BAB V

PENUTUP

5.1 Kesimpulan

Berdasarkan hasil penelitian yang telah diuraikan pada bab sebelumnya maka dapat ditarik kesimpulan sebagai berikut:

1. Karakteristik Responden

   Mayoritas responden dalam penelitian ini adalah mahasiswa yang berusia 21-22 tahun. Jumlah responden yang mendominasi adalah mahasiswa perempuan yang berjumlah sebanyak 112 mahasiswa, sedangkan untuk responden laki-laki berjumlah 82 mahasiswa. Sebagian besar responden dalam penelitian ini menyatakan bahwa mereka sering mengikuti perkembangan *trend fashion* terbaru, walaupun saat sedang ada *trend* tersebut mereka cenderung tidak membeli pakaian. Rata-rata uang saku mereka adalah Rp 500.100 – Rp 1.000.000 per bulan, paling tidak mereka membeli pakaian sebulan sekali, dan untuk membeli pakaian rata-rata uang yang mereka habiskan adalah kurang dari atau sama dengan Rp 500.000 per bulannya. Jenis pakaian yang sering dibeli responden adalah kaos, dan tempat yang sering mereka gunakan untuk membeli pakaian adalah toko pakaian seperti butik dan distro.

2. Perbedaan inovasi *fashion* & *opinion leadership, need for touch*, preferensi *touch channel*, dan preferensi *non-touch channel* dalam belanja pakaian ditinjau dari perbedaan gender

Tidak adanya perbedaan yang signifikan antara konsumen laki-laki maupun konsumen perempuan terhadap inovasi *fashion* & *opinion leadership* sehingga H1a ditolak. Sementara terdapat perbedaan yang signifikan terhadap variabel *need for touch*, preferensi *touch channel*, dan preferensi *non-touch channel* yang menyebabkan H1b, H1c, dan H1d diterima.

Dengan demikian, hal ini menunjukkan bahwa konsumen laki-laki maupun perempuan memiliki penilaian yang sama terhadap inovasi *fashion* & *opinion leadership.* Sementara perbedaan gender merupakan faktor yang signifikan untuk variabel *need for touch*. Konsumen perempuan cenderung lebih tinggi dalam *need for touch* dibanding dengan konsumen laki-laki dalam berbelanja pakaian. Dalam hal preferensi *touch channel* dan *non touch channel* juga terdapat perbedaan yang signifikan, karena konsumen laki-laki dan konsumen perempuan cenderung memilih beberapa saluran belanja yang berbeda untuk membeli pakaian.

3. Pengaruh Inovasi *fashion* & *opinion leadership* terhadap *need for touch,* preferensi *non-touch channel,* dan preferensi *touch channel.*

Inovasi *fashion* & *opinion leadership* **signifikan** mempengaruhi *need for touch* (H2a), dan preferensi *non-touch channel* (H2b). Sementara inovasi *fashion* & *opinion leadership* **tidak signifikan** mempengaruhi preferensi *touch channel* (H2c). Hal ini menyebabkan H2a dan H2b diterima, tetapi H2c ditolak. Konsumen yang memiliki

inovasi *fashion* & *opinion leadership* yang tinggi cenderung akan memiliki *need for touch* yang tinggi pula dan mereka juga lebih mungkin untuk berbelanja di berbagai saluran termasuk lebih memilih *non-touch channel* dibanding *touch channel retail*.

4. Pengaruh *need for touch* terhadap preferensi *non-touch channel*, dan preferensi *touch channel.*

Need for touch secara **signifikan** mempengaruhi preferensi *touch channel* (H3a), tetapi **tidak signifikan** mempengaruhi preferensi *non-touch channel* (H3b). Hal ini menyebabkan H3a diterima, sementara H3b ditolak. Dengan demikian konsumen yang memiliki *need for touch* yang tinggi memang lebih memilih membeli di *touch channel retail* dibanding dengan *non-touch channel retail* terutama untuk produk *high touch* seperti pakaian.

5.2 Impikasi Manajerial

Hasil penelitian menunjukkan bahwa setiap saluran menawarkan manfaat yang berbeda, profil pelanggan yang menggunakan saluran yang berbeda juga tidak sama. Saluran juga berbeda dalam hal efektivitas mereka dalam menghasilkan penjualan untuk jenis barang dagangan. Dapat disimpulkan bahwa setiap jenis saluran belanja memiliki kekuatan yang menarik bagi pelanggan tertentu, sehingga kekuatan yang dapat ditekankan adalah komunikasi dengan konsumen.

Untuk kategori produk pakaian, toko fisik atau *touch channel retail* lebih cocok digunakan untuk menjual produk-produk *high touch* seperti pakaian. Dapat menyentuh dan merasa produk adalah manfaat terbesar yang ditawarkan oleh toko. Hal ini memberikan kesempatan bagi konsumen untuk menggunakan semua panca indera mereka (menyentuh, mencium, merasakan, melihat, dan mendengar) ketika memeriksa dan mengevaluasi produk sebelum membelinya. Selain itu, saat konsumen membuat keputusan pembelian untuk pakaian, konsumen mempertimbangkan tidak hanya fitur sensorik atau estetika (misalnya tekstur), tetapi juga bagaimana item akan terlihat pada tubuh dan bagaimana penampilan akan bervariasi ketika beberapa item dikenakan bersama-sama.

Meskipun teknologi baru seperti 3-D dapat meningkatkan representasi dari produk pada layar komputer, perbaikan visual yang tidak memberikan tingkat yang sama dari informasi yang didapatkan pelanggan ketika mereka benar-benar dapat menyentuh suatu produk. Ini mendorong pengecer toko *brick and mortar* untuk mengetahui bahwa pelanggan mereka bersedia untuk berinvestasi sumber daya seperti waktu, uang, dan energi dalam perjalanan ke toko-toko untuk dapat menyentuh produk.

Pada *non-touch channel* seperti *TV Home Shopping*, katalog, dan toko *online*, penekanan bisa berada pada apa yang menarik bagi konsumen, misalnya untuk konsumen yang tinggi dalam inovasi *fashion* & *opinion leadership*, yaitu seperti sering *update* dengan gaya *fashion* terbaru,

ketersediaan berbagai produk, dan cara-cara untuk berinteraksi dengan pengecer dan pelanggan lainnya (misalnya komentar/ulasan pada produk).

5.3 Keterbatasan Penelitian dan Saran

Penelitian yang telah dilakukan ini tidak lepas dari keterbatasan yang ada. Mahasiswa Yogyakarta sebagai responden dapat membatasi kemampuan menggeneralisasi hasil untuk populasi yang lebih besar dari konsumen yang ada di kota-kota lainnya. Hasil mungkin akan berbeda terutama untuk variabel inovasi *fashion* & *opinion leadership* bagi mahasiswa atau anak muda di kota-kota besar lainnya seperti Jakarta dan Bandung. Setiap tahunnya di kota Jakarta diadakan Jakarta *Fashion Week* yang merupakan pekan mode tahunan terbesar di Indonesia. Sementara di Bandung, *fashion* memang sudah menjadi konsumsi bagi anak muda yang haus akan style. Anak-anak muda selalu tampil gaya dan *stylish*, dengan ide-ide kreatif khas anak muda bandung yang mereka tuangkan dalam bentuk busana, yang selalu menjadi trendsenter dan bahkan bandung menjadi barometer *fashion* di tanah air.

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LAMPIRAN

1. Lampiran Kuesioner

KUESIONER PENELITIAN

Terima kasih atas partisipasi anda menjadi salah satu responden dan secara sukarela mengisi kuesioner ini. Kuesioner ini dibuat untuk Skripsi saya mengenai pilihan *multi channel retail* dan preferensi *touch/non-touch* dalam belanja pakaian.

