

## BAB V

### KESIMPULAN DAN IMPLIKASI MANAJERIAL

Dalam bagian ini, terdapat penjelasan yang memuat rangkuman atau dapat dikatakan sebagai kesimpulan berdasarkan hasil penelitian. Selain itu pada bab ini akan dibahas juga terkait implikasi manajerial dari penelitian yang sudah dilakukan. Peneliti juga memberikan beberapa saran dan masukan serta kendala-kendala yang terkait dengan penelitian. Hal tersebut diharapkan dapat berguna dan memberikan manfaat dalam pengembangan penelitian di masa mendatang, terutama bagi perusahaan yang bergerak pada bidang industri *e-commerce* terlebih pada perusahaan yang memiliki *platform* belanja *online*.

#### 5.1. Kesimpulan

Berdasarkan hasil pengumpulan data yang dilakukan oleh peneliti dengan menggunakan kuesioner dengan menggunakan Google *form* serta dilakukannya penyebarannya secara *online* melalui sosial media diantaranya melalui Whatsapp, Line, dan Instagram didapatkan hasil responden keseluruhan dalam penelitian ini berjumlah 261 responden. Namun yang sesuai dengan beberapa syarat serta kriteria yang dipenuhi hanya berjumlah 258 responden. Dari 258 keseluruhan responden usia yang mendominasi adalah responden yang berusia 21 tahun hingga 30 tahun dengan total responden sebanyak 213 orang. Dalam penelitian ini, domisili responden didominasi oleh responden yang berasal dari provinsi DIY atau Daerah Istimewa Yogyakarta

sebanyak 126 responden sedangkan sisa responden tersebar pada 10 provinsi lainnya. Responden yang pernah berbelanja di *marketplace* Shopee dalam 6 bulan terakhir, didominasi oleh responden yang memiliki pendapatan sebesar Rp. 1.000.000 - Rp. 2.000.000 yakni sebanyak 119 orang.

Pada penelitian ini pengolahan dan analisis data dilakukan dengan AMOS versi 24, dimana untuk menilai model teoritis menggunakan model persamaan struktural yakni SEM (*Structural Equation Modelling*) dengan CFA (*Confirmatory Factor Analysis*). Keseluruhan hasil penelitian memberikan hasil yang baik dengan variabel penelitian yang terdiri dari *perceived benefits* dengan tiga dimensi yakni kenyamanan, harga, dan variasi produk, sikap belanja *online*, serta niat beli *online*. Penelitian diuji melalui uji CFA eksogen, CFA endogen, kemudian *Full* model, dimana didalamnya termasuk dalam uji validitas, uji reliabilitas, uji *Goodness of fit* dan uji *sobel test*. Sehingga hasil penelitian yang sudah melewati syarat dan ketentuan mendapatkan sebuah hipotesis yang diterima dan didukung dengan penjelasan sebagai berikut:

1. Hasil dari penelitian menunjukkan bahwa *perceived benefits* pada *marketplace* Shopee memiliki konstruk multidimensi yang terdiri dari tiga dimensi yakni variasi produk, dilanjutkan harga dan kenyamanan. Hal ini berarti ketiga variabel tersebut (kenyamanan, harga, dan variasi produk) dapat membentuk *perceived benefits* bagi pembelanja wanita pada *marketplace* Shopee. Ini dibuktikan dari hasil uji validitas dan reliabilitas

pada CFA eksogen yang mana dijelaskan dalam hasil nilai *loading factor* setelah estimasi dan hasil uji reliabilitas. Berdasarkan hasil penelitian tersebut didapatkan hasil yang valid dan reliabel, oleh karenanya dapat disimpulkan bahwa ketiga dimensi tersebut (kenyamanan, harga, dan variasi produk) cocok atau pantas untuk memproksikan variabel *perceived benefits*.

2. Hasil dari penelitian menunjukkan bahwa *perceived benefits* memiliki pengaruh terhadap sikap belanja *online* pada *marketplace* Shopee. Hal ini menunjukkan bahwa semakin banyak dan baik *perceived benefits* yang diterima oleh konsumen wanita, maka semakin positif sikap belanja *online* konsumen wanita terhadap *marketplace* Shopee. Pada hasil pengelolaan data ditemukan bahwa nilai CR lebih besar dari 1,96 yakni sebesar 9,851 dan nilai *p-values* lebih kecil dari 0,05 yakni 0,000 yang artinya hipotesis ini diterima.
3. Hasil dari penelitian menunjukkan variabel sikap belanja *online* memiliki pengaruh terhadap niat beli *online*, dimana dengan adanya sikap konsumen wanita yang positif terhadap belanja *online* maka hal tersebut mempengaruhi niat beli *online* yang lebih tinggi pada *marketplace* Shopee. Sehingga ketika pembelanja wanita merasakan sikap positif saat berbelanja pada *marketplace* Shopee maka semakin besar niat belanja secara *online* pada *marketplace* Shopee itu pula. Hasil pengelolaan data yang telah dilakukan menunjukkan bahwa nilai CR diatas 1,96 yakni sebesar 12,909

dan nilai *p-value* lebih kecil dari 0,05 yakni sebesar 0,000 menjelaskan bahwa hipotesis ini diterima.

4. Hasil dari penelitian menunjukkan bahwa *perceived benefits* memiliki pengaruh terhadap niat belanja *online* yang dimediasi oleh sikap belanja *online*. Konsumen wanita memiliki persepsi yang tinggi terhadap manfaat yang mereka rasakan (*perceived benefits*) dalam berbelanja *online* di Shopee, hal ini akan membentuk sikap positif terhadap berbelanja *online* dan pada akhirnya meningkatkan niat konsumen wanita untuk melakukan pembelian secara *online* di Shopee. Hipotesis keempat ini diterima bahwa sikap belanja *online* mampu memediasi *perceived benefits* dengan niat beli *online* berdasarkan hasil *test statistic* dalam sobel tes sebesar 7.79790325 > 1,96 dan nilai *p-values* 0,000 lebih kecil dari 0,05 sehingga hipotesis ini diterima.

## 5.2. Implikasi Manajerial

Dalam penelitian ini, setelah menganalisis data maka didapatkan hasil dan kesimpulan, sehingga hal ini dapat diimplikasikan pada implikasi manajerial. Tahap implikasi manajerial ini digunakan sebagai sebuah saran dan memberikan manfaat/ilmu yang dapat diimplikasikan oleh *e-commerce* Shopee maupun *e-commerce* lainnya di seluruh Indonesia terutama bagi pembelanja wanita. Berdasarkan hasil penelitian dan analisis yang sudah dilakukan, menghasilkan sebuah kesimpulan bahwa *perceived benefits* memiliki tiga

dimensi yang terdiri dari kenyamanan, harga, dan variasi produk dimana *perceived benefits*/manfaat yang dirasakan ini dapat membantu perusahaan atau *platform e-commerce* seperti Shopee untuk mengembangkan strategi yang tepat dalam meningkatkan *value*/keuntungan sebagai pengalaman berbelanja *online* bagi konsumen wanita. Dengan meningkatkan kenyamanan berbelanja, perusahaan mampu membangun hubungan yang kuat antara pelanggan dengan perusahaan. Perusahaan juga harus cermat dalam mengelola strategi penetapan harga agar dapat meningkatkan penjualan. Selain itu perusahaan Shopee dapat memperluas variasi produk yang ditawarkan kepada pelanggan agar membuat konsumen merasakan manfaat dari *platform* Shopee secara maksimal.

Hasil penelitian juga menjelaskan bahwa *perceived benefits* memiliki pengaruh terhadap sikap belanja *online* pembelanja wanita, untuk meningkatkan sikap positif dalam berbelanja secara *online*, perusahaan dapat meningkatkan ketiga dimensi konstruk yang membangun *perceived benefits*. Dengan memperhatikan dan meningkatkan ketiga dimensi konstruk tersebut, perusahaan dapat meningkatkan manfaat yang dirasakan oleh konsumen wanita sehingga sikap belanja *online* konsumen semakin positif terhadap *e-commerce* Shopee.

Pada dimensi konstruk pertama dijelaskan terkait kenyamanan yang didapatkan dari perasaan konsumen dimana mereka merasa puas terhadap *server* serta layanan yang optimal dan perasaan aman berbelanja, sehingga

perusahaan Shopee dapat mengoptimalkan layanan yang ada dan dapat memberikan beberapa opsi pengiriman yang fleksibel seperti pengiriman reguler, pengiriman kilat untuk barang yang mendesak, pengiriman *pick-up* di toko fisik/lokasi lain, atau pengiriman dengan jasa kurir tertentu. Dengan memberikan pilihan kepada pelanggan hal ini akan meningkatkan kepuasan bagi konsumen sehingga mampu memberikan sikap positif dalam berbelanja.

Perusahaan Shopee juga dapat bekerja sama dengan penjual atau peritel untuk memastikan bahwa harga yang dijual kompetitif dan dapat melakukan kerjasama terkait item hadiah gratis atau diskon yang diberikan terutama jika ada *event* hari raya besar apalagi berkaitan dengan konsumen wanita yang menjadi fokus dalam penelitian ini seperti pada hari ibu. Hal ini mampu membuat konsumen wanita merasa bahwa harga yang diberikan dari perusahaan Shopee ini memuaskan dan memberikan sikap yang positif. Begitu pula dengan variasi produk, perusahaan Shopee juga perlu memperhatikan variasi produk yang ditawarkan demi menunjang sikap yang positif terhadap perusahaan dengan cara melakukan sebuah riset terkait apa yang sedang ramai diperbincangkan oleh khalayak ramai atau sedang trend di kalangan konsumen wanita agar dapat memperluas pilihan produk. Perusahaan Shopee juga dapat melakukan kerja sama dengan berbagai ritel atau penjual untuk terus menawarkan berbagai variasi produk di setiap kategori yang ditawarkan.

Ketika konsumen merasa berbelanja *online* di Shopee memberikan manfaat yang signifikan maka konsumen akan cenderung memiliki sikap yang lebih positif saat belanja *online* sehingga *perceived benefits* dapat mempengaruhi persepsi konsumen wanita terhadap pengalaman belanja *online* secara keseluruhan. Pada dasarnya pembelian *online* wanita melakukan kegiatan berbelanja yang didasari oleh keinginan atau niat pribadi, sehingga jika sudah melakukan sebuah keputusan maka dapat dilihat pula sikap konsumen dalam berbelanja. Jika konsumen memiliki sikap positif terhadap belanja *online* di Shopee maka konsumen tersebut memiliki niat belanja/beli *online* yang lebih tinggi. Oleh karenanya perusahaan Shopee perlu mengoptimalkan layanan mereka agar konsumen mampu merasakan sikap positif saat berbelanja di Shopee dan membuat mereka dapat melakukan transaksi pembelian untuk selanjutnya bahkan membagikan pengalaman berbelanja *online* di Shopee.

### **5.3. Keterbatasan Penelitian**

Terdapat beberapa keterbatasan dan kelemahan yang didapatkan dalam penelitian ini. Beberapa hal mengenai keterbatasan adalah sebagai berikut:

1. Peneliti dalam penelitian ini secara khusus memfokuskan satu objek penelitian secara spesifik yakni *platform e-commerce* Shopee dimana *platform* ini sudah terlalu banyak digunakan dalam berbagai penelitian lain sehingga cakupan penelitian kurang beragam dan kurang luas.

2. Pada penelitian ini berfokus pada subjek yakni gender wanita namun dalam penelitian tidak terlalu meneliti lebih lanjut terkait variabel terhadap prekspektif wanita dimana dijelaskan dalam item pertanyaan kuesioner yang tidak mengindikasikan bahwa item pertanyaan tersebut dikhususkan untuk wanita. Sehingga dapat disimpulkan item pertanyaan kuesioner dalam penelitian ini dapat diisi secara general atau dapat dijawab oleh kedua gender (pria/wanita).
3. Penelitian ini hanya menguji variabel *perceived benefits* yang dijelaskan dengan tiga konstruk dimensi yakni kenyamanan, harga, dan variasi produk, dimana masih banyak variabel dimensi lain yang dapat mempengaruhi seperti pada penelitian Durmuş (2015) yakni hedonis/kenikmatan atau kemudahan dalam berbelanja.
4. Penelitian ini menggunakan skala likert kategori 5 untuk pembobotan hasil dari kuesioner, dimana hasil keseluruhan banyak responden yang memilih netral atau angka 3 sehingga berpengaruh pada hasil penelitian yakni pada model yang diperlukan modifikasi untuk mendapatkan model yang fit.

#### **5.4. Saran untuk penelitian selanjutnya**

Penelitian ini memiliki beberapa saran yang diberikan untuk penelitian selanjutnya atau penelitian mendatang, yakni sebagai berikut:

1. Dalam penelitian ini berfokus pada subjek penelitian yakni pembelanja wanita. Pada penelitian terdahulu di Indonesia sebenarnya sudah dilakukan



penelitian serupa namun dengan subjek penelitian pembelanja pria oleh karena itu, saran untuk penelitian selanjutnya diharapkan dapat melakukan penelitian dengan lebih memperhatikan detail prekspektif jika subjek yang diteliti terkait wanita maupun pria atau perbandingannya terkait kedua gender.

2. Penelitian di masa mendatang diharapkan dapat melibatkan berbagai macam *platform e-commerce* dan tidak terbatas hanya pada satu *platform* saja, sehingga mampu memunculkan variasi penilaian yang lebih luas.
3. Pada penelitian selanjutnya diharapkan peneliti dapat menambahkan variasi variabel dimensi untuk mendukung teori terkait dengan variabel *perceived benefits*.
4. Penelitian selanjutnya diharapkan dapat mengurangi skala likert dari 5 kategori menjadi 4 kategori dengan menghapus kategori “netral” agar penelitian selanjutnya menghasilkan model penelitian yang lebih fit.

## DAFTAR PUSTAKA

- Ajzen, I. (2005). *Attitudes, Personality And Behavior*. Open University Press.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behaviour*.
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). *Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality*. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Arora, N., & Aggarwal, A. (2018). *The role of perceived benefits in formation of online shopping attitude among women shoppers in India*. *South Asian Journal of Business Studies*, 7(1), 91–110. <https://doi.org/10.1108/SAJBS-04-2017-0048>
- Asih, R. R. D., & Pratomo, L. A. (2018). *Peran Mediasi E-Satisfaction Dan E-Trust Terhadap E-Loyalty*. 11(1), 125–144.
- Azwar, S. (2015). *Reliabilitas dan Validitas*. Pustaka Pelajar.
- Bank Indonesia. (2022). *Laporan Perekonomian Indonesia 2022*.
- Büyükdağ, N., Soysal, A. N., & Kitapci, O. (2020). *The effect of specific discount pattern in terms of price promotions on perceived price attractiveness and purchase intention: An experimental research*. *Journal of Retailing and Consumer Services*, 55(February). <https://doi.org/10.1016/j.jretconser.2020.102112>
- Chandon, P., Wansink, B., & Laurent, G. (2000). *A benefit congruency framework of sales promotion effectiveness*. *Journal of Marketing*, 4(64).
- Chang, C. (2011). *The Effect of the Number of Product Subcategories on Perceived Variety and Shopping Experience in an Online Store*. *Journal of Interactive Marketing*, 25(3), 159–168. <https://doi.org/10.1016/j.intmar.2011.04.001>

- Chiang, K. P., & Dholakia, R. R. (2003). *Factors driving consumer intention to shop online: an empirical investigation*. *Journal of Consumer Psychology*.
- Dachlan, U. (2014). *Panduan Lengkap Structural Equation Modeling Tingkat Dasar Metodologi, Konsepsi dan Aplikasi*. Lentera Ilmu.
- DailySocial.id. (2018). *Lanskap E-commerce di Indonesia dari Perspektif Konsumen*.  
<https://dailysocial.id/post/e-commerce-di-indonesia-2018>
- Data Indonesia. (2022). *Ragam E-Commerce Favorit Konsumen Indonesia, Apa Saja?*  
<https://dataindonesia.id/digital/detail/ragam-ecommerce-favorit-konsumen-indonesia-apa-saja>
- Delafrooz, N., Paim, L., & Khatibi, A. (2011). *Understanding Consumer's Internet Purchase Intention in Malaysia*. *African Journal of Business Management*, 5(3), 2837–2846. <https://doi.org/10.5897/AJBM10.1266>
- Dewi, N. P. R. A., & Ardani, I. G. A. K. S. (2016). *Pengaruh Sikap, Norma Subjektif Terhadap Niat Beli Ulang Produk Fashion Via Online di Kota Denpasar*. *Manajemen Unud*, 5(4), 625–626.
- Disa, S. M., & Kesuma, T. M. (2017). *Pengaruh Persepsi Risiko, Persepsi Manfaat Dan Kepercayaan Terhadap Niat Pembelian Konsumen Di Portal E-Commerce*. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 2(1), 202–223.
- Durmuş, B. (2015). *Exploring Antecedents of Private Shopping intention : The Case of Turkish Apparel Industry*. *European Journal of Business and Management*, 7(12), 64–78.
- Dwipayani, N. M., & Rahyuda, K. (2016). *Pengaruh Sikap Dan Fashion Leadership Terhadap Niat Beli Online Remaja Di Kota Denpasar*. *E-Jurnal Manajemen Unud*, 5(6), 246230.
- Engriani, Y., & Novaris, A. (2020). *The Effect of Perceived Benefit, Electronic Word*

- of Mouth and Perceived Web Quality on Online Shopping Attitude in Shopee With Trust as an Intervening Variable.* 124(October 2018), 978–987.  
<https://doi.org/10.2991/aebmr.k.200305.167>
- Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). *Development of A Scale to Measure The Perceived Benefits and Risks Of Online Shopping.* Journal of Interactive Marketing, 21(3), 2–20. <https://doi.org/10.1002/dir>
- Google, & Temasek Holding. (2018). *Report e-economy SEA 2018.*
- Ha, N. T., Nguyen, T. L. H., Pham, T. Van, & Nguyen, T. H. T. (2021). *Factors Influencing Online Shopping Intention: An Empirical Study in Vietnam.* Journal of Asian Finance, Economics and Business, 8(3), 1257–1266.  
<https://doi.org/10.13106/jafeb.2021.vol8.no3.1257>
- Hair, J.F., William, Jr.C., BlackBarry, J., Babin, R.E., & Anderson, S. E. (2010). *Multivariate data analysis.* Pearson Prentice Hall.
- Haryono, S. (2016). *Metode SEM untuk Penelitian Manajemen dengan AMOS, LISREL, PLS.* In Badan Penerbit PT. Intermedia Personalia Utama.
- Hidayatno, A., Destyanto, A. R., & Fadhil, M. (2019). *Model conceptualization on e-commerce growth impact to emissions generated from urban logistics transportation: A case study of Jakarta.* Energy Procedia, 156(September 2018), 144–148. <https://doi.org/10.1016/j.egypro.2018.11.119>
- Hsu, S.-H. (2012). *Factors Influencing on Online Shopping Attitude and Intention of Mongolian Consumers.* The Journal of International Management Studies, 7(2), 167–176.
- Indrasari, M. (2019). *Pemasaran & Kepuasan Pelanggan.* Unitomo Press.
- Internet World Stats. (2022). *World Internet Users and 2022 Population Stats.*  
<https://www.internetworldstats.com/stats.htm>

