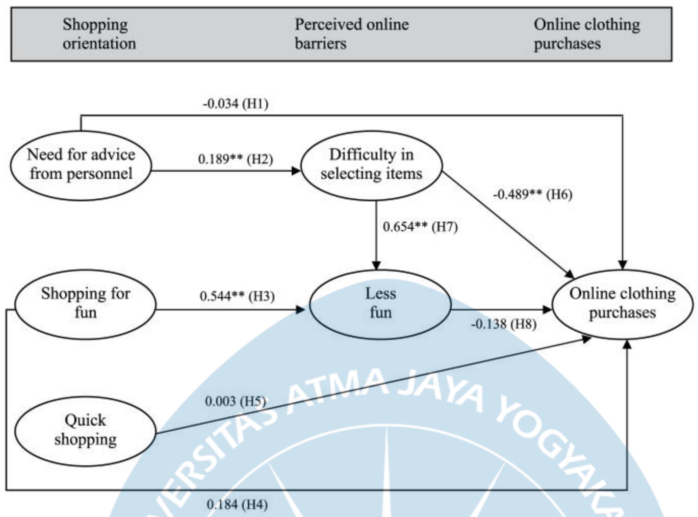
Hypotheses testing

The structural model based on the pooled sample supports four of the eight proposed hypotheses (Figure 2).

It was expected that need for personnel advice would be negatively related to online clothing purchases (*H1*). This proposition was not confirmed (standardized coefficient of −0.034, p value = 0.389). *H2* is confirmed in the study, as need for personnel advice positively affect difficult to select items (standardized coefficient of 0.189, p value < 0.001). From *H3* we proposed that shopping for fun would positively affect less fun. This expectation was supported in the study (standardized coefficient of 0.544, p value < 0.001). *H4* was not supported, as shopping for fun did not significantly affect online clothing purchases (standardized coefficient of 0.184, p value = 0.051). *H5* was not confirmed as quick shopping was not related to online clothing purchases (standardized coefficient of 0.003, p value = 0.959). *H6* is supported with difficulty in selecting item negatively related to online clothing purchases (standardized coefficient of −0.489, p value < 0.001). *H7* predicted that difficulty in selecting items positively affect less fun. This prediction was confirmed in the study (standardised coefficient of 0.654, p value < 0.001). *H8* was not accepted as less fun did not affect online clothing purchases (standardised coefficient of −0.138, p value = 0.165).

Mediating effects

The specified path model (refer to Figure 1) suggests that four mediating (indirect) effects (need for advice from personnel → difficulty in selecting items → online clothing purchases; shopping for fun → less fun → online clothing purchases; difficulty in selecting items → less fun → online clothing purchases; need for personnel advice → difficulty in selecting items → less fun) might exist between constructs. To verify this suggestion at the overall level, the model was initially compared against a baseline model in which all the five constructs found in Figure 1 were allowed to affect online clothing purchase, and in which no mediating constructs



Notes: *: Significant at the 0.05 level; **: Significant at the 0.01 level. λ^2 = 364.41 (df. = 110, p < 0.001); GFI = 0.96; AGFI = 0.94; CFI = 0.96; RMSEA = 0.05; Hoelter(0.05)(= 337)

Figure 2. Structural equation model results

were specified. The applied fit measures indicate that the specified path model is superior to the baseline model (χ^2 baseline model = 963.13, df = 113, $p < 0.001$; GFI baseline model = 0.90; AGFI baseline model = 0.87; CFI baseline model = 0.88; RMSEA baseline model = 0.09). Moreover, a chi-square difference test between the two models ($\Delta\chi^2 = 598.72$, Δdf = 3; $p < 0.001$) clearly suggested that a difference in absolute model fit is detected. Therefore, the mediating (indirect) effects can be calculated and evaluated on the basis of the specified path model. The indirect effect of need for personal advise on online clothing purchases through difficulty in selecting items was significant ($0.189 \times 0.489 = 0.092$; p value = 0.020). Also, the indirect effect of need for personnel advice on less fun through difficulty in selecting items was significant ($0.189 \times 0.654 = 0.124$; p value = 0.018). No other indirect effects were significant.