Petunjuk:
Isilah titik-titik di bawah ini, atau berilah tanda (✓) untuk pilihan jawaban anda

Karakteristik Responden:

No. Responden : ..... (**diisi oleh peneliti**)

Usia : ..... tahun

1. Apakah anda sering mengikuti perkembangan trend fashion (pakaian) terbaru?
   - ☐ Ya
   - ☐ Tidak
2. Apakah Anda cenderung membeli pakaian, pada saat ada trend atau model fashion terbaru?
   - ☐ Ya
   - ☐ Tidak
3. Jenis Kelamin
   - ☐ Laki–laki
   - ☐ Perempuan
4. Rata-rata uang saku setiap bulan
   - ☐ ≤ Rp 500.000
   - ☐ Rp 500.100 – Rp 1.000.000
   - ☐ Rp 1.000.100 – Rp 1.500.000
   - ☐ ≥ Rp 1.500.100
5. Seberapa sering Anda membeli pakaian dalam sebulan?
   - ☐ 1 kali
   - ☐ 2 kali
   - ☐ 3 kali
   - ☐ ≥ 4 kali
6. Berapa rata-rata jumlah uang yang sudah Anda keluarkan untuk membeli pakaian, dalam sebulan?
   - ☐ ≤Rp 500.000
   - ☐ Rp 500.100 – Rp 1.000.000
   - ☐ Rp 1.000. 100 – Rp 1.500.000
   - ☐ ≥ Rp 1.500.100
7. Jenis pakaian apa yang sering Anda beli? (boleh lebih dari 1 jawaban)
   - ☐ Kaos
   - ☐ Kemeja
   - ☐ Celana
   - ☐ Rok
   - ☐ Jaket
   - ☐ Blouse
   - ☐ Lainnya .....

8. Dimana tempat Anda paling sering membeli pakaian? (boleh lebih dari 1 jawaban)
   - ☐ Toko Pakaian (butik atau distro)
   - ☐ *Department Store*
   - ☐ Toko *Online*
   - ☐ *TV home Shopping*
   - ☐ Katalog
   - ☐ Lainnya .....

Petunjuk:
Berilah tanda (✓) untuk pilihan jawaban anda pada kolom yang ditentukan:
- **STS** untuk pilihan jawaban "**Sangat Tidak Setuju**"
- **TS** untuk pilihan jawaban " **Tidak Setuju**"
- **N** untuk pilihan jawaban " **Netral**"
- **S** untuk pilihan jawaban " **Setuju**"
- **SS** untuk pilihan jawaban " **Sangat Setuju**"

Inovasi *fashion & opinion leadership*

No	Pertanyaan	Pilihan Jawaban			
		Tidak Pernah	Jarang	Kadang-kadang	Sering
IO1	Saya bersedia untuk mencoba ide-ide baru tentang mode pakaian				
IO2	Saya mencoba sesuatu yang baru dalam mode pakaian tahun depan				
IO3	Saya menjadi yang pertama dalam mencoba mode pakaian baru				
IO4	Saya mempengaruhi jenis mode pakaian yang dibeli oleh teman saya				
IO5	Orang lain meminta nasihat kepada saya tentang fashion dan pakaian				
IO6	Banyak dari teman-teman dan tetangga yang menganggap saya sebagai sumber yang baik untuk memberikan nasihat tentang mode pakaian				

Need for touch

(Need for touch mengacu pada preferensi untuk penanganan produk sebelum membeli)

No	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
NFT1	Ketika berjalan-jalan di toko, saya tidak dapat menghindar untuk menyentuh semua jenis produk yang ada di toko					
NFT2	Dapat menyentuh sebuah produk adalah hal yang menyenangkan					
NFT3	Saya merasa lebih percaya pada produk yang bisa disentuh sebelum dibeli					
NFT4	Saya merasa lebih nyaman untuk membeli produk setelah memeriksanya secara fisik					
NFT5	Merupakan hal yang penting bagi saya untuk mengetahui semua jenis produk, ketika sedang berjalan-jalan di toko					
NFT6	Jika saya tidak bisa menyentuh produk di toko, saya enggan untuk membeli produk tersebut					

NFT7	Saya ingin menyentuh produk bahkan jika saya tidak punya niat untuk membeli produk tersebut					
NFT8	Saya merasa lebih percaya diri melakukan pembelian setelah menyentuh produk tersebut					
NFT9	Saya suka menyentuh banyak produk, ketika sedang berjalan-jalan di toko					
NFT10	Satu-satunya cara untuk memastikan suatu produk layak dibeli adalah dengan benar-benar menyentuhnya					
NFT11	Saya akan membeli banyak produk jika saya bisa menyentuh produk tersebut sebelum membelinya					
NFT12	Saya menemukan diri saya menyentuh banyak jenis produk di toko-toko					

Preferensi pilihan *multi-channel*

Preferensi untuk *touch channel*

Toko Pakaian

(Butik, distro, department store)

No	**Pertanyaan**	**Pilihan Jawaban**				
		STS	TS	N	S	SS
TP1	Ketika saya membeli pakaian, saya membelinya di toko-toko pakaian					
TP2	Untuk membeli pakaian, saya lebih suka membelinya di toko-toko pakaian					
TP3	Saya merasa lebih senang jika membeli pakaian di toko-toko pakaian					
TP4	Saya merasa lebih nyaman jika membeli pakaian di toko-toko pakaian					
TP5	Saya merasa tepat membeli pakaian di toko					

Preferensi untuk *non-touch channel*

TV home shopping

(berbelanja lewat channel TV yang produknya bisa diantar ke rumah, contohnya MNC Shop)

No	**Pertanyaan**	**Pilihan Jawaban**				
		STS	TS	N	S	SS
THS1	Ketika saya membeli pakaian, saya membelinya dari *TV home shopping*					
THS2	Untuk membeli pakaian, saya lebih suka membelinya dari *TV home shopping*					
THS3	Saya merasa lebih senang jika membeli pakaian dari *TV home shopping*					
THS4	Saya merasa lebih nyaman jika membeli pakaian dari *TV home shopping*					
THS5	*TV home shopping* adalah media yang tepat untuk membeli pakaian					

Katalog

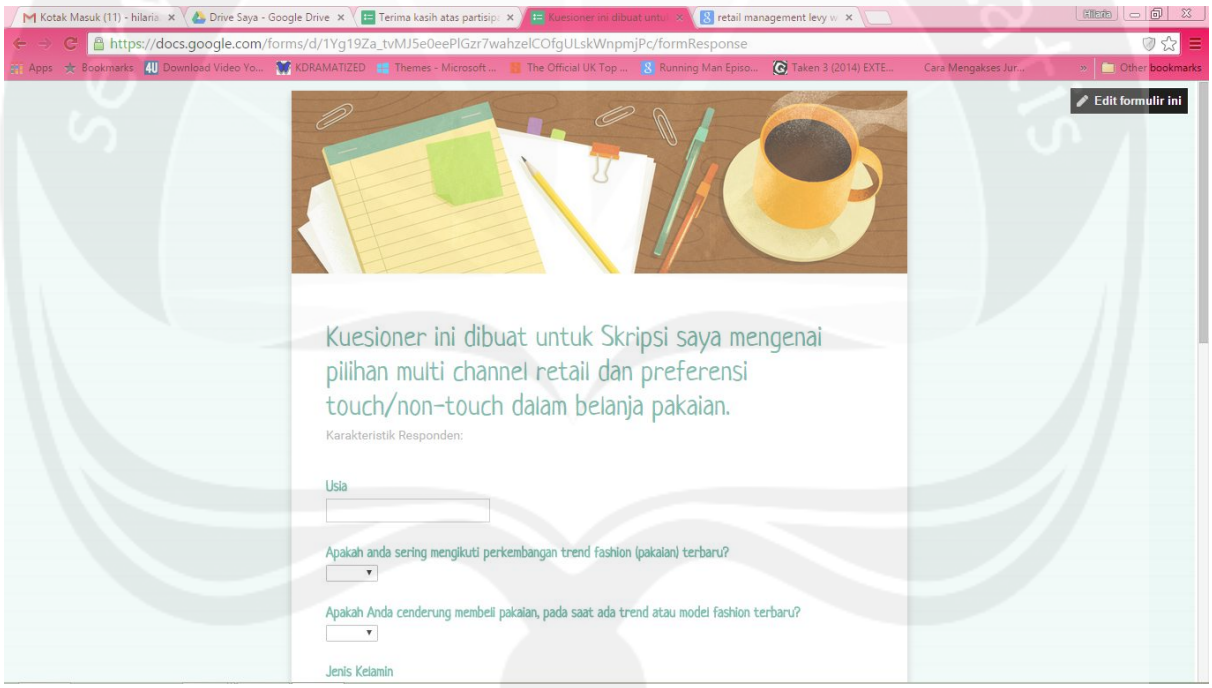
No	**Pertanyaan**	**Pilihan Jawaban**				
		STS	TS	N	S	SS
KT1	Ketika saya membeli pakaian, saya membelinya dari katalog					
KT2	Untuk membeli pakaian, saya lebih suka membelinya dari katalog					
KT3	Saya merasa lebih senang jika membeli pakaian dari katalog					
KT4	Saya merasa lebih nyaman jika membeli pakaian dari katalog					
KT5	Katalog adalah media yang tepat untuk membeli pakaian					