- iPrice. (2021). *Laporan Belanja Online e-commerce 2021*.  
<https://iprice.co.id/insights/id/moe/laporan-belanja-online-e-commerce-2021/>
- Isqo, H. (2015). *Penjualan Merek Ako Pada Matahari Departemen Store Lembuswana*.  
*Jurnal Ilmu Administrasi Bisnis*, 3(2), 470–481.
- Katadata Insight Center. (2020). *Riset KIC: Perempuan Lebih Sering Belanja di E-Commerce Ketimbang Pria*.  
<https://katadata.co.id/agustiyanti/digital/5f297dd1ae890/riset-kic-perempuan-lebih-sering-belanja-di-e-commerce-ketimbang-pria>
- Kristiyono, Y. R., Roring, E. R., & Suryawan, I. N. (2021). *The Effect Of Perceived Benefits In Formatting Male Online Shoppers' Attitude*. *Jurnal Manajemen*, 25(2), 290. <https://doi.org/10.24912/jm.v25i2.741>
- Leung, L. (2013). *Generational differences in content generation in social media: The roles of the gratifications sought and of narcissism*. *Computers in Human Behavior*, 29(3), 997–1006. <https://doi.org/10.1016/j.chb.2012.12.028>
- Lim, Y. M., Cheng, B. L., Cham, T. H., Ng, C. K. Y., & Tan, J. X. (2019). *Gender Differences in Perceptions and Attitudes Toward Online Shopping: A Study of Malaysian Consumers*. *Journal of Marketing Advances and Practices*, 1(2), 11–24. [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3446193](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3446193)
- Ma'ruf, S. (2018). *Pengaruh Kemudahan Penggunaan, Kegunaan, Persepsi Risiko, dan Kenyamanan terhadap Sikap Konsumen dalam Belanja Online*. *Jurnal Fakultas Ekonomi*, 3, 535–549.
- Mallapragada, G., Chandukala, S. R., & Liu, Q. (2016). *Exploring the Effects of What (Product) and Where (Website) Characteristics on Online Shopping Behavior*.
- MarkPlus. Inc. (2019). *Ini Pertimbangan Perempuan Indonesia Berbelanja di E-Commerce*. <https://lifestyle.bisnis.com/read/20190404/220/907913/ini->

pertimbangan-perempuan-indonesia-berbelanja-di-e-commerce

- Pham, Q. T., Tran, X. P., Misra, S., Maskeliunas, R., & Damaševičius, R. (2018). *Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam*. *Sustainability* (Switzerland), 10(1). <https://doi.org/10.3390/su10010156>
- Pramudana, K. A. S., & Santika, I. W. (2018). *Pengaruh Persepsi Kemudahan, Persepsi Manfaat, Persepsi Harga dan Pemasaran Internet Terhadap Pemesanan Ulang Online Hotel di Bali*. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 10, 2247. <https://doi.org/10.24843/eeb.2018.v07.i10.p02>
- Salisbury, W. D., Pearson, R. A., Pearson, A. W., & Miller, D. W. (2001). *Perceived security and World Wide Web purchase intention*. *Industrial Management & Data Systems*, 101(4), 165–177. <https://doi.org/10.1108/02635570110390071>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer behavior*. (11th Global). Pearson Education Limited.
- See-To, E. W. K., Papagiannidis, S., & Westland, J. C. (2014). *The moderating role of income on consumers' preferences and usage for online and offline payment methods*. *Electronic Commerce Research*, 14(2), 189–213. <https://doi.org/10.1007/s10660-014-9138-3>
- Sekaran, U., & Bougie, J. R. G. (2018). *Research Methods for Business: A Skill Building Approach* (5th ed.). Wiley Publishers.
- Shopee. (2023). *Shopee*. <https://shopee.co.id>
- Similarweb. (2023). *Most Visited e-Commerce & Shopping Website in Indonesia*. <https://www.similarweb.com/top-websites/indonesia/e-commerce-and-shopping/>
- Sinha, P., & Singh, S. (2016). *E-retailing in developing economy-A study on consumers' perceptions*. *Academy of Marketing Studies Journal*, 20(3), 62–72.

- Sorce, P., Perotti, V., & Widrick, S. (2005). *Attitude and age differences in online buying*. *International Journal of Retail and Distribution Management*, 33(2), 122–132. <https://doi.org/10.1108/09590550510581458>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta, CV.
- Suleman, D. (2019). *Perceived Ease of Use, Trust and Risk toward Attitude and Intention in Shopping for Online Fashion Products In Indonesia*. *Archives of Business Research*, 7(4), 240–253. <http://dx.doi.org/10.14738/abr.74.6482>.
- Szymkowiak, A., & Garczarek-Bak, U. (2018). *Gender Differences in E-commerce*. *ResearchGate*, 4(375), 250–261.
- Tingchi Liu, M., Brock, J. L., Cheng Shi, G., Chu, R., & Tseng, T. H. (2013). *Perceived benefits, perceived risk, and trust: Influences on consumers' group buying behaviour*. *Asia Pacific Journal of Marketing and Logistics*, 25(2), 225–248. <https://doi.org/10.1108/13555851311314031>
- Waluyo, M. (2016). *Mudah Cepat Tepat Penggunaan Tools Amos Dalam Aplikasi (SEM)*. UPN “Veteran” Jawa Timur.
- Wani, S. N., & Malik, S. (2013). *A Comparative Study of Online Shopping Behaviour : Effects of Perceived Risks and Benefits*. *International Journal of Marketing and Business Communication*, 2(4), 41–54.
- Yang, J. (2021). *An Empirical Analysis of Psychological Factors Based on EEG Characteristics of Online Shopping Addiction in E-Commerce*. *Journal of Organizational and End User Computing*, 33(6), 1–17. <https://doi.org/10.4018/JOEUC.286767>
- Yew, J. L. K., & Kamarulzaman, Y. (2020). *Effects of Personal Factors, Perceived Benefits and Shopping Orientation on Online Shopping Behavior in Malaysia*. *International Journal of Economics*, 28(2), 327–360.





## LAMPIRAN

### Lampiran I: Koesioner Penelitian

7/12/23, 10:24 PM Perceived Benefits dalam Pembentukan Sikap Belanja Online terhadap Niat Beli Online di Kalangan Pembelanja Wanita pa...

## ***Perceived Benefits* dalam Pembentukan Sikap Belanja *Online* terhadap Niat Beli *Online* di Kalangan Pembelanja Wanita pada *Marketplace* Shopee**

Halo! Perkenalkan nama saya Marisca Widya Jayanti dari Universitas Atma Jaya Yogyakarta dengan Program Studi Manajemen, Fakultas Bisnis dan Ekonomika.

Saat ini saya sedang melakukan penelitian guna memenuhi tugas akhir sebagai syarat menyelesaikan studi S1. Penelitian yang saya lakukan berjudul "***Perceived Benefits* dalam Pembentukan Sikap Belanja *Online* terhadap Niat Beli *Online* di Kalangan Pembelanja Wanita pada *Marketplace* Shopee**".

Ketersediaan dan bantuan Ibu/ Saudari sangat berarti bagi saya, oleh karenanya saya memohon ketersediaannya untuk meluangkan waktu mengisi kuesioner yang menjadi tugas akhir saya. Atas perhatian dan partisipasinya saya mengucapkan banyak terimakasih.

Apabila ada pertanyaan, silahkan menghubungi marisca.wj@gmail.com

\* Menunjukkan pertanyaan yang wajib diisi

1. Nama \*

---

2. Domisili \*

---

3. Gender \*

*Tandai satu oval saja.*

Wanita

Pria

Karakteristik Responden

4. Umur \*

---

5. Pendapatan per bulan \*

---

6. Apakah anda mengetahui dan pernah berbelanja online dalam 6 bulan terakhir pada e-commerce Shopee? \*

Tandai satu oval saja.

Ya

Tidak

*Perceived Benefits (Kenyamanan)*

7. Saya berbelanja *online* di Shopee karena saya dapat berbelanja kapan pun saya mau/inginkan \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

8. Saya berbelanja *online* di Shopee karena saya tidak perlu keluar rumah untuk berbelanja \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

9. Saya dapat menghemat tenaga untuk mengunjungi toko *offline* \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

10. Saya bisa berbelanja melalui Shopee di rumah secara privasi \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

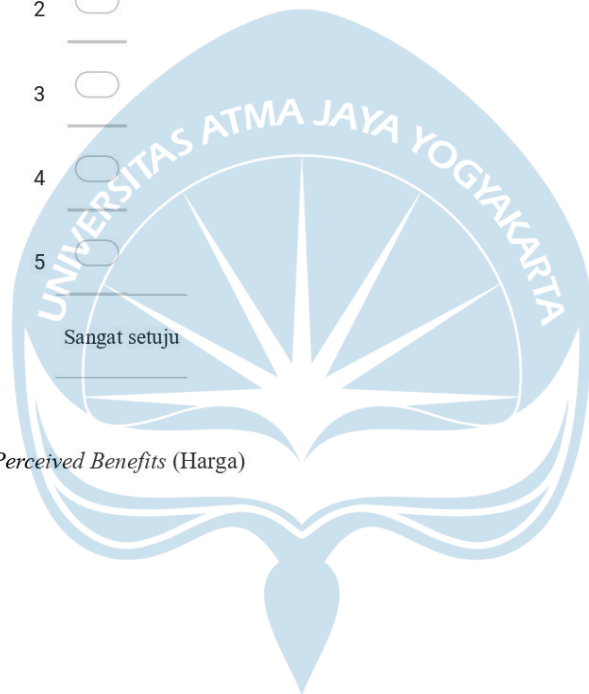
3

4

5

Sangat setuju

Perceived Benefits (Harga)



11. Saat saya berbelanja *online* di Shopee, saya melihat informasi mengenai harga. \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

12. Terdapat diskon dan hadiah gratis saat berbelanja *online* di Shopee \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

13. Belanja di Shopee memberikan harga terbaik \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

14. Belanja di Shopee menghemat uang saya \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

*Perceived Benefits* (Variasi Produk)

15. Saya suka belanja *online* di Shopee karena memiliki lebih banyak variasi produk yang tersedia di setiap kategori \*

Tandai satu oval saja.

Sangat tidak setuju

1

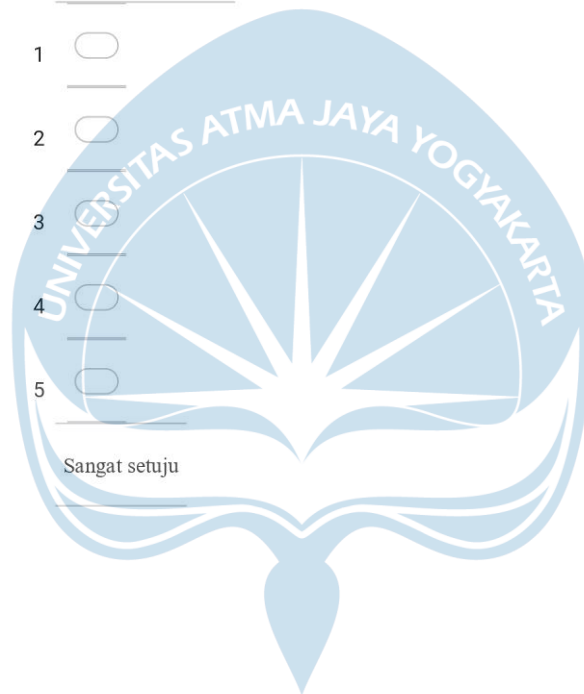
2

3

4

5

Sangat setuju



16. Belanja *online* di Shopee menawarkan pilihan produk yang lebih luas \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

17. Belanja *online* di Shopee menawarkan akses ke banyak merek dan pengecer/ retail \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju



Sikap belanja *online*

18. Menggunakan internet untuk belanja *online* di Shopee itu mudah \*

Tandai satu oval saja.

Sangat tidak setuju

1

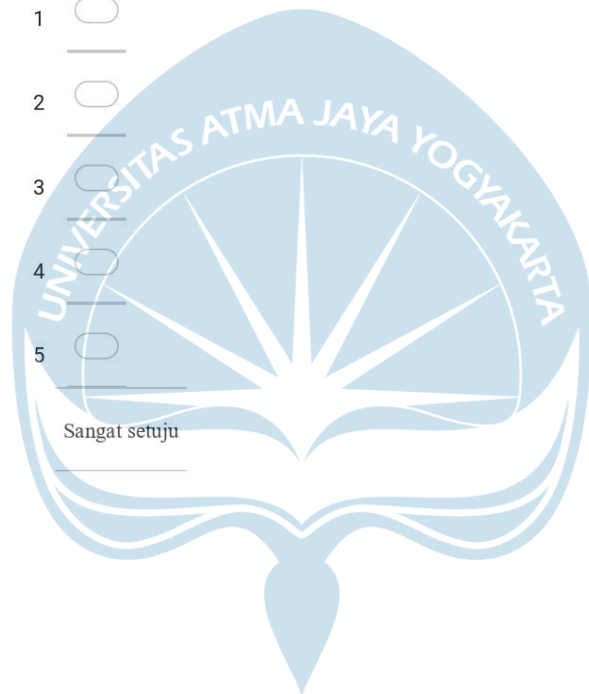
2

3

4

5

Sangat setuju



19. Saya suka berbelanja *online* di Shopee dibandingkan dengan berbelanja di toko *offline* \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

20. Saya sangat suka ide menggunakan internet untuk berbelanja *online* di Shopee \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

21. Membeli secara *online* di Shopee lebih baik dari pada membeli dari toko *offline* \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

22. Ide membeli barang/jasa secara *online* di Shope adalah ide yang bagus \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

Niat beli *online*

23. Saya suka berbelanja di internet/ secara *online* pada Shopee \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju



24. Belanja *online* di Shopee adalah sarana yang cocok untuk membeli produk/jasa \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

25. Saya akan sering berbelanja *online* pada Shopee di masa mendatang \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju

26. Saya akan sangat menyarankan orang lain untuk berbelanja *online* di Shopee \*

Tandai satu oval saja.

Sangat tidak setuju

1

2

3

4

5

Sangat setuju



Konten ini tidak dibuat atau didukung oleh Google.

Google Formulir

## Lampiran II: Koesioner Jurnal Acuan

<b>Convenience</b>	
I shop online as I can shop whenever I want	Forsythe <i>et al.</i> (2006)
I shop online as I do not have to leave home for shopping	Swinyard & Smith (2003)
I can save the effort of visiting stores	Wani & Malik (2013)
I can shop in privacy of home	
<b>Price</b>	
When I shop online. I look for price information	Sorce <i>et al.</i> (2005)
Discounts sale and free gifts are available in online shopping	Sinha & Singh (2016)
Internet shopping provides best price	
Online stores save my money	
<b>Variety</b>	
I like online shopping as I have greater variety of products available in every category	Wani & Malik (2013)
Online shopping offers broader selection of products	
Online shopping offers access to many brands and retailers	
<b>Online Shopping Attitude</b>	
Using internet for online shopping is easy	George (2004)
I like shopping online in comparison to in store shopping	Sinha (2010)
I like the idea of using the internet to shop	Hsiang Hsu <i>et al.</i> (2014)
Buying from an online retailer is better than buying from a real store/shop	Van der Heijden <i>et al.</i> (2003)
The idea of buying from an online retailer website is a good idea	
<b>Online Shopping Intention</b>	
I Like shopping on the internet	Kim <i>et al.</i> (2004)
Online shopping malls are a fit means to buy products	
I will frequently shop online in the future	Fishbein, M. and Ajzen, I. (1975)
I will strongly recommend others to shop online	

### Lampiran III: Koesioner Adaptasi

<b>Convenience</b>	
I shop online as I can shop whenever I want	Saya berbelanja online di Shopee karena saya dapat berbelanja kapan pun saya mau/inginkan
I shop online as I do not have to leave home for shopping	Saya berbelanja online di Shopee karena saya tidak perlu keluar rumah untuk berbelanja
I can save the effort of visiting stores	Saya dapat menghemat tenaga untuk mengunjungi toko offline
I can shop in privacy of home	Saya bisa berbelanja melalui Shopee di rumah secara privasi
<b>Price</b>	
When I shop online. I look for price information	Saat saya berbelanja online di Shopee, saya melihat informasi mengenai harga.
Discounts sale and free gifts are available in online shopping	Terdapat diskon dan hadiah gratis saat berbelanja online di Shopee
Internet shopping provides best price	Belanja di Shopee memberikan harga terbaik
Online stores save my money	Belanja di Shopee menghemat uang saya
<b>Variety</b>	
I like online shopping as I have greater variety of products available in every category	Saya suka belanja online di Shopee karena memiliki lebih banyak variasi produk yang tersedia di setiap kategori
Online shopping offers broader selection of products	Belanja online di Shopee menawarkan pilihan produk yang lebih luas
Online shopping offers access to many brands and retailers	Belanja online di Shopee menawarkan akses ke banyak merek dan pengecer/ ritel
<b>Online Shopping Attitude</b>	
Using internet for online shopping is easy	Menggunakan internet untuk belanja online di Shopee itu mudah
I like shopping online in comparison to in store shopping	Saya suka berbelanja online di Shopee dibandingkan dengan berbelanja di toko offline
I like the idea of using the internet to shop	Saya sangat suka ide menggunakan internet untuk berbelanja online di Shopee
Buying from an online retailer is better than buying from a real store/shop	Membeli secara online di Shopee lebih baik dari pada membeli dari toko offline
The idea of buying from an online retailer website is a good idea	Ide membeli barang/jasa secara online di Shope adalah ide yang bagus
<b>Online Shopping Intention</b>	



I Like shopping on the internet	Saya suka berbelanja di internet/ secara online pada Shopee
Online shopping malls are a fit means to buy products	Belanja online di Shopee adalah sarana yang cocok untuk membeli produk/jasa
I will frequently shop online in the future	Saya akan sering berbelanja online pada Shopee di masa mendatang
I will strongly recommend others to shop online	Saya akan sangat menyarankan orang lain untuk berbelanja online di Shopee