Moderating effects of gender-related purchasing contexts

Multi-group analyses compared the structural relationships across the four purchasing contexts. The multi-group analysis revealed that several of the relations between constructs varied across the four different online purchase situations (Table III).

The results showed that shopping for fun had a larger positive effect on less fun for men buying clothing for themselves (standardized coefficient of 0.586, p value < 0.001) than for women doing the same (standardized coefficient of 0.470, p value < 0.001). Also, difficulty in selecting items had a significantly negative effect on online clothing

Table III. Multi-group analyses results

Path to	Path from	Buying clothing online for oneself: Women ($n = 267$)	Buying clothing online for oneself: Men ($n = 271$)	Buying clothing online for partner: Women ($n = 205$)	Buying clothing online for partner: Men ($n = 163$)	Women buying clothing online for: Self ($n = 267$)	Women buying clothing online for: Partner ($n = 205$)	Men buying clothing online for: Self ($n = 271$)	Men buying clothing online for: Partner ($n = 163$)
Online clothing purchases	Need for personal advice	0.031	−0.062	0.025	0.052	0.031	0.025	−0.062	0.052
Difficulty in selecting items	Need for personal advice	0.147	0.184[b]	0.226[b]	0.334[b]	0.147	0.226[b]	0.184[b]	0.334[b]
Less fun	Shopping for fun	*0.470*[a]	*0.586*[a]	0.414[a]	0.557[a]	0.470[a]	0.414[a]	0.586[a]	0.557[a]
Online clothing purchases	Shopping for fun	−0.080	0.357	0.058	0.520	−0.080	0.058	0.357	0.520
Online clothing purchases	Quick shopping	−0.016	−0.056	−0.019	0.106	−0.016	−0.019	−0.056	0.106
Online clothing purchases	Difficulty in selecting items	−0.777[ac]	−0.237[c]	−0.607[a]	−0.404	−0.777[a]	−0.607[a]	−0.237	−0.404
Less fun	Difficulty in selecting items	0.764[a]	0.609[a]	0.713[ac]	0.563[ac]	0.764[ac]	0.713[ac]	0.609[ac]	0.563[ac]
Online clothing purchases	Less fun	−0.083[c]	−0.459[bc]	−0.096	−0.051	−0.083	−0.096	−*0.459*[b]	−*0.051*

Notes: Standardised coefficients that are unequal across the two groups at the 0.05 level are shown in italics. Only group-differences in which at least one coefficient is significant are marked. [a]$p < 0.01$; [b]$p < 0.05$; [c]Standardised coefficients that are unequal across the two groups at the 0.01 level purchases for women buying clothing for themselves (standardized coefficient of -0.777, p value <0.001) but not for men doing the same.

The positive relation between difficulty in selecting items and less fun varied extensively across purchasing contexts. The positive significant effect was higher for women buying clothing for their partner (standardised coefficient of 0.713, p value <0.001) than for men doing the same (standardised coefficient of 0.563, p value <0.001). Also, the positive effect was higher when women purchase clothing for themselves (standardised coefficient of 0.764, p value <0.001) than when purchasing for their partner (standardised coefficient of 0.713, p value <0.001). The positive effect was also higher when men purchase clothing for themselves (standardised coefficient of 0.609, p value <0.001) than when purchasing for their partner (standardised coefficient of 0.563, p value <0.001). While less fun negatively affected online clothing purchases for men buying clothing for themselves (standardised coefficient of -0.459, p value $= 0.031$), no significant effect was found for women doing the same. Finally, less fun negatively affected online clothing purchases when men purchase clothing to themselves (standardized coefficient of -0.459, p value $= 0.031$) but not when men purchase clothing for their partner. The results of the multi-group analyses are discussed further in the next section.