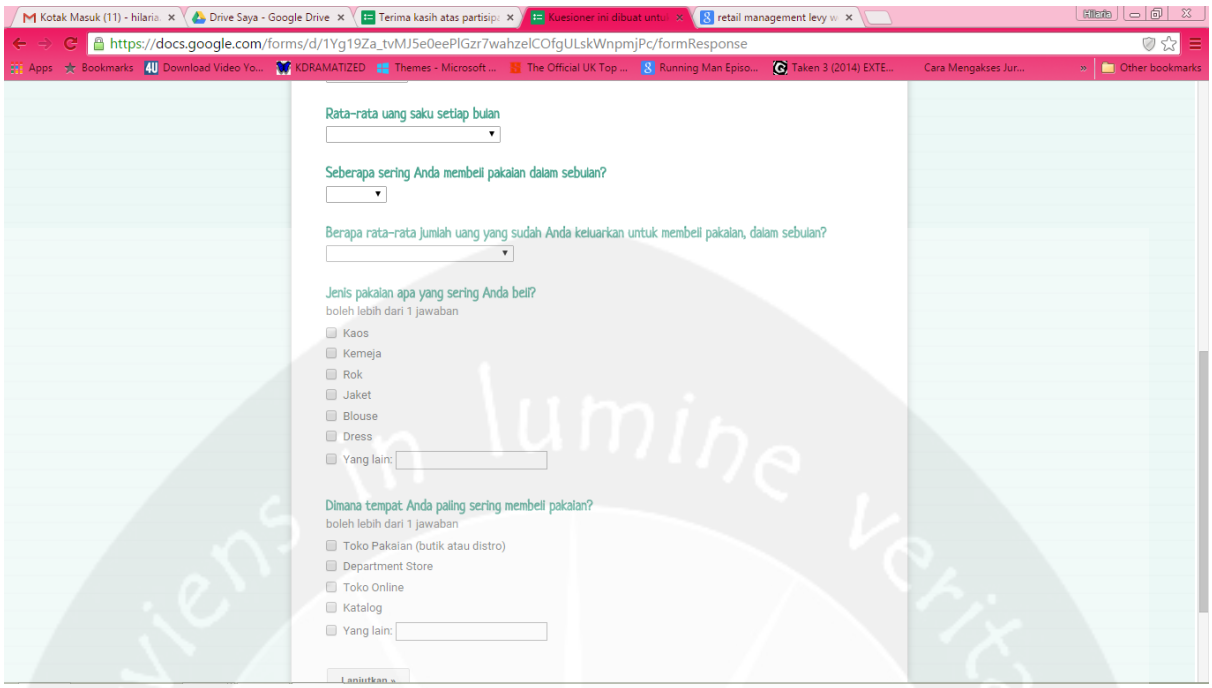
Toko *Online*

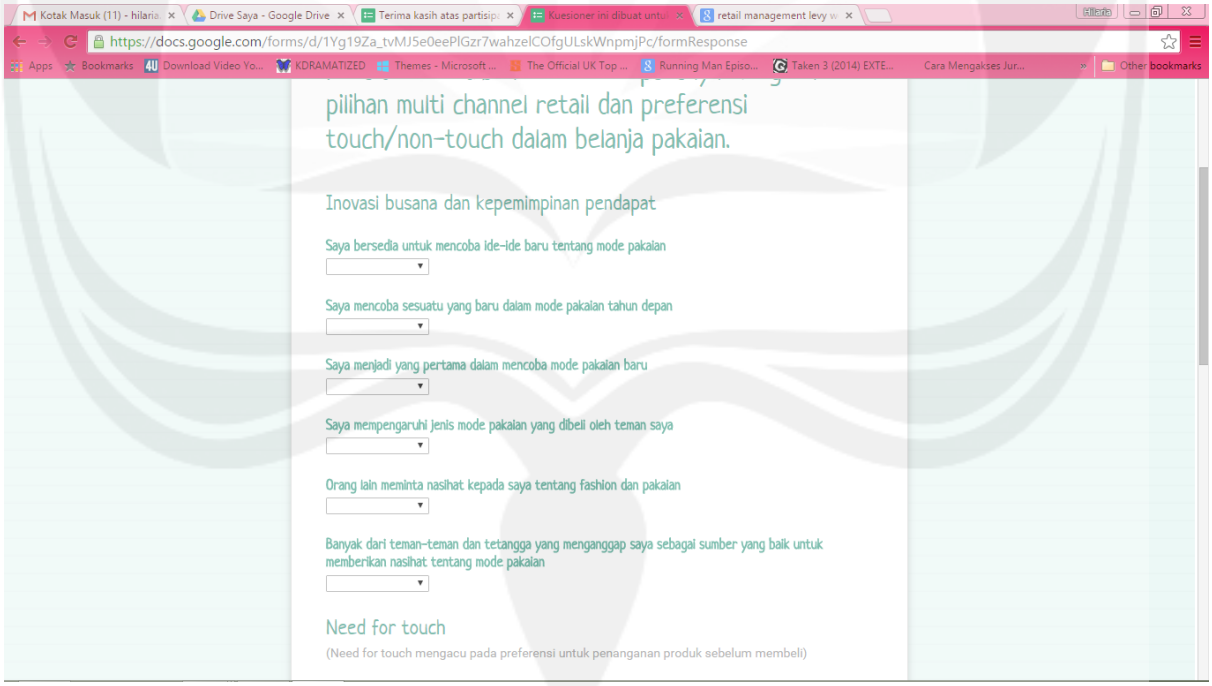
No	Pertanyaan	Pilihan Jawaban				
		STS	TS	N	S	SS
TO1	Ketika saya membeli pakaian, saya membelinya secara *online*					
TO2	Untuk membeli pakaian, saya lebih suka membelinya secara *online*					
TO3	Saya merasa lebih senang jika membeli pakaian secara *online*					
TO4	Saya merasa lebih nyaman jika membeli pakaian secara *online*					
TO5	Toko *online* adalah media yang tepat untuk membeli pakaian					