**Lampiran IV: Data Hasil Koesioner Profil Responden dan Filter Koesioner**

<b>Nama</b>	<b>Domisili</b>	<b>Gender</b>	<b>Umur</b>	<b>Pendapatan per bulan</b>	<b>Apakah anda mengetahui dan pernah berbelanja online dalam 6 bulan terakhir pada e-commerce Shopee?</b>
Abigail Cabarina Bianca	Bali	Wanita	22	Rp 4.000.000	Ya
Agatha Tasya	Bali	Wanita	23	Rp 2.400.000	Ya
Agnes	Semarang	Wanita	21	Rp -	Ya
Agnes M	Yogyakarta	Wanita	21	Rp 3.000.000	Ya
Alifah	Solo	Wanita	22	Rp -	Ya
Alina Kristin	Surabaya	Wanita	22	Rp 3.000.000	Ya
Aline	Yogyakarta	Wanita	22	Rp -	Ya
Amaris	Temanggung	Wanita	22	Rp -	Ya
Amii	Yogyakarta	Wanita	24	Rp 400.000	Ya
Anastasia	Yogyakarta	Wanita	19	Rp 1.000.000	Ya
Angela Amanda	Malang	Wanita	21	Rp 7.000.000	Ya
Angela Reschyta Adhi Putri	Wonogiri	Wanita	21	Rp 1.500.000	Ya
Angelique Ratna Puspita	Malang	Wanita	22	Rp -	Ya
Anggita	Yogyakarta	Wanita	21	Rp 3.000.000	Ya
Anis	Lumajang	Wanita	30	Rp 1.000.000	Ya
Anisa	Lumajang	Wanita	23	Rp 3.000.0000-6.000.000	Ya
Anjani Mahardika	Bali	Wanita	20	Rp 1.400.000	Ya
Annisa	Lumajang	Wanita	23	Rp 1.500.000	Ya
Aqilah Intan	Yogyakarta	Wanita	25	Rp 3.200.000	Ya
Aqiqah Wijaya	Sragen	Wanita	22	Rp 1.500.000	Ya
arista ika	DKI Jakarta	Wanita	20	Rp 2.000.000	Ya
Asa Safa Salsabiela	Yogyakarta	Wanita	22	Rp -	Ya

astrid	DKI Jakarta	Wanita	22	Rp 5.000.000	Ya
Audi	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Aurel	Yogyakarta	Wanita	22	Rp 3.100.000	Ya
aurelia	Tangerang	Wanita	22	Rp 5.000.000	Ya
Barbara	Semarang	Wanita	22	Rp 1.000.000	Ya
Bela	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Belinda K	Surabaya	Wanita	22	Rp 3.000.000	Ya
Belinda Kezia	Surabaya	Wanita	21	Rp 3.000.000	Ya
Bella Aresta Kadang	Yogyakarta	Wanita	22	Rp -	Ya
Bella Aurelia	Jakarta	Wanita	22	Rp 4.000.000	Ya
Benedicta Callista	Bandung	Wanita	22	Rp 100.000	Ya
Benediktine	Lumajang	Wanita	14	Rp -	Ya
Bernadeta Leony	Malang	Wanita	21	Rp 2.000.000	Ya
Bernadetha Avelina	Malang	Wanita	21	Rp 300.000	Ya
Bonita	Yogyakarta	Wanita	21	Rp 2.500.000	Ya
Brigitta	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
Brigitta Diah	Malang	Wanita	21	Rp 400.000	Ya
camel	Yogyakarta	Wanita	23	Rp 700.000	Ya
Carlina Yumiati	Lumajang	Wanita	51	Rp 10.000.000	Ya
Caroline	Surabaya	Wanita	24	Rp 4.000.000	Ya
Catherine	Salatiga	Wanita	21	Rp 2.000.000	Ya
Cecilia	Bandung	Wanita	22	Rp 2.500.000	Ya
Celina Safira	Yogyakarta	Wanita	25	Rp 3.000.000	Ya
Christina	Surabaya	Wanita	23	Rp 3.500.000	Ya
Christina Alendra Prima	Yogyakarta	Wanita	21	Rp -	Ya
cilla	DKI Jakarta	Wanita	22	Rp 5.000.000	Ya
Cindy	Yogyakarta	Wanita	21	Rp 3.000.000	Ya
citra	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Claudia	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Danina Joauqina Maria Petronela M	Yogyakarta	Wanita	21	Rp 3.000.000	Ya

Darmi	Yogyakarta	Wanita	20	Rp 500.000	Ya
Dayu asti	Yogyakarta	Wanita	21	Rp 3.500.000	Ya
Debby	Yogyakarta	Wanita	22	Rp 4.000.000	Ya
Delis	Bandung	Wanita	22	Rp 5.000.000	Ya
Denni Risnawati	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Desnita	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Destiny	Sulawesi Selatan	Wanita	19	Rp -	Ya
Devita	Yogyakarta	Wanita	22	Rp 3.700.000	Ya
dewi	Yogyakarta	Wanita	22	Rp 5.500.000	Ya
Dewi MS	Surabaya	Wanita	22	Rp 3.000.000	Ya
Dhea	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Dhiya'	Bekasi	Wanita	22	Rp -	Ya
Dina	Yogyakarta	Wanita	24	Rp 3.000.000	Ya
Dina kusdiana	Banyuwangi	Wanita	45	Rp 3.000.000	Ya
Dinda	Yogyakarta	Wanita	22	Rp 500.000	Ya
Dona	Yogyakarta	Wanita	22	Rp 1.500.000	Ya
Elisabeth Tanjung	Surabaya	Wanita	22	Rp 2.000.000	Ya
Elizabeth Angela	Yogyakarta	Wanita	21	Rp 4.900.000	Ya
Elvin Kadang	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
Endah Hesti	Lumajang	Wanita	42	Rp 2.000.000	Ya
Erinda W	Yogyakarta	Wanita	23	Rp 2.000.000	Ya
Evelyn	Yogyakarta	Wanita	22	Rp -	Ya
Evelyn Dwinatasia Lumban Gaol	DKI Jakarta	Wanita	22	Rp 2.000.000	Ya
Faradisa	Bekasi	Wanita	22	Rp 2.500.000	Ya
Felicia Sharon	Yogyakarta	Wanita	20	Rp 1.000.000	Ya
Fella	Lumajang	Wanita	21	Rp -	Ya
Fhala	Yogyakarta	Wanita	21	Rp 2.000.000	Ya
Fika Arianti	Pasuruan	Wanita	20	Rp -	Ya
Fimpi Kurnia Fahyuti	Kebumen	Wanita	23	Rp -	Ya
Fransiska Dwi Susanti, S.Pi	Lumajang	Wanita	36	Rp 5.500.000	Ya

Friska wulan sari	Lumajang	Wanita	35	Rp 3.000.000	Ya
Gabriela Junisa Lasse	Tangerang	Wanita	21	Rp 4.000.000	Ya
gabriella	Pasuruan	Wanita	21	Rp 1.000.000	Ya
Gabriella	Yogyakarta	Wanita	22	Rp 1.500.000	Ya
Gabriella Serlynda	Yogyakarta	Wanita	21	Rp 5.000.000	Ya
Gabriella Tamara Sodha	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
gisel	Bogor	Wanita	22	Rp 1.100.000	Ya
Gladis	Yogyakarta	Wanita	23	Rp 2.300.000	Ya
Gladys	Solo	Wanita	21	Rp 2.000.000	Ya
Grace	Surabaya	Wanita	22	Rp 1.500.000	Ya
Grace Rafaela	Yogyakarta	Wanita	24	Rp 2.500.000	Ya
Gracia Bella	Yogyakarta	Wanita	23	Rp 1.500.000	Ya
Gregoria Estri Lupita Purwasuwasana	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
Hesti Probodinanti	Purworejo	Wanita	22	Rp 1.000.000	Ya
Hidayatun Latifah	Yogyakarta	Wanita	25	Rp 2.200.000	Ya
Hillary Bella	Surabaya	Wanita	22	Rp 3.000.000	Ya
Illaya	Yogyakarta	Wanita	23	Rp 1.500.000	Ya
Immanuel Fellita Maranatha	Bandung	Wanita	21	Rp 1.500.000	Ya
Indri	Pangkal-pinang	Wanita	21	Rp 1.500.000	Ya
Irna Fitria	Lumajang	Wanita	31	Rp 800.000	Ya
Janiarti	Yogyakarta	Wanita	22	Rp 1.500.000	Ya
Jayanti	Yogyakarta	Wanita	22	Rp 1.200.000	Ya
Jeanny Siswanto	Malang	Wanita	22	Rp 2.000.000	Ya
jelita	Yogyakarta	Wanita	22	Rp 500.000	Ya
Jessica Grace	Malang	Wanita	22	Rp 500.000	Ya
Josephine	Semarang	Wanita	23	Rp 2.000.000	Ya
Karina	Surabaya	Wanita	22	Rp 3.000.000	Ya

kathleen	Malang	Wanita	21	Rp 2.500.000 - 3.000.000	Ya
Kesi	Yogyakarta	Wanita	21	Rp -	Ya
Keziabella	Yogyakarta	Wanita	22	Rp 6.000.000	Ya
Klaranydia amandita	Yogyakarta	Wanita	22	Rp -	Ya
Kojang	Pekalongan	Wanita	21	Rp 5.000.000	Ya
Kresentia ayu	Yogyakarta	Wanita	20	Rp -	Ya
Krisna fadila	Lumajang	Wanita	29	Rp 500.000	Ya
Kristina Ninik D	Lumajang	Wanita	50	Rp 3.000.000	Ya
Lalak	Yogyakarta	Wanita	22	Rp 4.000.000	Ya
Lany	Malang	Wanita	21	Rp 2.000.000	Ya
Laurensia S	Jakarta	Wanita	23	Rp 3.500.000	Ya
Laurensia Yonita	Yogyakarta	Wanita	21	Rp 1.200.000	Ya
Laurensia Yunita	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
Laurentina Aviliani	DKI Jakarta	Wanita	21	Rp 5.000.000	Ya
Leni	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Leony	Jember	Wanita	21	Rp -	Ya
Lian	Yogyakarta	Wanita	21	Rp 500.000	Ya
lili	Yogyakarta	Wanita	22	Rp 1.500.000	Ya
Liliana Chalova	Palembang	Wanita	21	Rp 2.000.000	Ya
Lintang Samudra	Lumajang	Wanita	23	Rp 1.500.000	Ya
Lisa	Yogyakarta	Wanita	20	Rp 1.500.000	Ya
lolita	Malang	Wanita	22	Rp 2.500.000	Ya
Luisa	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
Luluk wijiastuti	Lumajang	Wanita	52	Rp 2.000.000	Ya
Lusi	Surabaya	Wanita	26	Rp 4.000.000	Ya
Made	Yogyakarta	Wanita	22	Rp 1.200.000	Ya
Maharani Oktavia	Surabaya	Wanita	26	Rp 2.500.000	Ya
Malinau Lani	Kalimantan Barat	Wanita	24	Rp 3.500.000	Ya
Manda	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
Margareta Desy	DKI Jakarta	Wanita	23	Rp 6.000.000	Ya

Margaretha Noprisda Sinaga	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Maria	Jakarta	Wanita	21	Rp 3.500.000	Ya
Maria	Yogyakarta	Wanita	21	Rp 3.000.000	Ya
Maria Cicilya Sitindaon	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Maria Diana	Magelang	Wanita	22	Rp 2.000.000	Ya
Maria Hapsari	Lumajang	Wanita	54	Rp 1.000.000	Ya
Maria Kartika	Yogyakarta	Wanita	22	Rp -	Ya
Maria Retno Febriana	DKI Jakarta	Wanita	21	Rp 1.000.000	Ya
Maria Yuventia Widiatresna	Bogor	Wanita	21	Rp 2.000.000	Ya
Marimar	Yogyakarta	Wanita	22	Rp 1.200.000	Ya
Marshanda	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
marwid	Yogyakarta	Wanita	21	Rp 1.200.000	Ya
May	Lumajang	Wanita	55	Rp 1.500.000	Ya
Mei	Jombang	Wanita	26	Rp 7.000.000	Ya
Meisya Arinda Putri	Yogyakarta	Wanita	20	Rp 500.000	Ya
Melisa	Malang	Wanita	21	Rp 1.000.000	Ya
Mevelyn	Surabaya	Wanita	22	Rp 3.500.000	Ya
Michelle	Surabaya	Wanita	22	Rp 4.000.000	Ya
Michelle Florence	Lumajang	Wanita	21	Rp -	Ya
Michelle Wilhelmia Pajajakng	Yogyakarta	Wanita	20	Rp -	Ya
Mier Anxin	Bali	Wanita	24	Rp 5.000.000	Ya
Monica	Jember	Wanita	21	Rp 1.500.000	Ya
Monica Cinta Puspaningtyas	Yogyakarta	Wanita	17	Rp 500.000	Ya
Monica Kinara	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Monyca Diana N	Yogyakarta	Wanita	19	Rp -	Ya
Mutiara Angela	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
Nabila Kinasih	Magelang	Wanita	22	Rp 1.500.000	Ya
Nadia	Semarang	Wanita	19	Rp 1.100.000	Ya
Melia	Yogyakarta	Wanita	20	Rp 300.000	Ya

naisa putri s	Lumajang	Wanita	14	Rp -	Ya
Nanda G	Yogyakarta	Wanita	20	Rp 1.500.000	Ya
Nana	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Natalucia	Lumajang	Wanita	22	Rp 2.000.000	Ya
Navida K	Yogyakarta	Wanita	22	Rp 900.000	Ya
Ni Luh Budi Asih	Bali	Wanita	30	Rp -	Ya
Nindya	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Ninin	Lumajang	Wanita	20	Rp -	Ya
Ninin francinarti	Lumajang	Wanita	53	Rp 100.000	Ya
Nita Handayani	Semarang	Wanita	50	Rp 6.000.000	Ya
Norberta	Yogyakarta	Wanita	24	Rp 5.000.000	Ya
Novita	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Odis	Bali	Wanita	21	Rp 2.200.000	Ya
Oktavia Erlina Marjani	Kalimantan Barat	Wanita	27	Rp 360.000	Ya
oktaviana urmila cahya	Yogyakarta	Wanita	21	Rp 3.000.000	Ya
Oline	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Oline Pritta	Yogyakarta	Wanita	23	Rp 2.000.000	Ya
Oliv	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
Olivia	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
ovi	Bandung	Wanita	21	Rp 2.000.000	Ya
pia	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Panca Lintang Dyah Paramitha	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
Patricia Glorinta	Yogyakarta	Wanita	22	Rp 1.500.000	Ya
Patricia Meta Pudya Astari	Yogyakarta	Wanita	22	Rp 600.000	Ya
Patricia Windy Ayuningtyastuti	Yogyakarta	Wanita	23	Rp 1.000.000	Ya
Patrisia Frasiska	Lumajang	Wanita	22	Rp 1.100.000	Ya
Paulina	Semarang	Wanita	21	Rp 1.500.000	Ya
Pauline	Lumajang	Wanita	22	Rp 3.000.000	Ya
Petra Tarigan	DKI Jakarta	Wanita	22	Rp 3.000.000	Ya
Pinka	Jember	Wanita	23	Rp 1.800.000	Ya



Prasasti Nurmaning Ratri	Purworejo	Wanita	22	Rp 2.000.000	Ya
Pretty	Yogyakarta	Wanita	22	Rp 1.500.000	Ya
Puji Astuti	Malang	Wanita	49	Rp -	Ya
Putri	Kalimantan Barat	Wanita	21	Rp 1.000.000	Ya
Putri	Yogyakarta	Wanita	25	Rp 2.000.000	Ya
Qis	Jember	Wanita	22	Rp -	Ya
Rafaela	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Ratna	Bali	Wanita	28	Rp 2.000.000	Ya
Ratu Nabilla Azzahra	Riau	Wanita	19	Rp -	Ya
Regina	Yogyakarta	Wanita	21	Rp 1.300.000	Ya
Regina	Yogyakarta	Wanita	21	Rp 2.000.000	Ya
Regita	Yogyakarta	Wanita	22	Rp -	Ya
Retno	Semarang	Wanita	22	Rp -	Ya
Rindang Ayu Sasanti	Lumajang	Wanita	47	Rp 2.000.000	Ya
Risa Melani	Yogyakarta	Wanita	23	Rp 3.000.000	Ya
Rita Sudarini	Lumajang	Wanita	56	Rp -	Ya
Salma	Yogyakarta	Wanita	21	Rp 1.600.000	Ya
Sarah	Malang	Wanita	22	Rp 2.000.000	Ya
Sekar	Yogyakarta	Wanita	21	Rp 1.700.000	Ya
Sesilia Nonita	Solo	Wanita	22	Rp 1.000.000	Ya
Shalsa Angelica	Yogyakarta	Wanita	21	Rp -	Ya
sherly	Yogyakarta	Wanita	19	Rp 5.000.000	Ya
Sinta Wicaksono	Yogyakarta	Wanita	23	Rp 3.000.000	Ya
Siska	Yogyakarta	Wanita	23	Rp 2.000.000	Ya
Siti Aminatuzzahroh	Lumajang	Wanita	21	Rp -	Ya
Silla L	Yogyakarta	Wanita	20	Rp -	Ya
Sola Gratia	Yogyakarta	Wanita	21	Rp 2.000.000	Ya
Sonia	Semarang	Wanita	21	Rp 1.000.000	Ya
Soraya Ambarura	Yogyakarta	Wanita	20	Rp 3.000.000	Ya

Tabitha Michelle	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Tania	Malang	Wanita	23	Rp 2.000.000	Ya
Tarisa	Yogyakarta	Wanita	21	Rp 4.900.000	Ya
Thalia	Yogyakarta	Wanita	21	Rp 700.000	Ya
Theresia	Yogyakarta	Wanita	22	Rp 900.000	Ya
theresia rachelita	DKI Jakarta	Wanita	21	Rp 6.000.000	Ya
tiara aster	Yogyakarta	Wanita	21	Rp 1.500.000	Ya
Tri	Lumajang	Wanita	21	Rp 500.000	Ya
Vasya dk	Magelang	Wanita	21	Rp 500.000	Ya
Valentina Lydia	Yogyakarta	Wanita	22	Rp 2.000.000	Ya
Valentine	Yogyakarta	Wanita	20	Rp 1.500.000 - 2.000.000	Ya
Valentrina	Yogyakarta	Wanita	23	Rp 1.500.000	Ya
Vendwina Sapphire Rizqi	Jember	Wanita	19	Rp 500.000	Ya
Veronica C	Semarang	Wanita	22	Rp 7.000.000	Ya
Vincenthia Yudi Febrina	Lumajang	Wanita	22	Rp -	Ya
Vitria Ristiani	Yogyakarta	Wanita	20	Rp 1.000.000	Ya
Wahida	Yogyakarta	Wanita	21	Rp 2.000.000	Ya
Waldun walilu	Yogyakarta	Wanita	23	Rp 5.000.000	Ya
widya	Yogyakarta	Wanita	21	Rp 1.200.000	Ya
Winanda	Yogyakarta	Wanita	21	Rp 1.000.000	Ya
winona	Semarang	Wanita	24	Rp 600.000	Ya
Yenny	Lumajang	Wanita	41	Rp -	Ya
Yessi	Yogyakarta	Wanita	20	Rp 1.500.000	Ya
Yessy Fortunania	Surabaya	Wanita	21	Rp 5.000.000	Ya
Yetty	Lumajang	Wanita	41	Rp 5.000.000	Ya
Yolanda Florecita Maharani	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
Yosanta	Lumajang	Wanita	17	Rp 310.000	Ya
Yosephine Mitha	Tangerang	Wanita	22	Rp 1.200.000	Ya
Yovita Tinaya	Yogyakarta	Wanita	22	Rp 2.000.000	Ya