Discussion

Academic and practical implications

This study helps to better understand the role of shopping orientation for consumers' willingness to purchase clothing online. Our results support that consumer shopping orientations may affect consumer perception of potential barriers to online clothing shopping and that such barriers in turn may affect consumer willingness to purchase clothing online. The results also emphasise the importance of taking gender and purchasing situation into account when investigating consumers' willingness to purchase clothing online. The study is unique in the sense that our data make it possible to analyse the effect of gender and purchase situation in combination. Women are more "shopping for fun" oriented compared to men, the latter being more "quick shoppers", which in turn may have an effect on their respective perceived benefit or barriers when purchasing clothing online. Furthermore, these gender-related shopping orientations are even more significant when men and women are buying clothes for themselves compared to buying for their partner. These differences obviously have consequences for online clothing retailers, who are trying to attract more consumers to purchase clothing online, but the results also have relevance for offline retailers, who want to prevent their customers from shifting to online stores.

The results reveal that need for personnel advice is not by itself a direct action barrier for consumers' online clothing purchasing. However, the reduced possibility of obtaining personnel advice when buying clothing in an online setting makes it more difficult for consumers to select items, which subsequently may prevent them from purchasing. The significant mediating effect of "difficulty in selecting items" suggests that online retailers should consider offering personnel advice (via chat rooms, or the like) in order to provide guidance to consumers. Guidance, that successfully reduces perceived difficulty in selecting items, is likely to increase consumer purchasing.

However, the negative effect of perceived difficulty in selecting items is strongly moderated by gender and purchase situation. Willingness to purchase clothing online is more negatively affected when women are buying clothing for themselves than when men are doing the same. As another outcome of this study online retail managers should therefore (in addition to personal guidance) explore new ways to reduce perceived difficulty to select items in order to attract especially more female consumers. The results suggest that such improvements should also be extended to situations in which female consumers are buying clothing for partner (or perhaps even for their family members as such) as no group differences were obtained between women buying clothing for themselves and women buying clothing for their partner.

Less fun had no effect on online clothing purchases when evaluated on the pooled sample. However, when evaluated across different purchasing situations, less fun significantly affected online clothing purchases for men purchasing clothing for themselves, but not for women doing the same. In their effort to attract more male consumers, online retailers may therefore wish to improve perceived online fun (perhaps by offering male consumers the opportunity of "getting dressed", while at the same time playing a game, winning a prize, or the like).

Future research and limitations of study

The results of the multi-group analyses suggest two underlying tendencies: first, difficulty in selecting items had a larger effect on less fun when buying clothing for oneself than for one's partner, suggesting that online consumers are willing to accept that buying clothing for their partner is simply a more complicated task than buying for oneself. The finding that less fun only negatively affects online clothing purchase when men are buying for themselves, not when they are buying for their partner, underlines this suggestion. Second, men are more willing than women to accept online difficulty when buying clothing, no matter whether buying for oneself or for one's partner. Simply put, men may be more likely to blame themselves (instead of the online clothing store) when experiencing online difficulties in finding items. This relates to men being generally more uncertain and less professional clothing shoppers than women (O'Cass, 2004). However, these are suggestions, and future research will thus have to have a closer look into the background reasons for the findings.

The results obtained in this research do not provide a complete insight into the factors that determine consumer online clothing purchasing. Other factors, related both to the online shopping system (e.g. price of buying the clothing online, costs of having the clothing delivered) as well as personal characteristics (e.g. general online experience, clothing online purchasing experience) are potential important factors that were not investigated in the present paper. We suggest that future research expands the list of potential influencing factors on consumer online clothing purchasing. Moreover, future research may seek to verify the proposed conceptual model using a range of specific clothing items across different purchasing situations. For example it seems plausible to expect need for advice and perceived difficulty in selecting items to be more pronounced when consumers purchase a party dress as compared to purchasing a pair of socks.

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Further reading

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