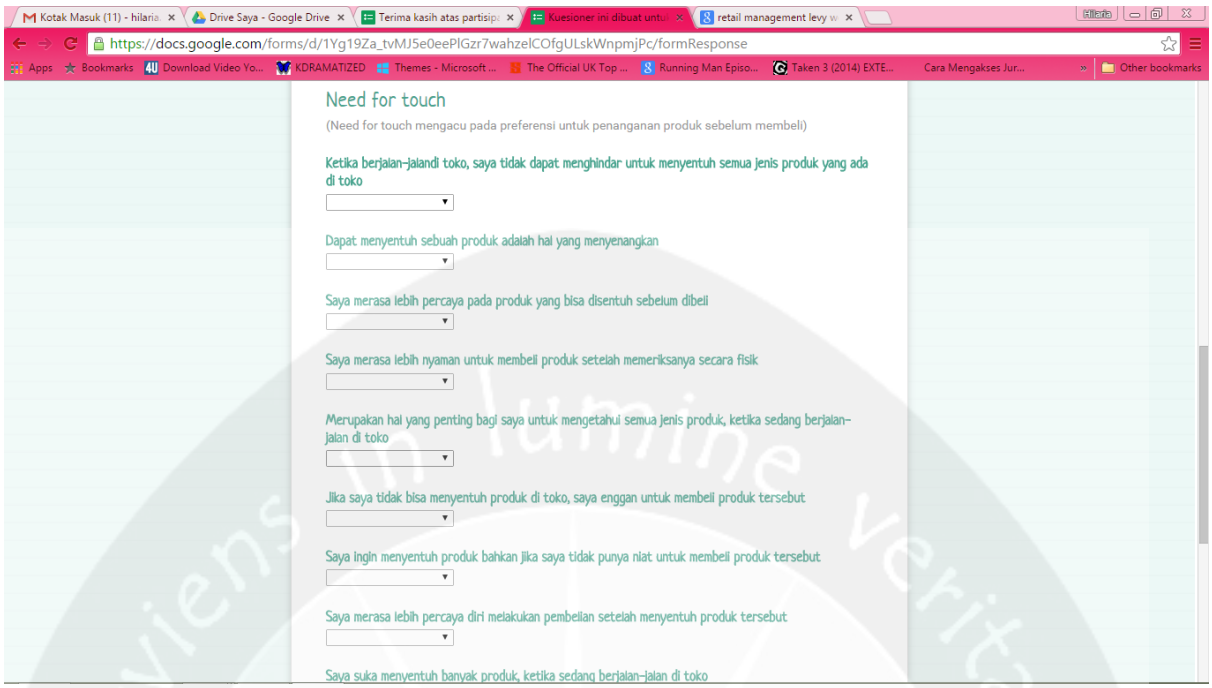
☺Terimakasih☺

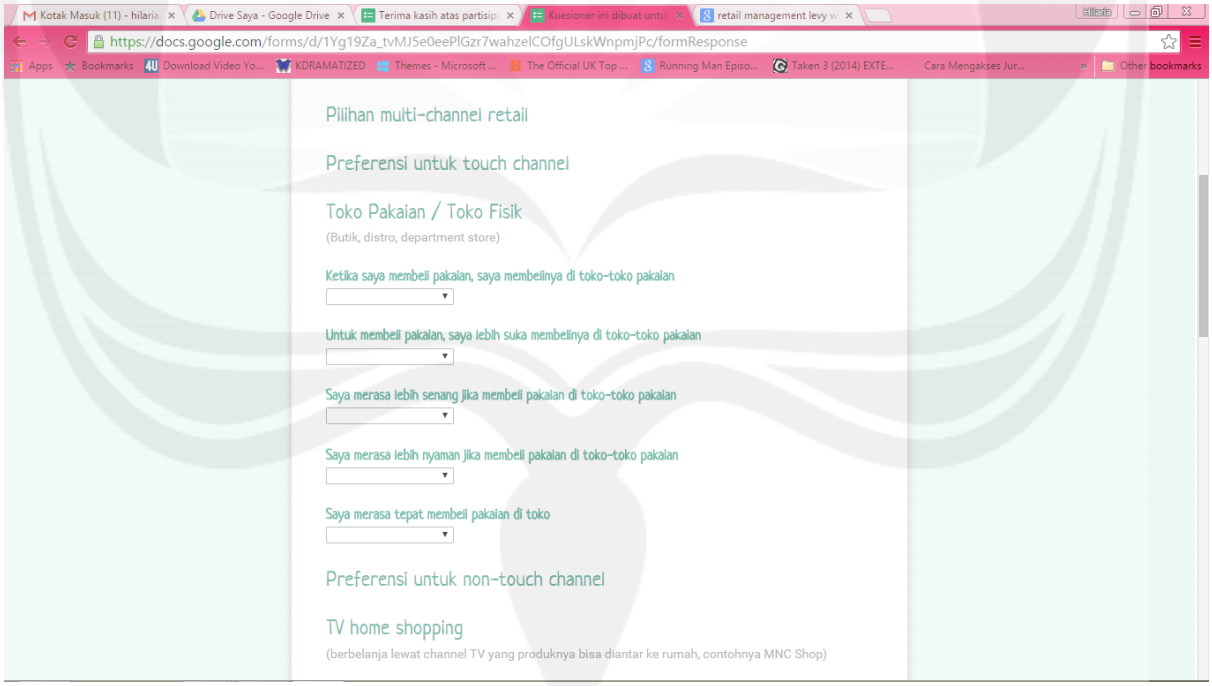
Kuesioner *Online*

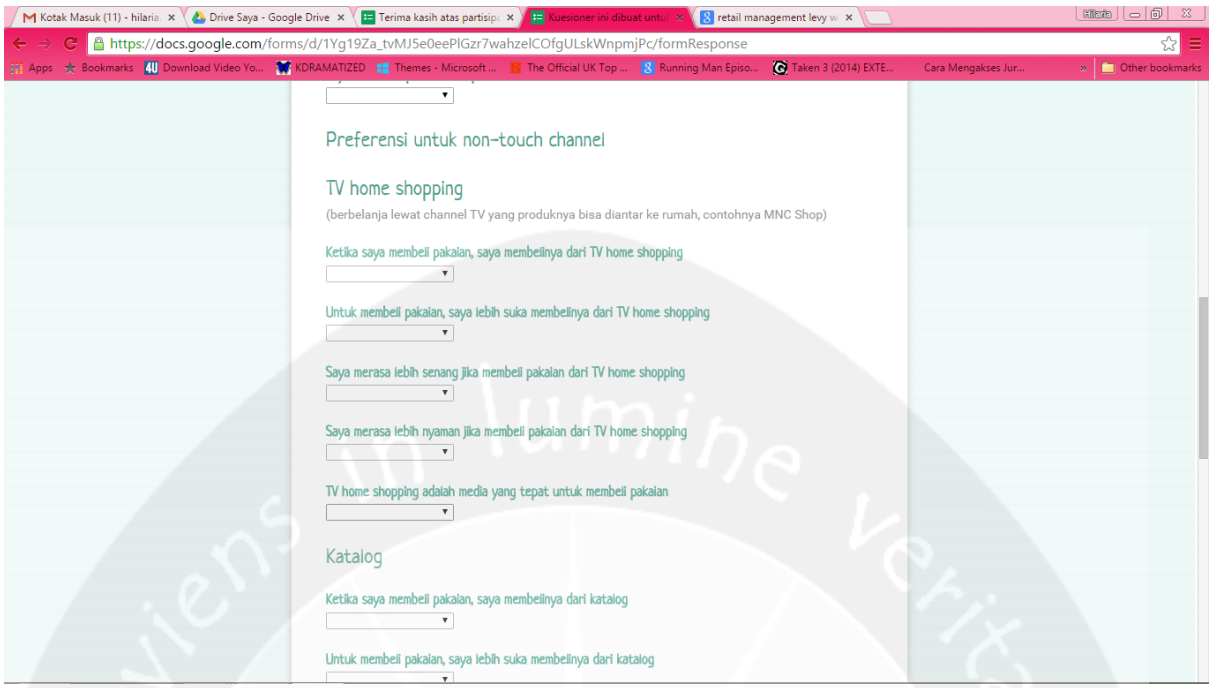


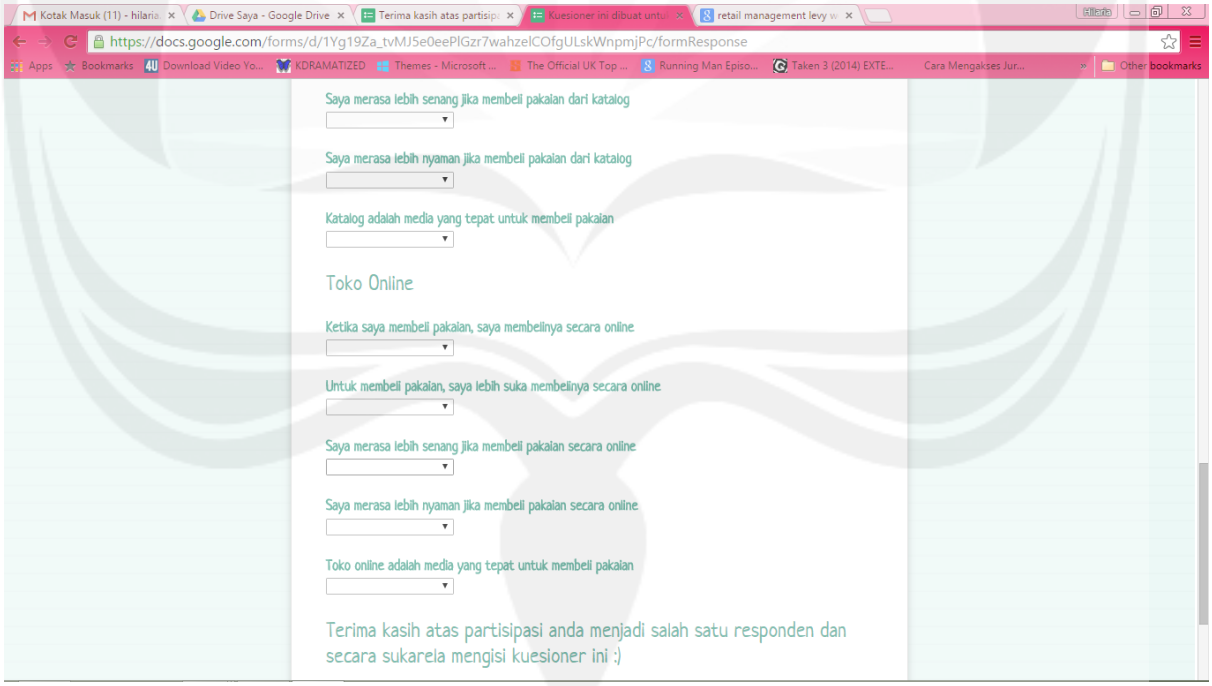

Kotak Masuk (11) - hilaria
Drive Saya - Google Drive
Terima kasih atas partisip
Kuesioner ini dibuat untu
retail management levy w
https://docs.google.com/forms/d/1Yg19Za_tvMJ5e0eePlGzr7wahzelCOfgULskWnpmjPc/formResponse
Rata-rata uang saku setiap bulan
Seberapa sering Anda membeli pakaian dalam sebulan?
Berapa rata-rata jumlah uang yang sudah Anda keluarkan untuk membeli pakaian, dalam sebulan?
Jenis pakaian apa yang sering Anda beli?
boleh lebih dari 1 jawaban
Kaos
Kemeja
Rok
Jaket
Blouse
Dress
Yang lain:
Dimana tempat Anda paling sering membeli pakaian?
boleh lebih dari 1 jawaban
Toko Pakaian (butik atau distro)
Department Store
Toko Online
Katalog
Yang lain:


https://docs.google.com/forms/d/1Yg19Za_tvMJ5e0eePlGzr7wahzelCOfgULskWnpmjPc/formResponse
pilihan multi channel retail dan preferensi touch/non-touch dalam belanja pakaian.
Inovasi busana dan kepemimpinan pendapat
Saya bersedia untuk mencoba ide-ide baru tentang mode pakaian
Saya mencoba sesuatu yang baru dalam mode pakaian tahun depan
Saya menjadi yang pertama dalam mencoba mode pakaian baru
Saya mempengaruhi jenis mode pakaian yang dibeli oleh teman saya
Orang lain meminta nasihat kepada saya tentang fashion dan pakaian
Banyak dari teman-teman dan tetangga yang menganggap saya sebagai sumber yang baik untuk memberikan nasihat tentang mode pakaian
Need for touch
(Need for touch mengacu pada preferensi untuk penanganan produk sebelum membeli)


Kotak Masuk (11) - hilaria
Drive Saya - Google Drive
Terima kasih atas partisip
Kuesioner ini dibuat untu
retail management levy w
https://docs.google.com/forms/d/1Yg19Za_tvMJ5e0eePlGzr7wahzelCOfgULskWnpmjPc/formResponse
Need for touch
(Need for touch mengacu pada preferensi untuk penanganan produk sebelum membeli)
Ketika berjalan-jalandi toko, saya tidak dapat menghindar untuk menyentuh semua jenis produk yang ada di toko
Dapat menyentuh sebuah produk adalah hal yang menyenangkan
Saya merasa lebih percaya pada produk yang bisa disentuh sebelum dibeli
Saya merasa lebih nyaman untuk membeli produk setelah memeriksanya secara fisik
Merupakan hal yang penting bagi saya untuk mengetahui semua jenis produk, ketika sedang berjalan-jalan di toko
Jika saya tidak bisa menyentuh produk di toko, saya enggan untuk membeli produk tersebut