Yuniar elisabet lae	Yogyakarta	Wanita	22	Rp 1.000.000	Ya
Yuniko	Kudus	Wanita	21	Rp 1.000.000	Ya



Lampiran V: Data Hasil Item Koesioner

C 1	C 2	C 3	C 4	P 1	P 2	P 3	P 4	V 1	V 2	V 3	O S A 1	O S A 2	O S A 3	O S A 4	O S A 5	O S I 1	O S I 2	O S I 3	O S I 4
5	5	5	5	5	5	5	1	5	5	5	5	3	3	2	3	3	3	2	2
5	4	5	5	5	5	4	5	5	5	5	5	3	4	3	4	5	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	4	5	5	5	5	4	4	4	4	4	4	5	5
5	5	5	5	5	5	4	4	4	4	5	5	4	4	3	5	4	4	4	4
1	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3
4	3	2	4	5	5	4	4	4	5	4	5	3	4	3	4	4	4	4	4
5	5	5	5	5	2	4	2	4	4	4	4	5	4	4	4	4	4	5	4
5	5	4	5	5	5	5	5	5	5	5	5	3	3	2	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	4	4	4	3	3	4	4	4	5	3	4	3	3	4	3	4	4
4	4	3	3	5	4	3	3	3	3	3	3	2	2	2	2	3	3	2	3
5	5	5	5	5	5	4	4	4	4	5	5	4	5	4	5	5	5	4	4
5	5	5	5	5	4	4	3	3	3	3	5	4	5	3	5	3	3	3	3
5	5	5	5	5	3	4	4	4	4	4	5	3	4	4	5	4	4	4	4
5	5	5	5	5	3	3	3	5	4	4	4	4	4	3	3	4	4	3	3
5	5	5	5	5	5	4	3	5	4	4	5	5	5	3	3	5	5	5	5
4	5	5	5	4	2	4	4	4	4	4	4	4	4	3	4	4	3	3	3
4	4	4	2	4	2	4	4	4	5	5	4	5	4	2	4	4	5	4	4
5	5	5	5	5	5	5	5	5	5	5	5	3	5	3	4	5	4	4	4
4	5	5	4	5	5	4	5	5	5	5	5	4	4	4	4	4	4	4	4
5	5	5	4	5	4	5	4	5	4	5	5	5	5	5	5	5	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	3	4	3	4	4	3	3	3	4	4	4	4	4	4	4	4	3	5
5	4	4	3	4	4	3	3	4	5	4	5	3	4	3	3	4	4	3	3
4	4	4	4	4	5	3	3	3	3	3	4	3	3	2	3	4	4	4	3
5	5	5	4	5	5	5	3	5	4	4	4	5	4	5	5	5	4	4	5

5	5	5	3	5	3	3	4	3	4	5	4	3	4	3	4	4	4	3	4
2	4	4	5	5	5	3	3	4	5	4	4	3	4	3	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5
5	5	5	5	1	5	5	5	5	5	4	5	2	5	2	3	3	4	3	3
3	4	5	4	5	3	4	4	3	5	3	5	3	4	3	3	4	3	3	4
4	4	4	4	4	4	1	1	5	5	5	5	4	4	3	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5	5
5	5	5	5	5	5	3	1	5	5	5	3	5	3	5	5	5	5	5	5
5	5	5	5	3	2	3	3	3	3	4	5	5	5	3	4	5	4	4	3
5	5	5	5	4	3	5	4	3	3	4	5	4	4	3	3	4	3	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	5	4	5	4	4	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	4	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	4	4	4	2	4	4	4	4	3	4	4	4	4	4	4	4
5	5	5	5	5	4	5	4	5	5	4	5	3	3	3	4	3	4	4	5
5	5	5	5	5	5	5	5	5	5	5	5	3	4	3	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	3	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	3	3	4	4	4	5	2	4	2	4	4	4	4	4
5	5	5	5	5	5	4	3	5	5	5	4	5	5	3	5	5	5	4	5
5	5	5	5	5	5	4	4	5	5	5	5	4	5	4	4	4	5	5	5
2	5	4	4	4	3	4	4	2	4	4	5	4	5	4	4	5	4	4	4
4	5	4	5	5	4	4	2	5	5	5	4	4	5	5	5	5	5	4	4
5	4	5	3	5	5	4	4	3	4	4	4	3	4	5	4	5	4	4	5
4	5	4	4	5	2	4	4	3	3	4	4	4	4	4	5	4	4	4	4
5	5	4	4	5	4	4	3	5	5	4	5	3	4	2	4	4	4	3	4
4	5	5	5	5	5	5	3	5	5	5	4	3	5	3	4	4	5	4	5
2	2	2	3	1	2	3	2	2	3	2	3	2	3	1	2	2	3	1	2
5	4	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4
4	4	4	4	4	3	4	4	4	5	5	4	2	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	4	4	4	4	5	5	5	4	4	4	4	5	5	4	4
5	5	5	3	5	5	5	3	5	5	5	5	3	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	4	3	4	5	5	4	4	4	4
4	5	5	5	4	4	4	2	5	5	5	5	4	5	2	3	5	4	2	3

5	5	5	5	5	4	4	4	5	5	5	5	2	4	2	2	4	2	5	5
5	5	5	5	5	2	3	4	4	5	5	5	3	3	2	2	4	2	4	4
5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	2	5	5	5	5	3	5	3	4	4	5	3	5
4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	4	3	5	4	4	4	3	3	3	4	3	3	3	3	4	3	4	4
5	4	5	2	5	4	2	2	5	3	3	5	3	3	2	3	4	3	3	2
5	5	5	5	5	3	5	5	5	5	5	5	4	5	3	4	4	4	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	4	5	4	4	4	5	5	5	5	3	4	3	4	5	4	5	4
4	5	4	4	5	5	4	4	3	4	4	5	2	4	2	4	3	3	3	3
5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	5	5	4	5	4	4	4	5	5	5	4	4	4	3	4	4	4	4	4
4	5	5	5	4	5	3	3	5	5	5	4	3	3	3	3	3	3	3	3
4	4	4	4	4	4	2	2	3	4	4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	4	5	5	4	4	5	5	3	5	4	5	3	5	5	4	5	5
5	5	5	5	5	4	4	3	5	5	5	5	5	5	5	5	4	4	4	4
4	4	5	4	5	5	5	5	5	5	4	4	4	4	4	4	4	5	4	4
5	5	4	4	5	3	3	4	4	4	4	3	4	2	4	4	4	4	4	4
4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4
5	5	5	3	5	3	4	3	5	5	5	5	4	5	3	4	5	5	5	5
5	5	5	5	5	4	4	3	5	5	5	5	3	4	3	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
4	5	2	1	1	2	5	3	5	4	3	5	4	3	2	1	1	2	3	4
5	4	5	5	4	3	3	3	5	5	5	5	3	5	3	3	4	4	3	3
5	5	5	5	3	3	3	3	3	3	2	3	2	4	2	3	3	3	3	3
5	5	5	5	5	5	5	3	5	5	4	5	4	4	4	4	4	4	4	4
4	4	4	4	4	3	3	3	4	4	4	4	3	4	3	3	3	3	3	3
5	5	5	5	5	2	3	2	4	4	2	5	2	4	2	3	4	3	3	3
5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4
5	5	4	4	5	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4
5	5	5	5	5	5	3	4	4	4	4	3	2	3	2	3	3	3	3	3
5	4	4	4	5	4	4	3	4	5	5	5	3	5	2	4	4	4	3	4
3	5	5	5	5	5	4	2	5	5	5	5	5	5	3	4	5	5	4	5

4	4	4	4	5	4	4	4	5	5	5	4	4	4	3	4	4	4	4	4
5	5	5	5	5	5	4	4	4	4	5	5	4	5	4	5	5	4	4	4
4	4	4	4	4	4	4	3	3	4	5	5	3	4	3	4	3	4	3	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	4	5	3	5	5	5	4	5
5	5	5	5	5	4	4	4	5	5	5	5	4	4	4	4	4	5	4	4
5	5	5	5	4	3	4	1	3	4	4	4	4	4	4	4	4	4	4	4
4	3	3	3	4	3	3	3	3	4	4	4	3	4	3	3	3	4	3	4
4	5	4	5	5	5	4	2	5	5	5	5	3	4	4	4	4	4	4	4
5	4	4	4	5	3	4	4	5	5	5	5	3	4	3	4	5	4	5	5
5	5	2	4	5	4	3	2	5	4	5	5	4	3	3	4	4	4	4	5
5	5	5	5	5	5	5	2	4	4	4	5	4	4	4	4	4	4	4	4
5	5	5	5	5	1	5	1	5	5	5	5	3	5	3	3	5	5	5	3
5	5	5	5	5	5	4	4	5	5	5	5	4	5	4	4	5	2	3	4
5	5	5	5	5	5	4	4	5	5	5	5	2	5	2	5	4	5	2	5
5	5	5	5	5	3	3	3	3	3	3	5	3	3	3	4	3	3	2	2
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	4	4	4	4	5	5	5	4	4	4	4	5	4	4	5	4	5	5	5
5	5	5	5	5	4	4	4	4	4	4	4	3	4	4	3	4	3	3	3
4	4	4	4	4	5	4	4	4	5	4	4	4	5	5	5	4	4	4	4
4	2	3	3	5	5	5	5	4	4	4	4	2	3	2	3	3	3	3	3
5	5	4	5	4	5	5	3	5	3	5	5	2	3	3	3	2	4	4	4
5	5	5	5	5	5	5	2	5	5	5	4	4	4	4	4	5	5	5	5
4	5	3	2	5	4	3	3	4	4	3	5	3	3	3	3	4	4	2	3
3	5	5	2	5	5	5	5	5	1	1	5	3	4	5	5	5	5	5	3
4	4	4	4	5	4	3	3	4	5	4	3	4	4	4	4	4	4	4	4
5	5	5	5	5	4	4	4	4	4	5	4	4	4	4	5	4	4	4	4
1	4	3	2	5	4	3	3	4	4	4	5	2	3	2	3	3	4	3	3
4	4	3	4	4	4	3	2	4	4	4	4	3	4	2	4	4	4	4	4
5	4	4	5	4	4	4	4	4	4	4	4	3	4	3	3	3	4	4	4
3	4	4	4	5	4	3	3	4	4	4	4	4	4	4	4	4	4	3	3
4	2	3	4	5	2	3	2	3	4	4	4	2	3	2	3	4	3	3	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	3	4	5	5	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	5
5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	4	4

5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	3	4	4	5	5	4	5	5	5	5	4	4	5	4	4	4
5	5	4	4	4	3	3	3	4	4	4	5	2	4	1	3	3	3	3	2	
5	5	4	3	5	4	4	4	5	4	4	4	3	3	3	3	3	3	3	3	
2	4	5	4	4	2	4	5	4	4	4	3	2	4	3	4	4	4	3	3	
5	5	5	5	5	5	4	4	5	5	5	5	4	5	4	4	5	4	5	5	
4	5	4	4	4	5	3	3	3	3	3	4	2	3	2	4	4	3	4	4	
4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
4	5	4	4	5	5	4	4	5	4	5	5	5	4	4	5	4	4	5	4	
5	5	5	5	5	4	5	4	5	4	5	5	3	5	3	5	3	5	4	5	
5	5	5	5	5	5	4	4	5	5	5	5	5	4	5	5	5	5	4	5	
5	5	5	2	5	5	4	3	4	5	5	5	5	4	3	4	4	4	3	4	
5	5	5	5	3	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
5	5	5	4	5	3	3	3	4	4	4	4	3	4	3	4	4	3	3	3	
5	5	5	5	4	2	2	2	4	4	4	4	3	4	2	2	3	4	2	2	
5	4	4	4	4	5	3	3	3	4	4	4	2	3	2	3	4	3	3	3	
5	5	5	5	5	5	5	3	4	4	4	5	4	5	4	4	5	5	5	4	
5	3	5	5	5	5	5	4	4	5	5	5	2	4	3	5	5	4	3	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	4	4	5	5	5	5	5	5	5	4	3	4	3	3	3	3	3	4	
5	4	4	4	4	4	4	3	4	4	4	4	4	4	3	3	4	3	3	3	
4	5	5	4	3	4	3	3	3	4	4	4	2	3	2	3	4	4	3	4	
5	5	5	5	5	5	3	3	5	3	5	5	3	5	3	4	5	4	4	4	
4	4	4	4	4	3	4	3	4	4	4	4	3	4	3	4	4	3	3	4	
4	5	3	3	5	4	3	3	4	4	4	4	3	3	3	4	4	4	3	4	
5	5	5	5	5	5	5	3	2	2	4	3	4	4	1	2	4	4	2	2	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	3	4	4	5	5	5	5	4	4	4	4	4	4	5	4	
5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	3	3	4	4	4	5	5	5	5	5	5	5	4	4	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	



5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	4	5	4	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	4	4	4	5	5	5	5	5	5	4	5	5	5	4	4
3	5	3	4	4	4	4	3	4	4	4	3	3	4	3	4	4	4	4	5
5	5	5	5	5	3	3	3	5	5	5	5	4	4	4	5	5	5	5	5
5	5	4	4	4	4	4	3	4	4	4	4	3	4	3	4	4	4	3	3
5	5	4	5	5	4	4	4	5	5	5	5	5	5	3	4	4	4	4	4
4	4	4	4	4	4	3	3	3	3	4	4	3	3	2	3	3	3	2	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
1	3	1	3	1	1	3	3	3	2	2	1	3	3	3	3	3	3	3	3
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	5	4
5	4	5	4	4	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	4	5	4	5	5	4	4	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	4	4	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	4	5	5	5	5	5	4	4	4	5	4	5	5	5
5	5	5	5	5	5	4	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5
4	4	3	4	4	4	4	3	4	4	4	4	3	4	3	3	4	3	3	4
5	4	3	5	5	3	3	3	4	4	4	5	3	4	3	5	5	5	5	5
4	4	4	4	4	4	4	4	5	5	4	5	4	4	5	4	4	4	4	4
4	5	5	4	4	3	3	3	4	4	5	4	4	4	4	4	4	4	4	4
5	4	5	5	4	4	3	4	4	4	3	3	3	3	3	3	4	4	4	4
5	5	5	5	5	3	5	5	5	5	5	5	5	5	3	4	5	4	5	5
2	1	1	1	1	2	2	3	1	1	1	1	1	1	2	2	3	2	3	3
5	4	5	5	4	3	3	3	4	4	4	5	3	4	4	4	3	4	3	3
3	4	3	3	3	2	3	2	3	3	2	3	3	3	2	3	2	3	2	3
5	4	4	5	5	4	5	3	5	5	4	5	2	4	3	4	5	4	5	5
4	4	3	5	4	4	5	4	4	5	3	4	5	4	4	4	4	5	3	5
4	4	4	4	4	4	3	2	3	4	4	4	3	3	3	3	4	4	3	3
4	5	4	5	5	3	3	3	4	5	5	4	2	3	1	2	3	3	2	2
5	4	4	5	5	4	4	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	4	5	5	5	5	5	5	4	5	4	5	5	5	5	5

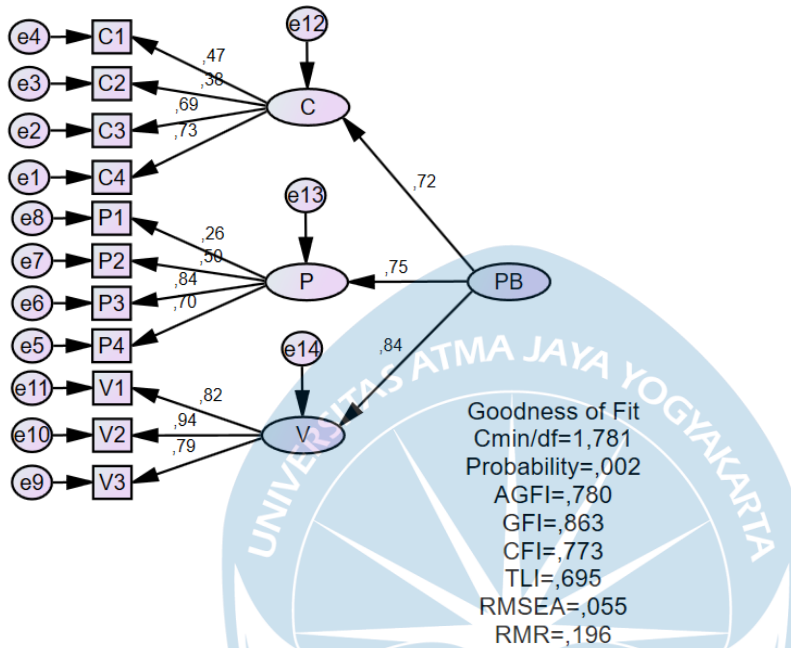
5	5	5	5	5	4	4	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	4	4	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	4	5	5	4	4	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	4	5	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	4	4	4	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	4	4	5	5	5	5	4	4	4	5	4	5	4	5
5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5	4	5	4	5	5	5	5	5
4	5	5	4	4	5	5	4	5	4	4	5	4	4	4	5	5	5	4	4
5	5	5	5	5	5	4	4	5	5	5	5	4	4	4	5	5	5	5	5
4	4	5	5	5	4	4	5	4	5	4	4	4	4	4	5	4	4	5	4
5	5	5	5	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5
4	5	4	5	5	4	4	5	4	5	5	4	5	4	5	5	5	5	4	5
4	5	4	5	5	4	5	5	5	5	4	5	4	4	5	5	4	4	5	5
4	5	4	4	4	5	5	5	4	5	5	5	4	5	4	5	5	5	4	4
5	5	5	5	5	5	5	4	5	4	4	5	4	5	4	5	4	5	5	5
5	5	5	5	5	4	4	4	5	5	5	5	4	4	4	4	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	4	5	5	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5
5	5	4	4	5	5	4	4	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5
5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	4	5	5	5	5
4	5	5	5	5	5	4	4	5	4	4	5	5	5	4	5	5	4	4	4
5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	4	4	5	4	4	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	4	4	4	4	5	4	4	5	4	5	4	5	5	5	4	5
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	4	4	4	5	5	5	5	4	4	4	4	5	4	4	5

5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5
5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	5	5	4	5	5	5	4	4	4	4	4	4	5	5	4	4
5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	4	5	5	5	5	5
5	5	5	5	5	4	4	4	5	5	4	5	4	4	4	4	4	5	4	4	4
5	5	5	5	5	5	5	4	5	5	5	5	5	4	4	4	4	5	5	5	5
5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5
5	5	5	5	5	5	4	4	5	5	4	5	4	5	4	5	5	5	5	5	5
5	5	5	5	5	4	5	4	5	5	5	5	4	5	4	5	5	5	5	5	5
5	5	5	5	5	5	4	4	5	5	5	5	5	4	4	4	5	5	5	5	5
3	5	4	5	5	4	4	5	5	4	5	4	4	4	5	4	5	4	4	5	5