Saya ingin menyentuh produk bahkan jika saya tidak punya niat untuk membeli produk tersebut
Saya merasa lebih percaya diri melakukan pembelian setelah menyentuh produk tersebut
Saya suka menyentuh banyak produk, ketika sedang berjalan-jalan di toko


Kotak Masuk (11) - hilaria
Drive Saya - Google Drive
Terima kasih atas partisip
Kuesioner ini dibuat untu
retail management levy w
https://docs.google.com/forms/d/1Yg19Za_tvMJ5e0eePlGzr7wahzelCOfgULskWnpmjPc/formResponse
Pilihan multi-channel retail
Preferensi untuk touch channel
Toko Pakaian / Toko Fisik
(Butik, distro, department store)
Ketika saya membeli pakaian, saya membelinya di toko-toko pakaian
Untuk membeli pakaian, saya lebih suka membelinya di toko-toko pakaian
Saya merasa lebih senang jika membeli pakaian di toko-toko pakaian
Saya merasa lebih nyaman jika membeli pakaian di toko-toko pakaian
Saya merasa tepat membeli pakaian di toko
Preferensi untuk non-touch channel
TV home shopping
(berbelanja lewat channel TV yang produknya bisa diantar ke rumah, contohnya MNC Shop)


https://docs.google.com/forms/d/1Yg19Za_tvMJ5e0eePlGzr7wahzelCOfgULskWnpmjPc/formResponse
Preferensi untuk non-touch channel
TV home shopping
(berbelanja lewat channel TV yang produknya bisa diantar ke rumah, contohnya MNC Shop)
Ketika saya membeli pakaian, saya membelinya dari TV home shopping
Untuk membeli pakaian, saya lebih suka membelinya dari TV home shopping
Saya merasa lebih senang jika membeli pakaian dari TV home shopping
Saya merasa lebih nyaman jika membeli pakaian dari TV home shopping
TV home shopping adalah media yang tepat untuk membeli pakaian
Katalog
Ketika saya membeli pakaian, saya membelinya dari katalog
Untuk membeli pakaian, saya lebih suka membelinya dari katalog


https://docs.google.com/forms/d/1Yg19Za_tvMJ5e0eePlGzr7wahzelCOfgULskWnpmjPc/formResponse
Saya merasa lebih senang jika membeli pakaian dari katalog
Saya merasa lebih nyaman jika membeli pakaian dari katalog
Katalog adalah media yang tepat untuk membeli pakaian
Toko Online
Ketika saya membeli pakaian, saya membelinya secara online
Untuk membeli pakaian, saya lebih suka membelinya secara online
Saya merasa lebih senang jika membeli pakaian secara online
Saya merasa lebih nyaman jika membeli pakaian secara online
Toko online adalah media yang tepat untuk membeli pakaian
Terima kasih atas partisipasi anda menjadi salah satu responden dan secara sukarela mengisi kuesioner ini :)

2. Lampiran Data Kuesioner

Data Mentah Kuesioner Bagian 1 (Karakteristik Responden)