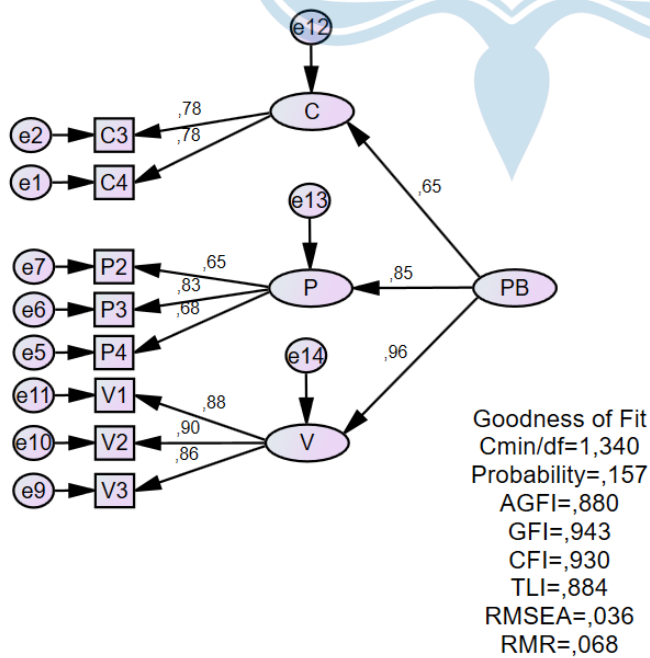


## Lampiran VI: Hasil Analisis Data

### Hasil Uji CFA Eksogen Sebelum Modifikasi



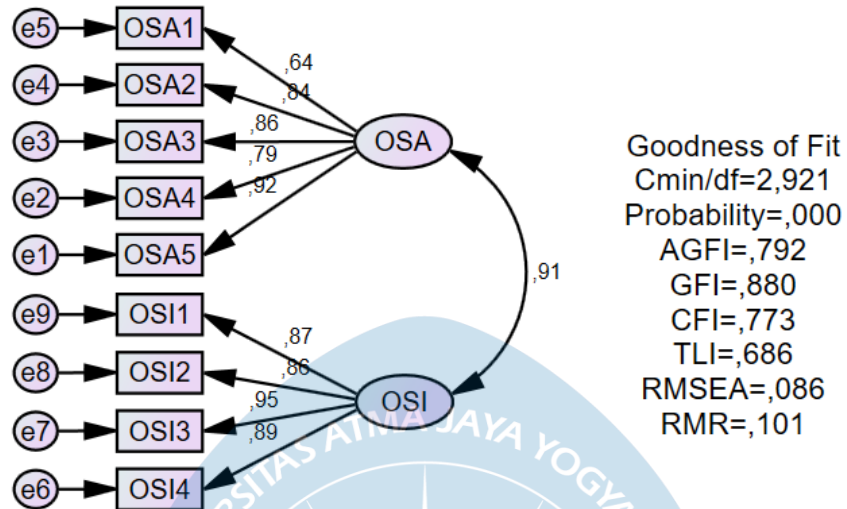
### Hasil Uji CFA Eksogen Setelah Modifikasi



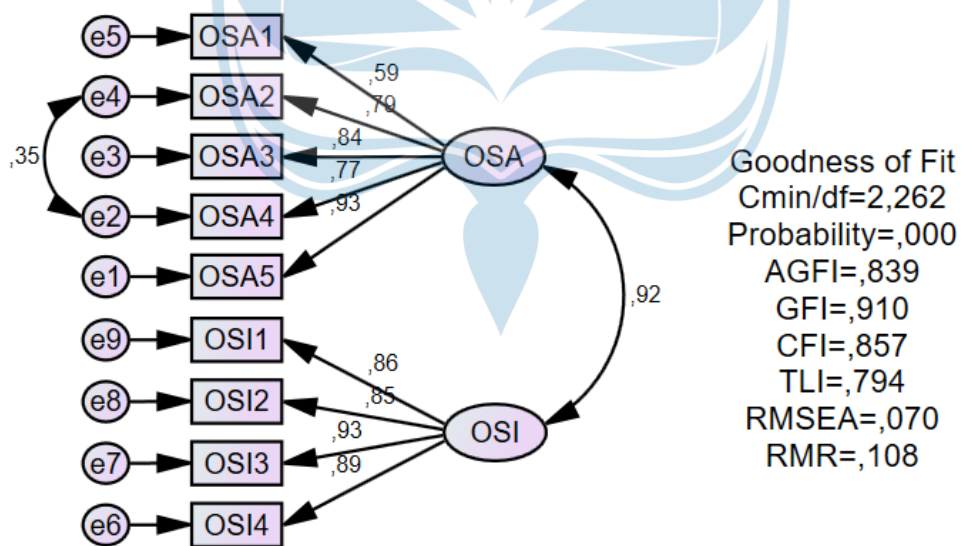
### Hasil Perhitungan Nilai VE dan Reabilitas CFA Eksogen

			Estimate (SLF)	SLF <sup>2</sup>	$\epsilon$
C	<---	PB	0,647	0,42	0,58
P	<---	PB	0,848	0,72	0,28
V	<---	PB	0,958	0,92	0,08
			2,45	2,06	0,94
		CR	0,86		
		AVE	0,69		
C4	<---	C	0,778	0,61	0,39
C3	<---	C	0,776	0,60	0,40
			1,55	1,21	0,79
		CR	0,75		
		AVE	0,60		
P4	<---	P	0,679	0,46	0,54
P3	<---	P	0,829	0,69	0,31
P2	<---	P	0,653	0,43	0,57
			2,16	1,57	1,43
		CR	0,77		
		AVE	0,52		
V3	<---	V	0,858	0,74	0,26
V2	<---	V	0,898	0,81	0,19
V1	<---	V	0,884	0,78	0,22
			2,64	2,32	0,68
		CR	0,91		
		AVE	0,77		

**Hasil Uji CFA Endogen Sebelum Modifikasi**



**Hasil Uji CFA Endogen Sebelum Modifikasi**

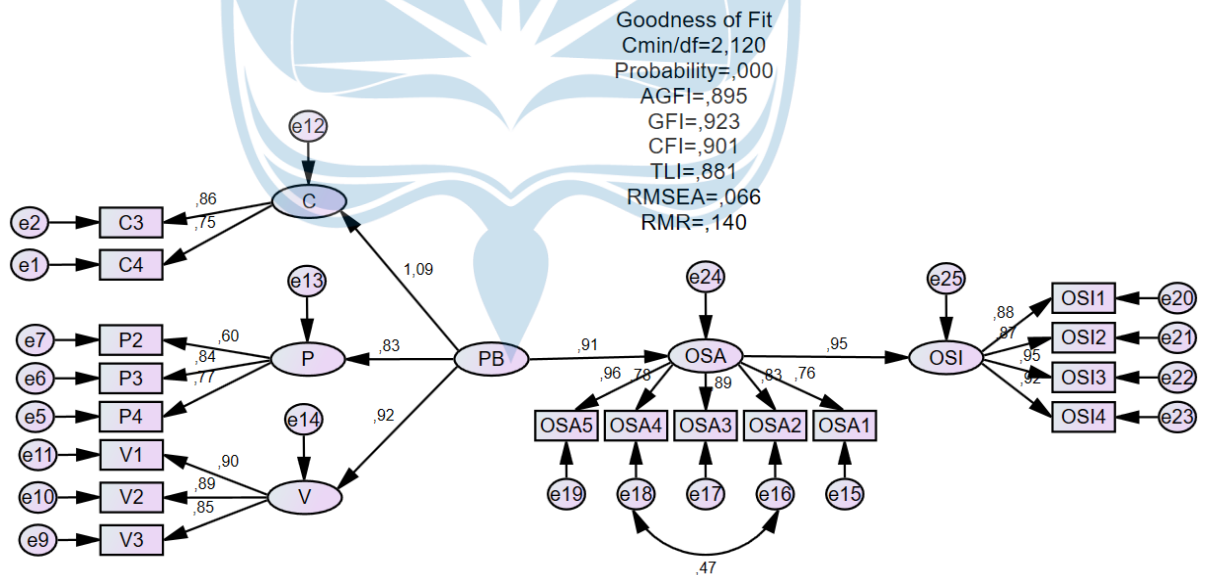


**Hasil Perhitungan Nilai VE dan Reabilitas CFA Endogen**

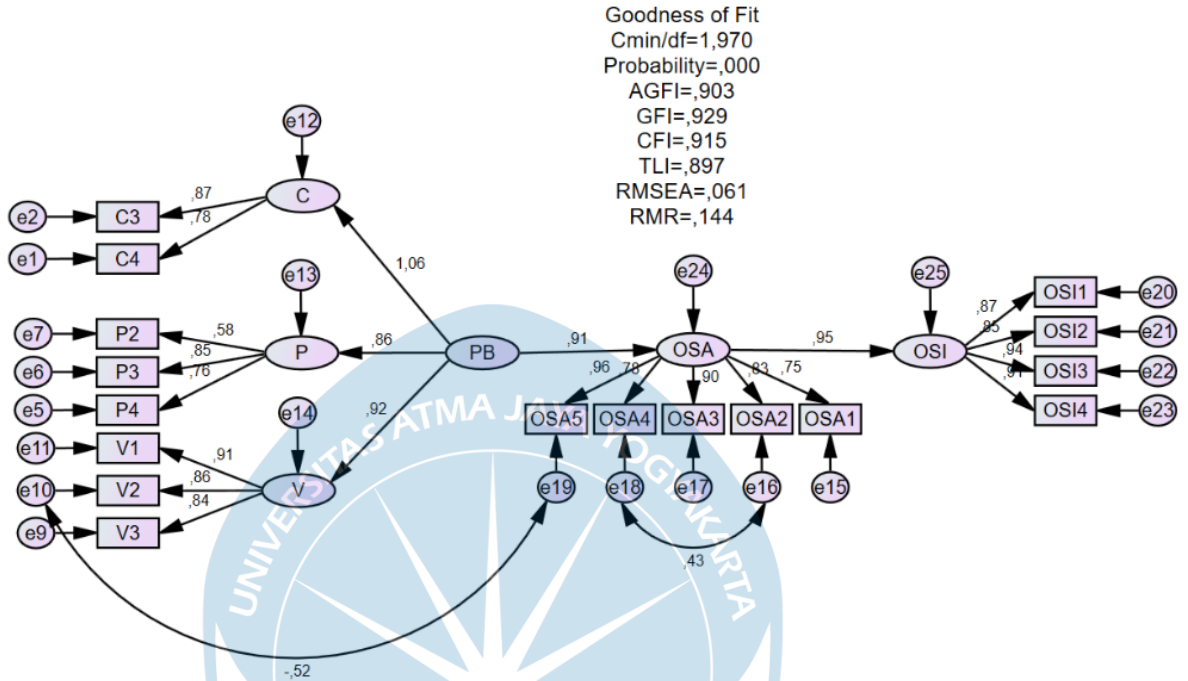
			Estimate (SLF)	SLF <sup>2</sup>	ε
OSA5	<---	OSA	0,921	0,85	0,15
OSA4	<---	OSA	0,79	0,62	0,38
OSA3	<---	OSA	0,86	0,74	0,26

OSA2	<---	OSA	0,838	0,70	0,30
OSA1	<---	OSA	0,638	0,41	0,59
			4,05	3,32	1,68
		CR	0,91		
		VE	0,66		
OSI4	<---	OSI	0,887	0,79	0,21
OSI3	<---	OSI	0,951	0,90	0,10
OSI2	<---	OSI	0,861	0,74	0,26
OSI1	<---	OSI	0,871	0,76	0,24
			3,57	3,19	0,81
		CR	0,94		
		VE	0,80		

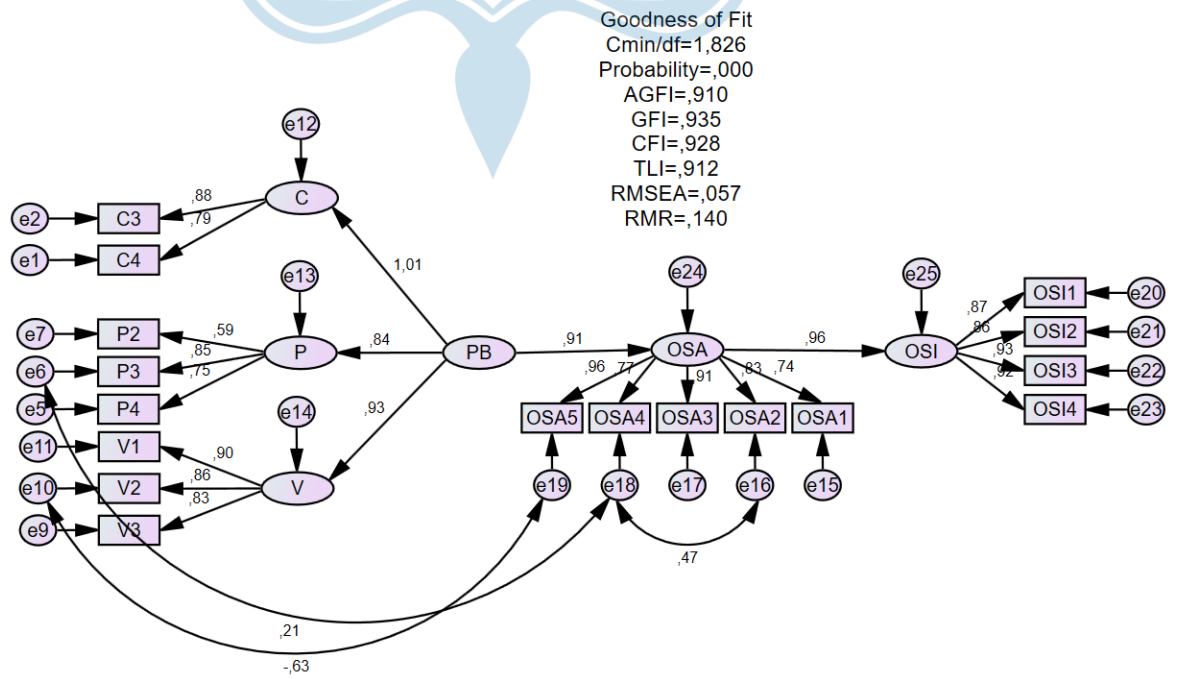
### Hasil Full Model Struktural



### Hasil Full Model Struktural Setelah Modifikasi



### Hasil Full Model Struktural Setelah Modifikasi Kedua Kali





### Hasil Perhitungan Nilai VE dan Reabilitas Full Model

			Estimate (SLF)	SLF <sup>2</sup>	$\epsilon$
C	<---	PB	1,09	1,19	-0,19
P	<---	PB	0,831	0,69	0,31
V	<---	PB	0,919	0,84	0,16
			2,84	2,72	0,28
		CR	0,97		
		AVE	0,91		
C4	<---	C	0,75	0,56	0,44
C3	<---	C	0,864	0,75	0,25
			1,61	1,31	0,69
		CR	0,79		
		AVE	0,65		
P4	<---	P	0,77	0,59	0,41
P3	<---	P	0,837	0,70	0,30
P2	<---	P	0,598	0,36	0,64
			2,21	1,65	1,35
		CR	0,78		
		AVE	0,55		
V3	<---	V	0,848	0,72	0,28
V2	<---	V	0,894	0,80	0,20
V1	<---	V	0,903	0,82	0,18
			2,65	2,33	0,67
		CR	0,91		
		AVE	0,78		
OSA2	<---	OSA	0,826	0,68	0,32
OSA3	<---	OSA	0,895	0,80	0,20
OSA4	<---	OSA	0,776	0,60	0,40
OSA5	<---	OSA	0,964	0,93	0,07
OSA1	<---	OSA	0,763	0,58	0,42
			4,22	3,60	1,40
		CR	0,93		

		VE	0,72		
OSI1	<---	OSI	0,883	0,78	0,22
OSI2	<---	OSI	0,866	0,75	0,25
OSI3	<---	OSI	0,945	0,89	0,11
OSI4	<---	OSI	0,92	0,85	0,15
			3,61	3,27	0,73
		CR	0,95		
		VE	0,82		

### Hasil Uji Sobel Test

Input:		Test statistic:	Std. Error:	p-value:
a	0.528	Sobel test: 7.79790325	0.1172746	0
b	1.732	Aroian test: 7.78310197	0.11749763	0
s <sub>a</sub>	0.054	Goodman test: 7.81278929	0.11705115	0
s <sub>b</sub>	0.134	Reset all	Calculate	

## Lampiran VII : Jurnal Acuan Utama



### South Asian Journal of Business Studies

The role of perceived benefits in formation of online shopping attitude among women shoppers in India  
nupur arora, Aanchal Aggarwal,

#### Article information:

To cite this document:

nupur arora, Aanchal Aggarwal, "The role of perceived benefits in formation of online shopping attitude among women shoppers in India", South Asian Journal of Business Studies, <https://doi.org/10.1108/SAJBS-04-2017-0048>

Permanent link to this document:

<https://doi.org/10.1108/SAJBS-04-2017-0048>

Downloaded on: 11 January 2018, At: 15:09 (PT)

References: this document contains references to 0 other documents.

To copy this document: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)



Access to this document was granted through an Emerald subscription provided by emerald-srm:226864 []

#### For Authors

If you would like to write for this, or any other Emerald publication, then please use our Emerald for Authors service information about how to choose which publication to write for and submission guidelines are available for all. Please visit [www.emeraldinsight.com/authors](http://www.emeraldinsight.com/authors) for more information.

#### About Emerald [www.emeraldinsight.com](http://www.emeraldinsight.com)

Emerald is a global publisher linking research and practice to the benefit of society. The company manages a portfolio of more than 290 journals and over 2,350 books and book series volumes, as well as providing an extensive range of online products and additional customer resources and services.

Emerald is both COUNTER 4 and TRANSFER compliant. The organization is a partner of the Committee on Publication Ethics (COPE) and also works with Portico and the LOCKSS initiative for digital archive preservation.

\*Related content and download information correct at time of download.