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193	21	1	1	1	1	1	1	1	1			1			1	1				
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195	22	1	2	2	2	2	1	1	1		1	1	1	1	1	1				
196	23	1	1	2	3	3	2		1	1	1		1	1	1	1				
197	22	2	2	2	1	1	1						1		1					
198	21	1	1	2	2	1	1	1	1				1			1				
199	22	1	1	2	3	1	1	1					1			1				
200	21	1	1	2	4	4	2	1	1		1		1		1					

KETERANGAN

A = Mengikuti perkembangan *trend fashion* terbaru; (1) Ya (2) Tidak

B = Membeli pakaian saat ada *trend fashion* terbaru; (1) Ya (2) Tidak

C = Jenis Kelamin; (1) Laki-laki (2) Perempuan

D = Rata-rata uang saku setiap bulan; (1) ≤ Rp 500.000 (2) Rp 500.100 – Rp 1.000.000 (3) Rp 1.000.100 – Rp 1.500.000 (4) ≥ Rp 1.500.100

E = Seberapa sering membeli pakaian dalam sebulan; (1) 1 kali (2) 2 kali (3) 3 kali (4) ≥ 4 kali

F = Rata-rata pengeluaran untuk membeli pekaian per bulan; (1) ≤ Rp 500.000 (2) Rp 500.100 – Rp 1.000.000 (3) Rp 1.000.100 – Rp 1.500.000 (4) ≥ Rp 1.500.100

G = Jenis pakaian yang sering dibeli; (1)kaos (2)Kemeja (3)Celana (4)Rok (5)Jaket (6)Blouse (7)Lainnya

H = Tempat paling sering untuk membeli pakaian; (1)Toko Pakaian (2)*Department Store* (3)Toko *Online* (4)*TV Home Shoppin* g (5)Katalog (6)Lainnya

Data Mentah Kuesioner Bagian 2 (Instrument Penelitian Variabel)

No	IO							NFT													Touch Channel						Non-Touch Channel																	
																					TP						THS					KT					TO						
	A	B	C	D	E	F	AVG1	A	B	C	D	E	F	G	H	I	J	K	L	AVG2	A	B	C	D	E	AVG3	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	AVG4
1	2	1	1	3	1	1	1,500	1	1	5	5	2	5	5	5	1	1	2	1	2,833	4	5	5	5	5	4,800	2	2	2	2	1	1	1	1	1	1	1	2	2	2	4	1,667
2	2	2	1	3	3	2	2,167	2	3	5	5	3	5	5	5	5	5	5	5	4,417	5	5	5	5	5	5,000	1	1	1	1	3	4	4	4	4	3	4	4	4	4	3	3,000
3	2	2	1	3	2	2	2,000	5	4	5	5	5	5	5	5	5	5	5	5	4,917	5	5	5	5	5	5,000	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	1,667
4	3	4	3	3	3	4	3,333	4	4	4	4	3	3	4	4	4	4	4	4	3,833	4	4	4	4	4	4,000	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3,067
5	3	3	2	3	3	3	2,833	5	5	5	5	5	1	5	5	5	5	5	5	4,667	5	5	5	5	5	5,000	1	1	1	1	1	2	2	2	2	2	1	1	1	1	1	1,333
6	3	3	1	1	3	3	2,333	4	4	5	5	4	5	5	5	5	5	4	4	4,583	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
7	3	1	1	3	4	1	2,167	2	1	5	5	4	2	1	5	2	4	2	1	2,833	4	4	2	4	2	3,200	2	2	2	2	1	1	2	2	2	4	4	4	4	2	4	2,533
8	3	3	2	3	2	2	2,500	4	4	4	4	4	4	2	2	4	4	2	3	3,417	4	4	4	4	3	3,800	2	2	2	2	2	2	2	2	2	3	2	3	2	2	3	2,200
9	3	3	2	3	3	2	2,667	4	4	5	5	4	5	3	5	5	5	3	5	4,417	4	3	4	4	3	3,600	2	2	2	2	2	3	2	3	3	2	3	3	2	2	3	2,400
10	2	3	2	2	2	3	2,333	5	5	5	5	4	3	5	5	5	5	5	5	4,750	5	5	5	5	5	5,000	2	2	2	2	2	2	2	2	2	2	4	3	3	3	3	2,400
11	3	2	1	2	3	3	2,333	3	4	5	5	5	3	4	5	3	5	3	3	4,000	5	5	5	5	4	4,800	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	2,333
12	3	3	2	3	3	4	3,000	3	4	3	4	3	3	2	4	3	4	4	4	3,417	3	4	4	3	2	3,200	4	3	3	3	2	2	3	3	4	4	3	3	2	3	4	3,067
13	3	3	2	2	3	2	2,500	4	5	5	5	4	2	4	5	4	5	4	4	4,250	4	5	5	5	5	4,800	1	1	1	1	1	4	4	2	2	2	4	2	2	2	2	2,067
14	2	2	1	2	1	1	1,500	4	5	5	5	4	4	4	5	5	5	5	4	4,583	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
15	4	4	4	4	3	3	3,667	4	5	5	5	5	4	4	4	4	4	4	5	4,417	5	5	5	5	4	4,800	4	4	4	4	4	5	5	4	4	4	4	4	5	4	5	4,267
16	2	2	2	2	3	2	2,167	3	3	3	4	3	3	3	3	3	4	4	2	3,167	4	5	4	4	4	4,200	2	2	2	2	2	4	4	4	4	4	2	2	2	2	2	2,667
17	2	2	1	3	2	2	2,000	1	3	5	5	3	5	2	5	2	5	4	2	3,500	5	5	5	5	5	5,000	1	1	1	1	1	3	3	3	3	3	1	1	1	1	1	1,667
18	2	2	1	1	3	3	2,000	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
19	3	1	1	1	2	1	1,500	4	4	5	5	2	4	4	5	4	5	2	2	3,833	4	5	4	4	5	4,400	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
20	3	3	1	3	2	3	2,500	2	4	5	5	4	5	4	5	4	5	4	4	4,250	5	4	4	5	5	4,600	2	2	2	2	1	2	2	2	2	2	2	2	2	2	1	1,867
21	2	1	1	1	2	1	1,333	2	2	4	4	4	4	4	4	4	4	2	2	3,333	4	4	4	4	4	4,000	2	2	2	2	2	1	1	1	1	1	2	2	2	2	2	1,667
22	3	3	2	3	3	3	2,833	3	4	5	5	3	4	4	4	3	5	3	3	3,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
23	2	2	1	2	4	3	2,333	3	2	5	5	3	4	4	4	2	4	2	2	3,333	5	5	5	5	5	5,000	1	1	1	1	1	4	2	2	2	2	2	2	2	2	2	1,800
24	3	2	1	2	3	2	2,167	2	3	5	5	4	4	3	3	2	4	3	2	3,333	3	4	4	4	3	3,600	2	2	3	2	2	4	3	3	3	3	2	2	2	2	1	2,400
25	3	3	1	4	3	3	2,833	3	5	3	5	5	3	3	4	1	3	3	3	3,417	5	5	5	5	5	5,000	2	2	2	2	2	3	3	3	3	3	2	2	2	2	3	2,400
26	2	1	1	1	3	4	2,000	1	2	5	5	3	4	5	5	2	5	5	1	3,583	5	5	5	5	3	4,600	1	1	1	1	1	3	2	2	2	2	1	1	1	1	1	1,400