## The role of perceived benefits in formation of online shopping attitude among women shoppers in India

### 1. Introduction

The Growth of Internet in India can be estimated from the fact that in 1990 the number of people accessing the internet per hundred people in India was zero (World Bank, 2016). The number today has been escalated to 26 people per hundred people in the country. In terms of penetration level, the penetration rate of the internet in Asia in the year 2015 was reported to be 40% (Internetworldstats.com, 2016). In India, the penetration level has escalated from 0.5% in 2000 to 34.8% in 2016 (Internetlivestats.com, 2016). The internet also referred to as the World Wide Web today has an impact on the country's economy as well. After the adoption of E-commerce as a medium to transact business, internet has acquired a significant place in the economy. World Trade organization (2013) defines ecommerce as "sale or purchase of goods or services conducted over computer networks by methods specifically designed for the purpose of receiving or placing of orders". E-commerce is relatively a new concept in India than other countries in the world but it is gaining popularity and a significant share in retail sales. In 2015, the electronic retail (e-tail) sales accounted for 1.7 percent of all retail sales in India, this figure is predicted to reach 4.4 percent in 2019 ("E-commerce share of total retail sales in India from 2014 to 2019", 2017). Regardless of the fact that online shopping is at a nascent stage in India, online shopping is viewed as a lucrative business opportunity in various strong retailers' websites such as Flipkart, snapdeal, Amazon, Paytm, Jabong and others. In the last few years the number of online

Shopping websites has been increasing continuously in India; it is probable that the number of internet users intending shop online would also rise. The validation behind this statement is that the number of internet users has risen exponentially. As mentioned above, the internet penetration rate in India has increased from 0.5% in 2000 to 34.8% in 2016 (Internetworldstats.com, 2016), which widens the scope of ecommerce in future as well.

Few critical factors fuelling the growth of e-commerce and online shopping in India include localization of Internet content, Growth of mobile commerce, wide acceptability of online payments and positive demographics. The benefits perceived by the customers by transacting through ecommerce also play a role in shaping consumer attitude towards online shopping. "Perceived benefits are beliefs about the positive outcomes associated with behaviour in response to a real or perceived threat" (Chandon et al., 2000).

**Chiang and Dholakia(2003)** explored three essential variables, which are likely to impact online consumer purchase intentions namely, convenience dimension of shopping channels, product category characteristics and perceived price of the product. They concluded that convenience and product category influence consumer intention to indulge in online shopping activities. Past research reveals that price, convenience and variety are important elements of perceived benefits of online shopping. **Similarly Kukar-Kinney and Close (2010)**, in their study, predicted that the "greater the concern about total cost of the order, the more likely consumers would restrict the online cart use"

thus establishing that price is one of the key factors influencing the purchase decisions of consumers..

**Mallapragada et.al (2016, p. 23)** suggested that “*Online retailers with a broad variety of product categories tend to benefit more than retailers with a narrow variety when the hedonic and utilitarian traits of the products are higher*” Their study aimed at exploring that the type of products that are being shopped by online consumers and where they are being shopped are important factors that influences online shopping experience. They conducted their research study on 9662 online purchase transactions at 385 online retailers across 43 different product segments. They concluded that online retailers that present wide variety of products benefit their customers more than retailers with a narrow variety.

The following are the objectives of the paper.

1. To study key factors, namely price, convenience and product variety affecting perceived benefits in online buying behaviour and its impact on online buying attitude among women.
2. To study the impact of online buying attitude on online purchase intention among women.

## 2. *Theoretical background and research hypotheses*

### 2.1 *Theoretical Framework: Theory of Reasoned Action and Theory of Planned Behaviour*

The Theory of Reasoned Action (TRA) was developed in the late 1960s by Martin Fishbein and expanded by Fishbein and Icek Azjen in 1980. The theory focuses on an individual’s *intention* to behave a certain manner. According to this theory, a specific behaviour can be envisaged if two important components-subjective norms and actor’s attitude are known. Attitude is further determined by two variables-Normative beliefs and motivation to comply. *Normative beliefs are a person’s perception to what significant others think, believe or do (Petty & Cacioppo, 1981, p.45).*

The model has been applied and tested in many contexts and situations by eminent researchers. A few of them include the area of contraceptive use (Miller and Grush, 1986), moral behaviour (Marin et al,1990; Chang,1998) and the field of consumer behaviour (Anilkumar & Joseph, 2012; Smith et al, 2008; Ming-Shen et al,2007).

According to the theory of planned behaviour (TPB) by Ajzen (1985, 1991), behavioral beliefs refer to the inner beliefs of an individual about the consequences of executing a specific action do influence attitudes toward the actual behavior (Ajzen, 1991). Those beliefs are different for every individual based on their backgrounds such as their pervious experiences, personality traits, and demographic characteristics (Al-Lozi, 2011). The present study hypothesizes that attitudes of Indian women consumers towards online shopping are mainly influenced by personal characteristics. Hence, this study assumes that behavioral beliefs which are perceived benefits (i.e. personal) play a crucial role in shaping the attitude of women online shoppers.

The present study tries employs this theory as a foundation.

Figure 1 illustrates the study model. In the following subsections, a comprehensive literature review associated with the identified dimensions of perceived benefits and attitude and toward online shopping is elaborated

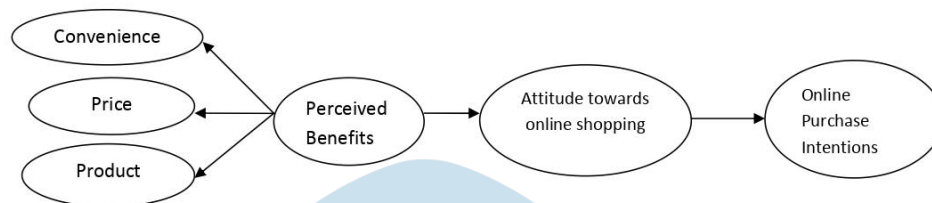


Figure 1. The study model

### 3. Research Gap

Researchers have examined the effects of gender, age, income, education, and culture of consumers on online shopping behavior. (Jarvenpaa and Tractinsky 2000; Li et al. 1999; Sebastianelli et al. 2008; See-To et al. 2014) There has always been a gender gap in the way male and females use the technology and indulge themselves in online shopping. It is evident from past literature that women hold a positive image of store shopping and catalogue shopping than their male counterparts. (Bimber, 2000, Ono & Zavodny 2003). Gender does play a very important role in influencing online consumer behaviour. Passyn et al. (2011) also suggested that women find in-store shopping more interesting and exciting as compared to online shopping. Rodgers & Harris (2003) revealed that men displayed greater trust in internet shopping and perceived online shopping as a more convenient shopping platform than women. In the Indian context Khare & Rakesh (2011) performed a study to explore Indian online purchase intention. The results of the research suggested that male students have a more positive attitude toward online shopping compared to female students in India.

In the light of the above background it will be interesting to explore the current attitude of women towards online shopping and has there been any change in their attitudes.

Indian market is unique as the consumer here is of varied cultures and socio-economic backgrounds. The sample of this study has been drawn from metro cities of different parts of the country to gauge the mindset of Indian women holistically.

Additionally, ecommerce being at a nascent stage in India, not many studies have been conducted to explore the attitudes of online shoppers especially of women customers. The present study tries to explore whether online shopping currently offer any concrete benefits to the women shoppers in India or not. As per the literature mentioned in the above section, convenience, price and variety has been established to be important antecedents of online shopping attitude in general. This paper attempts to examine past results on a sample of Indian women which will further strengthen the current body of knowledge and may pose new findings which may differ or be in line with past literature.

## 4. Factors

### 4.1 Convenience

Shopping convenience has been one of the most important stimulus underlying customer preference to adopt online purchasing (Easterbrook, 1995; Lohse and Spiller, 1999; Degeratu et al., 2000; Colwell et al., 2008; Bednarz and Ponder, 2010) Online marketers need to ensure online shopping process easy and simple and ensure maximum customization (Jarvenpaa & Todd, 1997; Lohse et al, 2000). Studies enlighten that both value added and entertainment information should be incorporated with web based stores that instigate for online shopping tendency to customers. Bhatnagar et.al, 2000 found in their research that customer's perceived convenience in shopping is a factor that positively affects online buying behaviour. This medium of online shopping is available twenty four hours a day and seven days a week to the customer. From the convenience perspective some customers use online channels just to escape from face-to-face interaction with salesperson because they pressure or uncomfortable when dealing with salespeople and do not want to be manipulated and controlled in the marketplace (Goldsmith & Flynn, 2005; Parks, 2008). **Szymanski & Hise (2000)** also concluded that consumer perceptions of online shopping convenience, variety of product offerings and product information and financial security play a crucial role in e-satisfaction. The more consumers are concerned about convenience, the more likely they are to shop online (Li et al., 2006). Raman (2014) suggested that convenience to shop online is the most critical factor for the female online shoppers. Also, he revealed that the risk of doing transactions and reliability issues were found to be the biggest obstruction towards the growth of online shopping and ecommerce in India.

#### 4.2 Price

Price has always been an important factor for consumers when it comes to e-commerce. According to Biswas & Blair (1991) price discount could affect consumers' price belief, and eventually affect their shopping intentions. **Brynjolfsson and Smith (1999)** established that prices of products and services online are 8 to 15 percent lower than the prices for similar products in traditional retail outlets. The probable reasons for the lower cost are the absence of direct costs related to supply the product (eg: no rental cost, centralized inventory, etc.). **Reibstein (2002)** also revealed in his study that online customers on average affirm and behave as if price is the most crucial factor in drawing them to an ecommerce website. It has been reiterated in studies that price is the predominant factor while making an online purchase. (Heim & Sinha, 2001; Pettifor, 2014). However, Li et al. (1999) argued that often online shoppers were not price-sensitive as consumers' price comparisons among different e-retailers on each product were time-consuming and the price difference was negligible. On the contrary researchers identified three customer segments in the Indian market in the context of online shopping namely value singularity, quality at any price, and reputation/recreation (Gehrt & Rajan, 2012). Thus price for a particular segment of customers is not a prime concern while shopping online.

Sometimes not only price reduction, but special offers given by online vendors poses e-commerce as a lucrative option for consumers. These special offers may include "buy one get one free", free passes to some event, a discount coupon applicable on future purchases, free gifts to every nth customer, exchange offers on festivals etc. **SivaKumar & Gunasekaran, (2017)** also suggested that perceived benefits (price and convenience) are important drivers of online purchase intention in India.

#### 4.3 Variety and product selection

Rohm & Swaminathan, 2004 segmented four types of online buyers based on perceived benefits and shopping motives-convenience shoppers, variety seekers, balanced buyers, and store-oriented shoppers. Variety seekers are motivated by a range of alternatives of retailers and brands available through online medium. Another important study revealed that when the products were sorted into more subcategories in the selection menu, shoppers perceived that the website offered a greater variety of products and experienced greater shopping pleasure, which improved their attitudes toward the online store (Chang, 2011). Shah & Modh.Yasin (2010) identified that five factors- website design, reliability, product variety and delivery performance has significant relationship with online shopping satisfaction. The more perceived benefits a consumer experiences with a web site, the more likely consumers are to have favorable attitude toward online shopping. **Mallapragada et.al (2016)** also revealed that online retailers with a broad variety of product categories tend to benefit more to the online consumer.

#### **4.5 Perceived Benefits**

Perceived benefit refers to the perception of the positive consequences that are caused by a specific action (Leung, 2013). Kim et al. (2008, p. 547) explained perceived benefits in the online context as “as a consumer’s belief about the extent to which he or she will become better off from the online transaction with a certain Web site”. Numerous research studies have been performed to conclude the reasons contributing to why people shop online. A review of literature suggested that the expansion in online shopping has been motivated by convenience (free of salesperson pressure or expectations and shopping within a comfortable home surroundings), simplicity and ease of information search/information assembling, price comparison feature, broader assortment of products and services, time-saving, original services and personal motivation among other factors (Chen et.al, 2004; Chen & Tan, 2004; Horrigan, 2008; Lin, 2008; Ranganathan & Jha, 2007). Forsythe et al. (2006) studied four major perceived benefits of online shopping: shopping convenience, product selection, ease/comfort of shopping; and hedonic/enjoyment. Additionally, Li et al. (1999) suggested three important benefits associated with online buying behaviour: price benefit, a convenience benefit, and a recreational benefit. Another benefit that is offered by online retailers for consumers is good selection and wider availability of product choices. (Delafrooz et.al 2009). In this study, we define perceived benefits in terms of convenience, price benefit, special offers and product variety.

***H1 Perceived Benefits is a multidimensional construct comprising of three dimensions- Convenience, price and product variety.***

***H2: Perceived Benefits of online shopping has a positive impact on online shopping attitude among women.***

### **5. Attitude and purchase intention**

Attitude is defined as “a learned predisposition to behave consistently in favorable or unfavorable manner with respect to a given object” (Schiffman et.al 2010, p.234).



Attitudes serve as the association between consumers' background characteristics and the consumption that satisfies their needs (Kotler and Armstrong, 2007; Wu, 2003). Attitude is a major predictor of behavioral adoption intention according to the theory of reasoned action and the theory of planned behavior (Ajzen and Fishbein, 1980). Taylor & Todd (1995) suggested that attitude can be towards an object or towards behaviour. Attitude toward a behavior refer to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior to be acted upon. Thus, attitude toward a behavior can be explained as an individual's positive or negative appraisal of a significant behavior and is composed of an individual's prominent beliefs regarding the perceived consequences of performing a behavior (Kim and Park, 2005; Al-Debei et al., 2013). These definitions clearly emphasize the affective character of attitude. In online shopping context, attitude plays a critical role.

As cited in the Theory of Reasoned Action, attitude leads to behavioral intention and which in turn leads to actual behaviour (Ajzen and Fishbein, 1980). Online purchase intention is defined as the construct that gives the strength of a customer's intention to purchase online (Salisbury et al., 2001). To trigger purchase intention among customers and converting it to actual purchase behaviour is an important area for the web retailers to study and they should try to enhance those factors which contribute significantly to formation of positive purchase intention. Online Shopping Attitude is an important antecedent in formation of online purchase intention which has been reiterated by researchers in the past (Park, 2003; Zimmer et al, 2010; Delafrooz et al 2011; Hsu et al, 2013; Akroush & Al-Debei, 2015).

From the above argument we propose the following hypothesis:

**H3: There is a significant positive impact of online shopping attitude on online purchase intention among women.**

## 6. Research method

### 6.1 Research population and Sample

Recently, online surveys have been extensively used to collect survey data in academic research. Data of current study were collected by performing an online web survey among online women shoppers in India. Four metropolitan cities were considered for sample collection- Delhi, Mumbai, Bangalore and Kolkata. These cities were selected to reduce bias and to include distinct parts of the country.

However, it was not feasible to access the complete online customer database or any other potential databases from the internet. Therefore, a convenience sampling method was chosen for collection of responses employing an online survey. Consistent with past research studies, exploring attitudes toward online shopping by means of a convenience sample method is efficient and satisfactory and is pertinent for multivariate data analysis purpose (Yoo and Donthu, 2001; Park and Kim, 2003; Cai and Jun, 2003; Carlson and O' Cass, 2010). The detailed sampling plan is as under:

Population: The population of the study includes every women customers indulging in online shopping activities; Target population: The target population of the study is the Indian women customer from metro city and have the experience of online shopping; Sampling method: The Convenience sampling method which is a purposive non-probability sampling method is used in the study. The selection of the women respondent for data collection is based on few well

defined criteria; Sample size: The data is collected from 508 Indian women customers from the four metro cities (Delhi, Mumbai, Chennai and Kolkata) in India. The sample size of 508 Indian women customers is supposed to be enough to represent the target population (Israel,2013).

The Judgmental sampling method which is a purposive non-probability sampling method is used in the study. The selection of the women respondent for data collection is based on few well defined criteria.

The survey note explaining the aim of this study and a hyperlink to the survey form was circulated among women shoppers across India through social media websites (facebook and linkedin) e-mails, and mobile messenger applications like Whatsapp, snapchat and Viber. These survey media were selected because of their extensive reach and popularity in India. The posting message primarily invited female online shoppers to respond to the online questionnaire. The link was open for respondents for one month and the respondents could fill the response at any point during that period clicking the survey URL mentioned on the message. The participants willingly responded to online questionnaire. After one month to get an effective response data the unusable responses were deleted that included incomplete questionnaire, duplicate IP addresses and e-mail accounts. The total responses received were 545, after eliminating the unusable responses, 508 questionnaires were used for analysis.

### 6.2 Measurement development

The questionnaire was divided into two sections: demographic profile of the respondents and constructs items. Particularly, the demographic section asked the respondent's personal profile and additional questions: "Type of product consumer buys" and "I am using internet for shopping since \_". Additionally, to develop scales for measuring various constructs identified in the study such as attitude, intention to shop online, convenience, price and variety we employed measures modified from past research. The measurement scale of convenience has been adopted from Forsythe et al. (2006), Swinyard & Smith (2003) and Wani & Malik (2013). Similarly the measurement scales for price and variety were adapted from Sorce et.al(2005), Sinha & Singh (2016) and Wani & Malik(2013) respectively. The scales for online shopping attitude were adapted from George (2004) Sinha,2010, Hsiang Hsu et.al (2014) and Van der Heijden et al. (2003). Finally the measurement scale for online shopping intention was extracted from the research work of Kim et.al 2004 and Fishbein & Ajzen, I (1975). The statements were modified to fit the context of the present study.

Each statement was measured on a nine-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (9). Before performing the main survey, a pre-test was conducted which included a sample of 82 women online shoppers from different age groups across four metropolitan cities of India- Delhi, Mumbai, Bangalore and Kolkata. The phrasing of the scales, the length of the survey instrument and the layout of the questionnaires were amended in pre-test process to attain the final adaptation of the survey. Lastly, to shrink possible uncertainty and ambiguity in the items, a pilot test involving 82 female respondents, selected from a population of online shoppers, was managed. The results of the pilot tests displayed acceptable reliability and validity of the measurement scale.

### 6.3 Statistical Tool

To assess the theoretical model, the authors of the paper employed structural equation modeling (SEM) with maximum likelihood estimation in AMOS (see Fig. 2 for the hypothesized conceptual model and Table IV for the results). SEM was selected as it helps in controlling measurement errors, it has the potential to improve ways to measure reliability and validity, and can aid in evaluating more complex interrelationships concurrently (MacKenzie,2001)

## 7. Results

### 7.1 Descriptive statistics

Table III records the means and standard deviation values of the constructs. It can be observed that, typical, the participants of the survey responded positively to the study constructs (the averages all being greater than 4). Furthermore, the coefficient values for all the constructs of the study are exceeding the conventional value of 0.7 (Nunnally, 1987); the measurement scales for these constructs demonstrated a satisfactory level of reliability.

Table I. Descriptive statistics (means and SD)

Statistic	OSI	OSA	VARIETY	PRICE	CONV
Mean	4.7036	4.8724	5.3373	5.5884	5.3615
Std. Deviation	1.44183	1.32319	1.63170	1.81258	1.64931
Cronbach Alpha	0.830	0.835	0.831	0.912	0.833

### 7.2 Research sample demographic profile

Table IV illustrates the complete research sample profile. Clearly, Table IV demonstrates that 47.1 percent of the sample has a purchase experience of more than 1 year. This is an important result which indicates the respondents are familiar with online shopping. Also, Table IV shows that 80% of the sample is aged between 24 and 37 which illustrated that majority of online shoppers are younger and more technology savy which makes them more comfortable with the online purchase process.

Table II: Demographic profile

Measure	Items	Frequency	Percentage
I am using internet for shopping since	Never	1	2
	Past 6 months	88	13.9

	Past 1 year	121	19.1
	More than 1 year	298	47.1
Age	24-30	254	50
	31-37	169	33.2
	38-45	80	15.7
	>46	5	0.9
	0-2.5 lac	35	6.8
Annual income	2.5-5 lac	131	25.7
	5-10 lac	308	60.7
	Above 10 lac	34	6.69
	Married	272	53.6
Marital Status	Unmarried	235	46.4

### 7.3 Model

The results of the CFA are reported in table III. According to DeCoster, J. (1998), EFA is employed if the researcher does not have “strong theory about the constructs underlying responses”. The present study is based on strong theoretical background, thus only CFA has been performed on the dataset. The data specify that the reliability values of the items ranged between 0.832 and 0.912, which surpass the satisfactory value of 0.50 according to Hair et al (1992). The assessment of internal consistency of the measurement model was performed by calculating the composite reliability. Consistent with the suggestions of Fornell (1982), composite reliability for all the items exceeded the standard value of 0.60. The average variance extracted (AVE) for all constructs is also greater than the threshold value of 0.5, as recommended in their study by Fornell and Larcker (1981). Provided that all the three values of reliability were above the suggested threshold limits, the scales for assessing these constructs were considered to exhibit satisfactory convergence reliability. The model fit for CFA has been mentioned in table IV. The statistical fitness indices of the measurement model (table IV), considered in the study is found to be as: CMIN/DF= 1.325, GFI= 0.980, CFI: 0.995, RMSEA: 0.025. Hence it can be concluded that the second order construct has good statistical fit. The regression weights or factor loading for the second order constructs are illustrated in table V which confirm hypothesis (H1) that Perceived Benefits is a multidimensional construct comprising of three dimensions- Convenience, price and product variety. The results of table V indicate that the p values of all the statements used in the scale are less than five percent level of significance. Hence with 95 percent confidence level it can be concluded that all the statements used in the scale in order to measure the different constructs are significantly represents the constructs. The measurement model as shown in CFA diagram represents that all the constructs are significantly represented by the statement used in the study

The data in Table VI indicates that the variances extracted by construct were superior to any squared correlation among constructs, thus indicating that the constructs are empirically different (Fornell and Larcker, 1981). Table VI clearly indicates that the composite reliability in the case of all the study constructs was greater than 0.7. Additionally, the Average Variance Extracted statistic for all the constructs was established to be greater than 0.5. Therefore, it can be concluded from the CFA results and estimates that the constructs

employed in this study for measurement have satisfactory convergent validity. To establish a satisfactory measure of discriminant validity, it is imperative that the correlation between the different pairs of variables representing different constructs must be low. In other words, the intensity of cross loadings of the variables representing one construct with the variables of other constructs must be of lower value. In order to investigate the existence of discriminant validity in the constructs, the shared variance between the different constructs was compared with the average variance extracted statistic measure of different constructs. The discriminant validity is ensured if it is established that square of maximum shared variance is less than average variance extracted statistic. The results show that maximum shared variance of each construct is lower than average variance extracted and average shared variance is less than the average variance extracted measure for all constructs which indicates the presence of sufficient discriminant validity. The results also indicate that the composite reliability of all the constructs was found to be greater than 0.7 and average variance extracted greater than 0.5. Therefore, the convergent validity of the scale used in the study is ensured. In addition to this the average variance extracted is found to be greater than average shared variance as well as maximum shared variance, which ensures the presence of discriminant validity of the scale.

The correlation matrix has been illustrated in table VI which confirms the discriminant validity of the constructs. To sum up, the test of the model, including convergent and discriminant validity measures, is satisfactory.

Table III. CFA results: Composite reliability and average variance extracted (AVE)

Constructs	Item	Skewness	Kurtosis	Composite Reliability	AVE
Price	PRICE1	-.473	-.733	0.912	0.723
	PRICE2	-.521	-.651		
	PRICE3	-.470	-.731		
	PRICE4	-.466	-.758		
Convenience	CON1	-.326	-.917	0.833	0.556
	CON2	-.316	-.874		
	CON3	-.376	-.856		
	CON4	-.356	-.873		
Variety	VAR1	-.298	-.858	0.832	0.623
	VAR2	-.331	-.906		
	VAR3	-.340	-.932		
Online shopping Attitude	OSA1	-.401	-.623	0.835	0.505
	OSA2	-.369	-.728		
	OSA3	-.437	-.695		
	OSA4	-.465	-.633		
	OSA5	-.476	-.635		

Online Shopping Intention	OSI1	-.346	-.739	0.830	0.550
	OSI2	-.311	-.739		
	OSI3	-.329	-.754		
	OSI4	-.365	-.820		
	OSI5	-.401	-.858		

Source: For method see Tabachnick and Fidell (1996)

Table IV: Model Fit: Confirmatory Factor Analysis

CMIN/DF	GFI	CFI	RMSEA
1.325	0.980	0.995	0.025

Table V: Factor loadings: Confirmatory Factor Analysis

Statements		Constructs	Standardized Regression weights	S.E.	C.R.	P
OSI1	<---	Online shopping_Intention	0.723			
OSI2	<---		0.702	0.069	14.017	***
OSI3	<---		0.765	0.07	15.053	***
OSI4	<---		0.774	0.073	15.175	***
OSA1	<---		Online shopping_Attitude	0.66		
OSA2	<---	0.739		0.084	13.673	***
OSA3	<---	0.732		0.084	13.571	***
OSA4	<---	0.715		0.083	13.327	***
OSA5	<---	0.704		0.083	13.17	***
CON1	<---	CON	0.76			
CON2	<---		0.729	0.062	15.217	***
CON3	<---		0.771	0.062	15.982	***

CON4	<---		0.722	0.061	15.094	***
PRICE4	<---	PRICE	0.87			
PRICE3	<---		0.853	0.04	24.634	***
PRICE2	<---		0.837	0.041	23.888	***
PRICE1	<---		0.84	0.041	23.996	***
VAR3	<---	VAR	0.814			
VAR2	<---		0.767	0.057	16.551	***
VAR1	<---		0.787	0.056	16.824	***

Notes: \*\*\*p<0.05

Table VI: Correlation matrix

	CR	AVE	MSV	MaxR(H)	PRICE	Online shopping_ Intention	Online shopping_ Attitude	CON	VAR
<b>PRICE</b>	0.912	0.723	0.089	0.913	<b>0.850</b>				
<b>Onlineshopping_ Intention</b>	0.83	0.55	0.125	0.939	0.105	<b>0.742</b>			
<b>Onlineshopping_ Attitude</b>	0.836	0.505	0.174	0.954	0.266	0.353	<b>0.711</b>		
<b>CON</b>	0.834	0.556	0.174	0.963	0.255	0.257	0.417	<b>0.746</b>	
<b>VAR</b>	0.832	0.623	0.161	0.968	0.298	0.25	0.401	0.31	<b>0.790</b>

Note: The diagonal values of 0.850, 0.742, 0.711, 0.746 and 0.790 represent the covariances i.e. observed relationship between variables

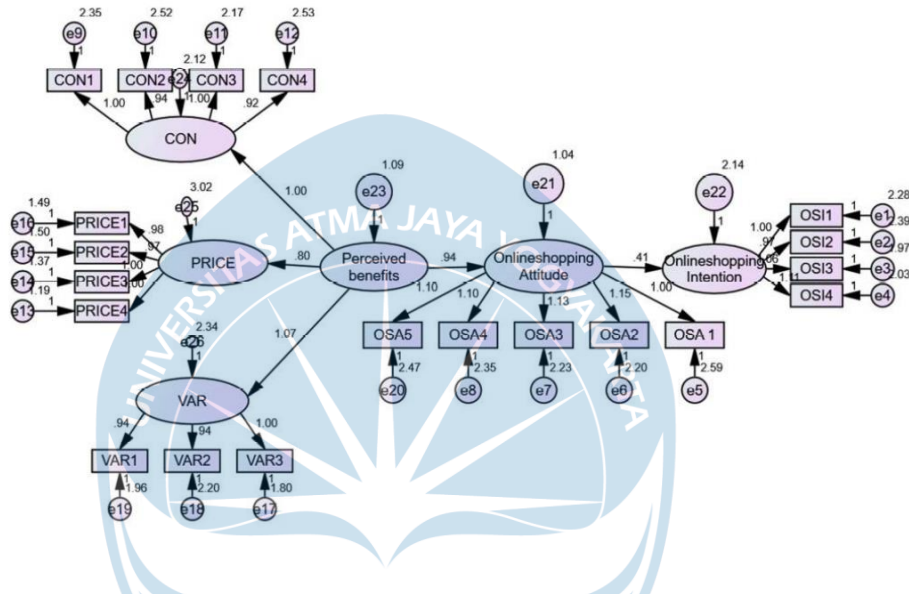


Figure 2. SEM Model for perceived benefits, online shopping attitude and intention

#### 7.4 Structural model and hypotheses testing

In the research study perceived benefits of online shopping is measured with the help of three first order constructs. These first order constructs are named as price, convenience and product variety.. The various statements of these first order constructs are included in the questionnaire in order to get primary responses from the customers. The responses are collected in the scale of continuous scale of 1 to 9 where 1 means strongly disagree and 9 means strongly agree. The structural equation modeling approach is used in the study in order to analyze the cause and effect relationship between perceived benefits and online shopping attitude. In the SEM model the, online shopping attitude is considered as an endogenous construct and the three first order constructs measuring perceived benefits as a second order construct. The SEM diagram is shown below in figure 2.



Table VII. Hypothesis testing

Hypothesis Path			Standardised Beta Estimate	Standard Error (S.E)	Critical ratio C.R.	P value	R square	Intrpretation
Endogenous Construct		Exogenous Construct						
Online shopping attitude(OSA)	<---	PerceivedBenefits	0.548	0.144	5.772	***	0.478	Supported
Online shopping intention(OSI)	<---	OSA	0.348	0.055	6.235	***	0.134	Supported
Convenience(CON)	<---	PerceivedBenefits	0.569				0.340	
PRICE	<---	PerceivedBenefits	0.442	0.153	5.432	***	0.187	Supported
Variety (VAR)	<---	PerceivedBenefits	0.596	0.178	5.833	***	0.346	Supported

Notes: GFI = 0.960; RMR= 0.187; NFI =0.86; CFI =0.989; RMSEA =0.025. \*\*\*p<0.05

The perceived benefits on Online shopping attitude is found to have significant impact since the p value of critical ratio is found to be less than 5% of the significance level. It can be concluded from the results that OSA is significantly influenced by perceived benefits of online shopping by women shoppers. Finally, the p value of the critical ratio in case of the cause and effect relationship from OSA to OSI is found to be less than 5% level of significance. Thus, it can be concluded from the results that improvement in OSA will help the customers in developing positive OSI. **Thus the results support all the three hypothesis of the study that perceived benefits is composed of multidimensional constructs, it has significant impact on online shopping attitude and there is a significant positive impact of online shopping attitude on online purchase intention among women.**

Table VIII: Factor Loadings of second order CFA

Constructs			Standardized estimates	SE	CR	P value
CON	<---	Perceived benefits	0.515			
VAR	<---	Perceived benefits	0.602	0.287	4.305	***
PRICE	<---	Perceived benefits	0.495	0.227	4.58	***

Note: SE: standard Error; CR: critical ratio, \*\*\*p<0.05

Table VIII indicates the loadings of three second order constructs-convenience, price and variety. The results of the second order construct , perceived benefits, indicate that all three first order constructs (price, convenience and variety)have the probability value of critical ratio <5% level of significance. Hence with 95% confidence level it can be concluded that perceived benefits as a second order construct is significantly represented by convenience, price and variety.

Table IX: Model fit

CMIN/DF	GFI	RMR	CFI	RMSEA
1.305	0.960	0.187	0.989	0.025

The results in Table IX indicate that CMIN/DF (1/1.305) if found to be less than 1.5 , indicating the good statistical fitness of the model. Similarly the GFI statistics of the model is found to be 0.960 which is close to 9. CFI statistics greater than 0.9 and RMSEA value less than 0.08, which indicates that the SEM model is statistically fit and can be used for practical purposes. Thus the results of the study support the hypothesis that perceived benefits have a significant impact on inline shopping attitude which in turn have a significant impact on online shopping intention.

## 8. Discussion and Conclusion

This study emphasizes on Online Shopping behaviour and presents some fresh and significant results and supports past research as well. The study reveals that three perceived benefits positively influence women consumers' attitudes toward online buying. As per the findings of the present study, the most important benefit of online shopping for Indian women is product variety, followed by convenience and lastly price (refer to table IV for standardized beta). In a traditional retail format, physical inspection of the product is of importance to the consumer. Consumers preferring online shopping have personality characterized by higher levels of confidence in their ability to make purchases without physical inspection of the product. For such consumers product variety or price is of least importance. (Dholakia & Uusitalo, 2002). Price was not an important concern for female shoppers in India as close to 80 percent of the women in the sample who shop online belong in the age bracket of 24-37 and 60 percent of them have an annual income of 5-10 lacs. This clearly suggests that high amount of disposable incomes with them to spend on shopping and leisure activities. The sample was drawn from metro cities where majority of the women are working and close to 50 percent of the women have shopping experience of more than 1 year (refer to Table II for demographic profile) .The internet search engines today make the price of product information even more transparent to the consumers, as compared to traditional retail store and online shopping formats, so the price factor does not play a dominant role in shaping attitude of women shoppers in India

The result of this study illustrated that convenience benefit has a significant positive impact on online shopping attitude and there is a significant impact of online shopping attitude on online shopping intention. This strengthens the notion that greater convenience is a key driver behind willingness of consumers to make online purchases (Li et al., 2006; Tsai et al., 2011, Delafrooz et al., 2011; Ahuja et al. (2003);Kim et al., 2004).For women shoppers as well this result holds

true. The, price benefit, supports many previous studies, including that of Sheth and Parvatiyar (1995). The more price-sensitive women consumers are, the more positive their attitudes towards online shopping. These results are consistent with an earlier verification: that price discounting affects consumers' shopping intentions (Biswas and Blair, 1991). The study also confirms that product variety is an important benefit perceived by women shoppers. The result is also consistent with the findings in past research (Chang, 2011; Shah & Modh, 2010). Women have always been principal buying agents of the house (Allreck and Settle 2002) and product variety has always been an important factor for shoppers even in traditional retail formats (Rust, Zeithaml & Lemon, 2000). Thus this study gives a fresh finding that these results apply for women online shoppers across India and convenience benefit, price benefit and product variety benefits have a positive impact on Online Shopping Attitude.

The study also confirms the results of the Theory of Reasoned Action (Fishbein and Azjen, 1980) that Online Shopping attitude has a positive impact on Online Shopping intention. The more positive the attitude is, the intention to shop online is also positive.

#### 9. Managerial Implications

Rising cut throat competition in ecommerce in India is evident of the fact that consumers are now moving to online stores to buy a variety of products. Male as well as female consumers are switching on to online stores to purchase products. Woman shoppers have become an important segment as they are becoming aware about ecommerce as well as tech savvy. Better e-banking amenities in the country are also an aid to faster and wider acceptance of online shopping. Websites in India are now focusing on product categories such as grocery, fashion apparel, cosmetics, child care products which are important segments for women shoppers. This segment of buyers is now playing an active role in B2C ecommerce transactions. Websites like Zivame, firstcry, babyoye, Hopscotch etc are targeting women online shoppers and offering them a wide range of products. The convenience benefit can be utilized by e-tailers as an effective tool to deliver products to these customers. Consumers today demand more on time and effort saving. The results is consistent with Delafrooz et al. (2006) and Girard et al. (2003). Online retailers should constantly maintain their servers even in huge traffic to avoid server breakdown during peak transaction hours. In 2014, one of the largest online retailer in India, Flipkart launched its "Big Billion Day" sale which left many customers unhappy. Flipkart's servers failed to deliver to the huge demand and services were disrupted for a short while (Indianexpress,2014). Such failures should be minimized especially while offering huge discount sales in the peak seasons. Price, as another benefit can be employed tactfully by marketers to lure women shoppers. Special discounts for women shoppers can help companies tap the market effectively. Also, occasions like Mothers Day, daughters' day, women's day etc which are gaining importance in India can be effectively channelized to gain volumes in sales. Offering special prices for female consumers can enhance the price benefit for this segment of shoppers. Apart from price discounts, special coupons for them can aid in inducing positive online shopping intentions. Better price comparison mechanism on the websites would also be an important area of concern in product categories like insurance, financial services, electronics etc.

Product variety is also one of the key benefits of shopping online. Online stores offer great variety at a click which the consumers cannot explore in traditional formats in such short span of time. Woman shoppers like better variety, especially in country like India where purchase decisions are made after detailed survey of available options in the market. Marketers should focus on more variety. In product categories like maternity related products, websites are upcoming with new sub segments which are again a booming market in India.

#### **10. Limitations and future study**

Regardless of the significance of this study as it is one of only a few to date that has examined attitudes of women consumers toward online shopping in a developing country like India, this study has many limitations that can be dealt with in future research. Although the research findings are believed to be relevant to other Asian countries that share similar characteristics with India and offer their consumers with similar experience of e-commerce transactions in online shopping in particular, the findings of this study are not necessarily applicable to other Asian countries that lagged behind or moved ahead of India in terms of e-commerce and online shopping. Thus, further research in different countries would probably support and validate the findings of this study. Moreover, the sample considered in the study was only women shoppers. Future studies can consider their male counterparts as a sample or a comparison between male and female shoppers can give some useful insights.

Also, this is a cross-sectional study that signifies a piece of time and does not show how attitudes of consumers may change over time. The authors of the paper encourage future research to utilize a longitudinal design as it would show, if any, the changes in consumers' attitudes toward using online shopping over a period of time. The attitude might change due to emergence of mobile commerce. Customers may develop a positive attitude towards mobile commerce as compared to computer mediated commerce. They may prefer to buy from their smart phones due to a mobile revolution in India rather than using their computer systems to carry out a purchase transaction. The attitude towards the benefits offered might also change with time. It is possible that convenience and variety would no more be considered as benefits but basic essential features on online shopping and the shoppers would need unique benefits to be offered by online retailers in order to have a competitive edge in the market. These additional benefits can be free delivery irrespective of the cart value, free try and buy facilities, dedicated customer service representative for each big ticket online customer etc. (currently offered by Myntra in India on payment of extra charges). Finally, this study examines the relationship between the constructs in a general way and no particular website has been involved. Thus the findings may deviate in case of specific online retailers prominent in India. Future research are highly encouraged to examines attitudes of consumers towards specific online shopping websites in India and discuss any discrepancies or differences in terms of results. The present study does not cater to how different factors of the study impact different products or categories. This leaves a scope for future studies.

It shall be also interesting to learn that how different factors influence different products or categories in diverse ways. Finally, the conceptual framework that is employed in this study considers only three variables in perceived benefits. An expanded framework on perceived benefits can bring further insight as to how would other variables in perceived benefits affect the decision making.