27	2	3	2	3	3	2	2,500	3	4	4	5	3	4	2	5	4	4	4	4	3,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
28	2	2	1	1	1	1	1,333	1	1	1	3	3	1	1	3	3	3	3	3	2,167	3	4	4	4	4	3,800	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
29	3	3	2	3	4	3	3,000	4	4	5	5	2	3	3	4	3	5	3	3	3,667	4	5	5	4	4	4,400	3	2	3	3	2	3	3	3	3	3	4	3	3	4	4	3,067
30	3	2	1	1	1	1	1,500	2	4	5	5	2	4	2	4	2	4	1	3	3,167	4	5	2	2	4	3,400	2	1	2	2	2	2	2	1	2	3	2	2	1	1	2	1,800
31	2	2	2	2	3	1	2,000	2	1	2	4	2	2	2	2	2	2	4	2	2,250	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	2	2	4	2	2,267
32	3	2	2	2	3	2	2,333	2	4	5	5	3	5	3	5	3	5	5	4	4,083	5	5	5	5	5	5,000	1	1	1	1	1	2	2	2	2	2	1	1	1	1	1	1,333
33	2	1	1	1	3	1	1,500	1	1	1	5	3	3	3	1	1	1	1	1	1,833	3	4	4	4	4	3,800	2	3	3	3	3	4	3	2	3	4	3	3	3	3	3	3,000
34	4	3	2	2	3	3	2,833	3	3	4	5	4	4	3	5	3	4	3	3	3,667	4	4	4	4	3	3,800	3	2	2	2	2	2	2	2	2	2	3	3	3	3	3	2,400
35	3	3	3	3	3	2	2,833	4	4	4	4	4	5	3	4	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	4	4	4	4	2,667
36	2	2	2	2	3	3	2,333	3	2	4	4	4	4	4	4	2	4	2	4	3,417	4	5	4	4	4	4,200	2	2	2	2	2	2	2	2	2	2	2	4	4	4	4	2,533
37	1	2	1	3	2	2	1,833	3	2	3	5	5	2	3	5	1	5	1	1	3,000	5	5	4	4	3	4,200	1	2	2	2	4	2	2	2	2	2	4	4	3	3	5	2,667
38	3	3	4	3	4	3	3,333	4	4	5	4	4	4	5	5	4	3	4	3	4,083	3	4	5	5	4	4,200	4	4	3	5	4	4	4	5	4	4	4	4	4	5	4	4,133
39	4	4	4	3	4	3	3,667	3	4	5	3	3	4	5	4	4	3	4	5	3,917	3	3	5	5	4	4,000	3	3	4	4	5	3	4	3	4	5	3	4	4	4	5	3,867
40	3	3	3	3	3	2	2,833	4	4	4	4	4	4	4	4	4	4	2	4	3,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	3	3	3	3	2,400
41	3	3	2	3	3	2	2,667	4	4	4	4	3	4	4	4	4	4	4	3	3,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	4	3	4	3	2,533
42	3	3	2	2	3	2	2,500	5	4	4	5	4	4	4	4	4	4	4	4	4,167	4	5	5	4	4	4,400	2	2	2	2	2	3	3	2	3	4	3	3	3	3	3	2,667
43	2	3	3	3	3	3	2,833	3	3	3	4	4	3	3	5	4	4	3	4	3,583	4	3	4	3	4	3,600	3	4	3	4	3	3	4	4	4	3	4	4	3	4	4	3,600
44	2	4	3	3	3	3	3,000	1	2	3	4	2	2	2	5	4	5	3	5	3,167	5	4	4	4	3	4,000	4	4	3	2	2	2	2	2	2	2	2	2	5	3	3	2,667
45	4	3	2	3	3	3	3,000	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	3	4	3	3,600	3	3	3	3	4	3	4	3	4	3	4	4	3	4	3	3,400
46	3	4	2	3	2	1	2,500	2	5	2	4	2	4	5	4	2	4	5	4	3,583	4	5	4	5	5	4,600	1	2	2	2	1	2	1	2	1	1	2	1	2	2	1	1,533
47	2	2	2	4	4	3	2,833	3	3	3	3	3	4	5	5	5	3	4	3	3,667	5	5	5	5	3	4,600	2	2	3	3	3	3	3	3	3	3	3	3	2	2	3	2,733
48	1	1	2	4	3	2	2,167	1	1	1	4	3	3	1	2	1	2	1	1	1,750	5	5	5	5	5	5,000	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2,667
49	3	3	1	2	2	2	2,167	2	4	5	5	2	5	1	5	2	5	2	2	3,333	5	5	5	5	5	5,000	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2,667
50	1	2	1	1	1	1	1,167	4	3	4	4	4	3	5	4	4	4	3	3	3,750	4	4	4	4	4	4,000	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1,067
51	2	1	3	2	3	3	2,333	4	4	4	4	3	4	4	4	4	4	4	4	3,917	4	5	4	4	5	4,400	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
52	3	3	2	3	3	3	2,833	4	5	5	5	5	4	4	5	4	5	5	4	4,583	4	4	4	4	4	4,000	3	3	3	3	3	3	3	3	3	3	4	3	3	3	4	3,133
53	2	3	2	1	3	3	2,333	5	3	5	5	4	3	2	5	4	4	4	2	3,833	4	4	4	4	4	4,000	3	2	3	3	3	2	1	2	2	2	1	1	1	1	2	1,933
54	3	3	2	1	2	2	2,167	4	3	2	3	3	2	4	3	3	2	2	2	2,750	4	3	3	4	4	3,600	2	2	2	2	2	2	2	1	2	2	3	3	3	3	3	2,267
55	3	4	2	1	3	2	2,500	4	5	4	4	4	5	3	4	4	5	3	2	3,917	5	5	5	5	5	5,000	2	2	2	2	2	4	4	4	4	4	3	2	2	2	2	2,733
56	2	3	1	3	2	2	2,167	2	3	4	5	4	4	3	5	2	5	2	2	3,417	4	4	4	4	4	4,000	2	1	2	2	2	2	3	3	3	3	3	3	4	3	3	2,600
57	3	3	2	1	3	3	2,500	5	4	5	3	3	3	3	4	1	4	3	3	3,417	4	3	3	4	3	3,400	4	3	4	4	3	4	3	3	4	3	4	4	3	4	3	3,533