## Appendix

### *Measurement Scale adaptation*

<b>Convenience</b>	
I shop online as I can shop whenever I want	Forsythe et al. (2006)
I shop online as I do not have to leave home for shopping	Swinyard & Smith (2003)
I can save the effort of visiting stores	Wani & Malik, 2013
I can shop in privacy of home	Wani & Malik, 2013
<b>Price</b>	
When I shop online. I look for price information	Sorce et.al(2005)
Discounts sale and free gifts are available in online shopping	Sinha & Singh, 2016
Internet shopping provides best price	
Online stores save my money	
<b>Variety</b>	
I like online shopping as I have greater variety of products available in every category	Wani & Malik, 2013
Online shopping offers broader selection of products	
Online shopping offers access to many brands and retailers	
<b>Online Shopping Attitude</b>	
Using internet for online shopping is easy	George (2004)
I like shopping online in comparison to in store shopping	Sinha,2010
I like the idea of using the internet to shop	Hsiang Hsu et.al (2014)
Buying from an online retailer is better than buying from a real store/shop	Van der Heijden et al. (2003)
The idea of buying from an online retailer website is a good idea	
<b>Online Shopping Intention</b>	
I Like shopping on the internet	Kim et.al 2004
Online shopping malls are a fit means to buy products	
I will frequently shop online in the future	Fishbein, M. and Ajzen, I. (1975)

I will strongly recommend others to shop online	
---	--

### References

- Ahuja, M., Gupta, B. and Raman, P., 2003. An empirical investigation of online consumer purchasing behavior. *Communications of the ACM*, 46(12), pp.145-151.
- Ajzen, I. and Fishbein, M., 1980. Understanding attitudes and predicting social behaviour.
- Akroush, M.N. and Al-Debei, M.M., 2015. An integrated model of factors affecting consumer attitudes towards online shopping. *Business Process Management Journal*, 21(6), pp.1353-1376.
- Al-Debei, M.M., Al-Lozi, E. and Papazafeiropoulou, A., 2013. Why people keep coming back to Facebook: Explaining and predicting continuance participation from an extended theory of planned behaviour perspective. *Decision support systems*, 55(1), pp.43-54.
- Alreck, P. and Settle, R.B., 2002. Gender effects on Internet, catalogue and store shopping. *Journal of Database Marketing & Customer Strategy Management*, 9(2), pp.150-162.
- Anilkumar, N. and Joseph, J., 2012. An Insight into Modern Consumer Attitude-A Study with Specific Reference to Consumer Durables at Kochi Metro. *ASBM Journal of Management*, 5(2), p.1.
- Bednarz, M.I.C.H.E.L.L.E. and Ponder, N., 2010. Perceptions of retail convenience for in-store and online shoppers. *Marketing management journal*, 20(1), pp.49-65.
- Bhatnagar, A., Misra, S. and Rao, H.R., 2000. On risk, convenience, and Internet shopping behavior. *Communications of the ACM*, 43(11), pp.98-105.
- Biswas, A. and Blair, E.A., 1991. Contextual effects of reference prices in retail advertisements. *The Journal of Marketing*, pp.1-12.
- Brynjolfsson, E. and Smith, M.D., 2000. Frictionless commerce? A comparison of Internet and conventional retailers. *Management science*, 46(4), pp.563-585.
- Byrne, B.M., 2013. *Structural equation modeling with LISREL, PRELIS, and SIMPLIS: Basic concepts, applications, and programming*. Psychology Press, p.136.
- Cai, S. and Jun, M., 2003. Internet users' perceptions of online service quality: a comparison of online buyers and information searchers. *Managing Service Quality: An International Journal*, 13(6), pp.504-519.
- Carlson, J. and O'Cass, A., 2010. Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites. *Journal of services marketing*, 24(2), pp.112-127.
- Chandon, P., Wansink, B. and Laurent, G., 2000. A benefit congruency framework of sales promotion effectiveness. *Journal of marketing*, 64(4), pp.65-81.
- Chang, C., 2011. The effect of the number of product subcategories on perceived variety and shopping experience in an online store. *Journal of Interactive Marketing*, 25(3), pp.159-168.
- Chang, M.K., 1998. Predicting unethical behavior: A comparison of the theory of reasoned action and the theory of planned behavior. *Journal of business ethics*, 17(16), pp.1825-1834.
- Chen, L.D. and Tan, J., 2004. Technology Adaptation in E-commerce:: Key Determinants of Virtual Stores Acceptance. *European Management Journal*, 22(1), pp.74-86.
- Chiang, K.P. and Dholakia, R.R., 2003. Factors driving consumer intention to shop online: an empirical investigation. *Journal of Consumer psychology*, 13(1-2), pp.177-183.

- Colwell, S.R., Aung, M., Kanetkar, V. and Holden, A.L., 2008. Toward a measure of service convenience: multiple-item scale development and empirical test. *Journal of Services Marketing*, 22(2), pp.160-169.
- DeCoster, J. (1998). Overview of factor analysis.
- Degeratu, A.M., Rangaswamy, A. and Wu, J., 2000. Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *International Journal of research in Marketing*, 17(1), pp.55-78.
- Delafrooz, N., Paim, L. H., & Khatibi, A. (2011). Understanding consumer's internet purchase intention in Malaysia. *African Journal of Business Management*, 5(7), 2837.
- Delafrooz, N., Paim, L.H., Haron, S.A., Sidin, S.M. and Khatibi, A., 2009. Factors affecting students' attitude toward online shopping. *African Journal of Business Management*, 3(5), p.200.
- Easterbrook, G., 1995. *A moment on the Earth: the coming of age of environmental optimism*. Penguin Books USA Inc..
- E-commerce share of total retail sales in India from 2014 to 2019. (2017). Retrieved March 20, 2017, from <https://www.statista.com/statistics/379167/e-commerce-share-of-retail-sales-in-india/>
- Fornell, C., 1982. *A second generation of multivariate analysis. 2. Measurement and evaluation* (Vol. 2). Praeger Publishers.
- Fornell, C. and Larcker, D.F., 1981. Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of marketing research*, pp.382-388.
- Forsythe, S., Liu, C., Shannon, D. and Gardner, L.C., 2006. Development of a scale to measure the perceived benefits and risks of online shopping. *Journal of interactive marketing*, 20(2), pp.55-75.
- Gehrt, K.C., Rajan, M.N., Shainesh, G., Czerwinski, D. and O'Brien, M., 2012. Emergence of online shopping in India: shopping orientation segments. *International Journal of Retail & Distribution Management*, 40(10), pp.742-758.
- Girard, T., Korgaonkar, P. and Silverblatt, R., 2003. Relationship of type of product, shopping orientations, and demographics with preference for shopping on the Internet. *Journal of Business and Psychology*, 18(1), pp.101-120.
- Gonzalez, R., & Griffin, D. (2001). Testing parameters in structural equation modeling: every" one" matters. *Psychological methods*, 6(3), 258.
- Goldsmith, R.E. and Flynn, L.R., 2005. Bricks, clicks, and pix: apparel buyers' use of stores, internet, and catalogs compared. *International Journal of Retail & Distribution Management*, 33(4), pp.271-283.
- Hair Jr, J.F., Anderson, R.E., Tatham, R.L. and William, C., 1995. *Black (1995), Multivariate data analysis with readings*. New Jersey: Prentice Hall.
- Heim, G.R. and Sinha, K.K., 2001. A Product-Process Matrix for Electronic B2C Operations Implications for the Delivery of Customer Value. *Journal of Service Research*, 3(4), pp.286-299.
- Horrigan, J.A., 2008. Online shopping. *Pew Internet & American Life Project Report*, 36, pp.1-24.
- Hsu, C.L., Chuan-Chuan Lin, J. and Chiang, H.S., 2013. The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), pp.69-88.
- Indianexpress (2014). <http://indianexpress.com/article/technology/technology-others/bigbillionday-gets-flipkart-millions-of-unhappy-customers/>. [online] Available at: <http://indianexpress.com/article/technology/technology-others/bigbillionday-gets-flipkart-millions-of-unhappy-customers/> [Accessed 15 Jun. 2017].

- Internetlivestats.com. (2016). Number of Internet Users (2016) - Internet Live Stats. [online] Available at: <http://www.internetlivestats.com/internet-users/> [Accessed 31 Mar. 2016].
- Israel, Glenn D. (1992). Sampling the Evidence of Extension Program Impact. Program Evaluation and Organizational Development, IFAS, University of Florida. PEOD-6. October.
- Jarvenpaa, S.L. and Todd, P.A., 1997. Is there a future for retailing on the Internet. *Electronic marketing and the consumer*, 1(12), pp.139-154.
- Jarvenpaa, S., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Information Technology and Management*, 1, 45-71.
- Khare, A. and Rakesh, S., 2011. Antecedents of online shopping behavior in India: An examination. *Journal of Internet Commerce*, 10(4), pp.227-244.
- Kim, D.J., Ferrin, D.L., and Rao, H.R., 2008. A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision support systems*, 44(2), pp.544-564.
- Kim, J. and Park, J., 2005. A consumer shopping channel extension model: attitude shift toward the online store. *Journal of Fashion Marketing and Management: An International Journal*, 9(1), pp.106-121.
- Kotler, P., & Armstrong, G. 2007. Principles of marketing. In *Principles of marketing*
- Kukar-Kinney, M. and Close, A.G., 2010. The determinants of consumers' online shopping cart abandonment. *Journal of the Academy of Marketing Science*, 38(2), pp.240-250.
- Leung, L., 2013. Generational differences in content generation in social media: The roles of the gratifications sought and of narcissism. *Computers in Human Behavior*, 29(3), pp.997-1006.
- Li, D., Browne, G.J. and Chau, P.Y., 2006. An empirical investigation of web site use using a commitment-based model. *Decision Sciences*, 37(3), pp.427-444.
- Li, H., Kuo, C. and Russell, M.G., 1999. The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior. *Journal of Computer-Mediated Communication*, 5(2), pp.0-0.
- Lin, H.F., 2008. Predicting consumer intentions to shop online: An empirical test of competing theories. *Electronic Commerce Research and Applications*, 6(4), pp.433-442.
- Lohse, G.L., Bellman, S. and Johnson, E.J., 2000. Consumer buying behavior on the Internet: Findings from panel data. *Journal of interactive Marketing*, 14(1), pp.15-29.
- Lohse, G.L. and Spiller, P., 1999. Internet retail store design: How the user interface influences traffic and sales. *Journal of Computer-Mediated Communication*, 5(2), pp.0-0.
- Marin, B.V., Marin, G., Perez-Stable, E.J., Otero-Sabogal, R. and Sabogal, F., 1990. Cultural Differences in Attitudes Toward Smoking: Developing Messages Using the Theory of Reasoned Action1. *Journal of Applied Social Psychology*, 20(6), pp.478-493.
- Mallapragada, G., Chandukala, S.R. and Liu, Q., 2016. Exploring the effects of "What"(product) and "Where"(website) characteristics on online shopping behavior. *Journal of Marketing*, 80(2), pp.21-38.
- MacKenzie, S.B., 2001. Opportunities for improving consumer research through latent variable structural equation modeling. *Journal of Consumer Research*, 28(1), pp.159-166.
- Miller, L.E. and Grush, J.E., 1986. Individual differences in attitudinal versus normative determination of behavior. *Journal of Experimental Social Psychology*, 22(3), pp.190-202.



- Ming-Shen, W., Chih-Chung, C., Su-Chao, C. and Yung-Her, Y., 2007. Effects of online shopping attitudes, subjective norms and control beliefs on online shopping intentions: A test of the theory of planned behaviour. *International Journal of Management*, 24(2), p.296.
- Passyn, K.A., Diriker, M. and Settle, R.B., 2011. Images of online versus store shopping: Have the attitudes of men and women, young and old really changed?. *Journal of Business & Economics Research*, 9(1), p.99.
- Park, J.J., 2003. Understanding consumer intention to shop online: A model comparison. *Dissertation Abstracts International*, 64(5), p.1448.
- Park, C.H. and Kim, Y.G., 2003. Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), pp.16-29.
- Parks, S. 2008. 7 Reasons Why People Shop Online. [online] Articlesbase.com. Available at: <http://www.articlesbase.com/home-business-articles/7-reasons-why-people-shop-online-554620.html> [Accessed 22 Nov. 2016].
- Pettifor, N. 2014. 'Price is most important factor for consumers, whatever they may say about ethics', available at: <http://www.tradeextensions.com/news/2014/7/30/price-is-most-important-factor-for-consumers-whatever-they-may-say-about-ethics> (Accessed 26 Apr. 2016).
- Petty, R.E. and Cacioppo, J.T., 1996. Attitudes and persuasion: Classic and contemporary approaches. Westview Press.
- Raman, P., 2014. Factors influencing women consumers'buying behavior towards online shopping in India. *Journal of Contemporary Management Research*, 8(2), p.23.
- Ranganathan, C. and Jha, S., 2007. Examining online purchase intentions in B2C E-commerce: Testing an integrated model. *Information Resources Management Journal*, 20(4), p.48.
- Reibstein, D.J., 2002. What attracts customers to online stores, and what keeps them coming back?. *Journal of the academy of Marketing Science*, 30(4), pp.465-473.
- Rohm, A.J. and Swaminathan, V., 2004. A typology of online shoppers based on shopping motivations. *Journal of business research*, 57(7), pp.748-757.
- Rodgers, S. and Harris, M.A., 2003. Gender and e-commerce: an exploratory study. *Journal of advertising research*, 43(3), pp.322-329.
- Roy Dholakia, R. and Uusitalo, O., 2002. Switching to electronic stores: consumer characteristics and the perception of shopping benefits. *International Journal of Retail & Distribution Management*, 30(10), pp.459-469.
- Rust, R.T., Lemon, K.N. and Zeithaml, V.A., 2004. Return on marketing: Using customer equity to focus marketing strategy. *Journal of marketing*, 68(1), pp.109-127.
- Salisbury, W.D., Pearson, R.A., Pearson, A.W. and Miller, D.W., 2001. Perceived security and World Wide Web purchase intention. *Industrial Management & Data Systems*, 101(4), pp.165-177.
- Sebastianelli, R., Tamimi, N., & Rajan, M. (2008). Perceived quality of online shopping: does gender make a difference?. *Journal of Internet Commerce*, 7(4), 445-469.
- See-To, E. W., Papagiannidis, S., & Westland, J. C. (2014). The moderating role of income on consumers' preferences and usage for online and offline payment methods. *Electronic Commerce Research*, 14(2), 189-213.
- SivaKumar, A. and Gunasekaran, A., 2017. An Empirical Study on the Factors Affecting Online Shopping Behavior of Millennial Consumers. *Journal of Internet Commerce*, pp.1-12.

- Schiffman, L., Kanuk, L. and Wisenblit, J. 2010. Consumer behavior. 10th ed. Pearson Prentice Hall, p.234.
- Shah Alam, S. and Mohd Yasin, N., 2010. What factors influence online brand trust: evidence from online tickets buyers in Malaysia. *Journal of theoretical and applied electronic commerce research*, 5(3), pp.78-89.
- Sheth, J.N. and Parvatlyar, A., 1995. Relationship marketing in consumer markets: antecedents and consequences. *Journal of the Academy of marketing Science*, 23(4), pp.255-271.
- Smith, J.R., Terry, D.J., Manstead, A.S., Louis, W.R., Kotterman, D. and Wolfs, J., 2008. The attitude-behavior relationship in consumer conduct: The role of norms, past behavior, and self-identity. *The Journal of social psychology*, 148(3), pp.311-334.
- Szymanski, D.M. and Hise, R.T., 2000. E-satisfaction: an initial examination. *Journal of retailing*, 76(3), pp.309-322.
- Tabachnick, B.G., 1936. & Fidell, LS (1996). *Using multivariate statistics*, 3.
- Taylor, S. and Todd, P.A., 1995. Understanding information technology usage: A test of competing models. *Information systems research*, 6(2), pp.144-176.
- Tsai, M.T., Cheng, N.C. and Chen, K.S., 2011. Understanding online group buying intention: the roles of sense of virtual community and technology acceptance factors. *Total Quality Management & Business Excellence*, 22(10), pp.1091-1104.
- Yoo, B. and Donthu, N., 2001. Developing a scale to measure the perceived quality of an Internet shopping site (SITEQUAL). *Quarterly journal of electronic commerce*, 2(1), pp.31-45.
- Wani, S.N. and Malik, S., 2013. A Comparative Study of Online Shopping Behaviour: Effects of Perceived Risks and Benefits. *International Journal of Marketing & Business Communication*, 2(4), p.41.
- World bank. 2016. Internet users (per 100 people). Retrieved November 22, 2016, from <http://data.worldbank.org/>: <http://data.worldbank.org/indicator/IT.NET.USER.P2>
- World Trade Organization, 2013. *e-commerce in developing countries Opportunities and challenges for small and medium-sized enterprises*. Retrieved from [https://www.wto.org/english/res\\_e/booksp\\_e/ecom\\_brochure\\_e.pdf](https://www.wto.org/english/res_e/booksp_e/ecom_brochure_e.pdf)
- Wu, S.I., 2003. The relationship between consumer characteristics and attitude toward online shopping. *Marketing Intelligence & Planning*, 21(1), pp.37-44.
- Zimmer, J.C., Aarsal, R.E., Al-Marzouq, M. and Grover, V., 2010. Investigating online information disclosure: Effects of information relevance, trust and risk. *Information & Management*, 47(2), pp.115-123.

#### Biographical notes

Ms Nupur Arora holds a gold Medal in Management from Amity University. She is an Assistant Professor in Vivekananda School of Professional Studies, Delhi. She is a member of the Insurance Institute of India. Her area of expertise Insurance and Marketing.

Ms Aanchal Aggarwal is a gold medalist in Management. She is an Assistant Professor in Vivekananda School of Professional Studies. She is a Fellow from Insurance Institute of India. Her area of expertise Insurance and Marketing.



**Author details**

Main author:

Ms Nupur Arora

Assistant Professor

Vivekananda Institute of Professional Studies

Email: [nupur.arora1510@gmail.com](mailto:nupur.arora1510@gmail.com)

Postal address: B 13 Moti Nagar, New Delhi 110015, India

Co-author: Ms Aanchal Aggarwal

Assistant Professor

Vivekananda Institute of Professional Studies

Email: [aanchalaggarwal10@gmail.com](mailto:aanchalaggarwal10@gmail.com)

Postal address: VIPS, AU Block Pitamputra

**Biographical notes**

Ms Nupur Arora holds a gold Medal in Management from Amity University. She is an Assistant Professor in Vivekananda School of Professional Studies, Delhi. She is a member of the Insurance Institute of India. Her area of expertise Insurance and Marketing.

Ms Aanchal Aggarwal is s gold medalist in Management. She is an Assistant Professor in Vivekananda School of Professional Studies. She is a Fellow from Insurance Institute of India. Her area of expertise Insurance and Marketing.