58	3	3	3	2	2	2	2,500	4	2	4	4	3	2	3	4	4	4	3	4	3,417	5	5	5	5	5	5,000	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	2,333
59	1	1	2	4	2	3	2,167	2	3	4	4	1	3	2	4	3	4	4	2	3,000	4	4	4	4	4	4,000	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	1,667
60	3	2	1	1	2	2	1,833	3	2	3	4	3	3	3	4	3	4	3	3	3,167	4	4	4	4	4	4,000	2	2	2	2	2	3	3	3	3	3	4	3	3	3	3	2,733
61	4	4	2	1	4	4	3,167	5	5	5	5	4	3	4	5	5	5	5	5	4,667	4	4	4	4	3	3,800	2	2	2	2	2	3	2	2	2	2	3	4	3	3	3	2,467
62	4	3	2	2	3	3	2,833	4	5	5	5	5	5	5	5	5	5	5	4	4,833	5	5	5	5	5	5,000	1	1	1	1	1	3	3	3	3	3	4	4	4	4	4	2,667
63	3	2	1	1	1	1	1,500	4	4	4	5	4	4	2	5	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	4	4	4	4	2,667
64	3	3	1	1	1	1	1,667	5	4	4	5	4	3	3	5	4	4	3	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
65	2	2	1	1	1	1	1,333	4	4	4	4	2	4	4	4	4	4	2	4	3,667	4	4	4	4	3	3,800	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
66	3	2	1	1	1	1	1,500	1	2	4	4	3	3	2	4	3	3	4	2	2,917	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	3	3	3	3	3	4	2,467
67	2	3	2	3	4	1	2,500	4	5	5	5	3	3	4	3	4	5	5	5	4,250	5	5	4	4	4	4,400	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
68	3	3	2	2	3	2	2,500	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	1	1	1	1	1	2	2	2	2	2	4	3	3	3	3	2,067
69	3	2	2	3	4	3	2,833	4	3	5	5	2	5	1	5	2	4	3	3	3,500	4	4	4	4	4	4,000	2	2	2	2	2	3	2	3	3	2	2	2	2	2	2	2,200
70	3	2	2	2	3	2	2,333	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	3	3	3	2	2	3	3	3	3	2	2,467
71	2	2	1	2	2	1	1,667	2	2	4	4	4	4	3	4	2	2	2	2	2,917	4	4	4	4	3	3,800	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,067
72	1	4	3	3	3	4	3,000	3	3	3	4	4	4	4	3	3	4	4	4	3,583	4	4	3	4	4	3,800	3	3	3	4	4	3	4	3	4	3	4	3	5	5	4	3,667
73	2	2	1	3	2	1	1,833	3	2	4	2	1	3	4	4	4	5	2	4	3,167	4	4	4	4	4	4,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,000
74	2	1	1	3	4	4	2,500	4	4	4	4	4	2	4	4	4	5	2	2	3,583	4	4	4	4	4	4,000	4	2	2	4	2	4	4	2	2	4	4	4	4	2	4	3,200
75	3	2	2	1	4	3	2,500	4	5	4	5	3	3	2	4	4	5	3	3	3,750	3	4	4	5	3	3,800	2	2	1	3	3	3	3	1	2	1	3	4	4	3	2	2,467
76	3	3	2	3	2	3	2,667	4	4	5	5	4	2	3	5	4	5	5	4	4,167	4	4	4	4	4	4,000	3	3	3	3	3	4	3	3	4	3	3	3	2	2	3	3,000
77	3	3	2	2	4	4	3,000	4	4	3	4	4	3	4	4	4	4	4	4	3,833	4	4	4	4	4	4,000	2	2	2	2	2	3	2	2	2	2	2	3	3	4	5	2,533
78	4	4	2	3	2	3	3,000	3	4	3	3	4	2	3	3	4	3	2	3	3,083	2	2	2	3	2	2,200	1	2	2	2	2	2	2	2	2	2	4	3	4	2	3	2,333
79	1	1	1	1	1	1	1,000	2	2	1	1	2	3	4	2	2	2	2	2	2,083	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	3	2,067
80	1	3	2	1	1	1	1,500	3	3	3	4	4	3	3	2	3	4	4	3	3,250	4	4	3	4	4	3,800	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
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93	2	2	1	1	1	2	1,500	4	4	5	4	3	4	3	4	3	4	5	4	3,917	2	4	5	5	4	4,000	2	2	3	3	2	3	3	2	2	2	4	2	2	3	2,467
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97	2	2	2	3	3	3	2,500	3	3	5	5	3	5	3	5	4	5	3	3	3,917	5	5	5	5	5	5,000	1	2	1	2	2	3	3	2	2	3	2	2	2	1	3	2,067
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107	3	3	3	3	4	4	3,333	4	3	4	4	3	4	4	4	3	5	2	3	3,583	3	3	4	4	4	3,600	2	2	2	2	2	4	3	3	3	3	4	3	4	3	3	2,867
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110	3	2	2	2	3	2	2,333	3	4	5	5	5	5	4	4	3	4	4	3	4,083	4	5	5	5	4	4,600	2	2	1	1	3	3	3	3	3	3	3	2	3	3	3	2,533
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113	2	3	1	1	1	1	1,500	3	3	4	4	2	2	3	2	2	3	2	3	2,750	3	2	4	3	3	3,000	3	2	2	3	2	3	2	2	3	2	4	3	4	3	3	2,733
114	3	3	3	3	2	2	2,667	3	1	5	5	4	4	2	4	1	4	4	1	3,167	5	4	3	3	3	3,600	3	3	3	3	3	4	4	4	4	3	3	2	2	3	3	3,133
115	2	2	2	3	3	2	2,333	4	4	5	5	5	3	4	4	4	4	4	4	4,167	5	4	4	3	4	4,000	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	2,667
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119	3	4	1	2	3	2	2,500	4	3	3	4	2	3	2	4	3	5	2	3	3,167	5	5	5	5	5	5,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000

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121	4	2	2	3	3	3	2,833	2	3	4	4	3	3	2	4	2	3	3	2	2,917	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	4	4	4	2,667
122	3	2	3	2	1	1	2,000	1	1	4	4	4	4	1	4	3	5	2	1	2,833	4	4	4	4	4	4,000	1	1	1	1	1	1	1	1	1	1	4	3	3	3	1,733
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160	3	3	2	2	2	2	2,333	3	3	4	4	3	3	3	4	3	3	3	2	3,167	4	4	4	4	4	4,000	2	2	2	2	2	2	2	3	3	3	4	3	3	3	3	2,600
161	3	4	2	3	3	3	3,000	4	5	4	4	4	3	4	4	4	4	4	3	3,917	4	4	4	4	3	3,800	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	3,333
162	4	3	2	3	3	3	3,000	3	5	4	4	3	3	4	4	3	3	3	4	3,583	4	4	3	4	4	3,800	2	2	2	2	2	2	2	2	2	2	4	4	3	3	3	2,467
163	1	3	1	1	1	1	1,333	5	3	5	5	5	5	5	5	5	5	5	5	4,833	5	5	5	4	5	4,800	1	1	1	1	1	4	4	4	4	4	1	1	1	1	1	2,000
164	4	4	3	3	4	4	3,667	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	2,333
165	3	3	1	3	3	3	2,667	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	3,867
166	4	4	4	4	3	3	3,667	4	4	4	4	4	3	4	4	3	3	3	4	3,667	4	4	4	4	4	4,000	3	3	3	3	3	2	3	2	2	3	2	3	2	3	3	2,667
167	4	3	2	3	4	4	3,333	3	2	3	3	4	2	2	4	2	4	2	2	2,750	4	4	4	4	4	4,000	3	3	3	4	4	3	4	4	4	3	4	4	4	4	4	3,667
168	3	3	1	3	3	3	2,667	4	4	5	5	4	4	4	4	4	4	4	4	4,167	5	5	5	5	4	4,800	2	2	2	2	3	2	2	2	2	3	4	2	2	2	3	2,333
169	3	3	3	3	2	2	2,667	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	2	2	2	2	2,133
170	3	3	2	2	2	2	2,333	3	4	4	5	4	3	4	4	3	4	4	4	3,833	4	4	4	4	4	4,000	2	2	2	2	3	3	3	3	4	4	4	4	4	4	4	3,200
171	3	3	3	3	3	3	3,000	2	2	5	5	4	5	3	5	2	5	4	2	3,667	4	4	4	4	3	3,800	1	1	1	1	2	1	1	1	1	2	1	1	1	1	1	1,133
172	3	1	1	1	1	1	1,333	1	1	4	5	3	3	3	4	3	4	3	2	3,000	4	4	4	4	3	3,800	2	2	2	2	2	3	2	2	2	4	2	2	2	2	3	2,267
173	2	1	1	1	2	2	1,500	2	1	4	4	2	4	3	4	3	4	2	2	2,917	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
174	3	2	1	1	4	3	2,333	4	4	4	4	2	2	4	4	4	4	4	4	3,667	4	3	3	4	4	3,600	2	3	2	2	3	4	4	2	2	2	4	3	2	2	4	2,733
175	2	1	2	2	2	2	1,833	2	3	4	5	2	2	3	4	3	4	3	3	3,167	4	4	4	4	3	3,800	2	2	2	2	3	3	3	3	3	3	2	2	3	3	2	2,533
176	3	3	3	3	3	3	3,000	4	4	5	5	5	5	5	5	5	5	5	5	4,833	5	5	5	5	5	5,000	2	2	2	2	2	4	4	4	4	4	4	5	5	5	4	3,533
177	3	4	2	3	3	3	3,000	4	5	4	5	5	3	4	4	4	4	4	3	4,083	4	3	3	4	4	3,600	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	3,333
178	4	4	3	3	4	4	3,667	5	5	5	5	5	5	4	5	4	5	5	4	4,750	5	5	5	5	5	5,000	2	2	2	2	2	2	2	2	2	2	4	4	4	4	4	2,667
179	3	2	1	1	3	3	2,167	3	2	3	4	2	2	3	4	3	4	2	2	2,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	4	4	4	3	2,600
180	4	4	3	3	3	3	3,333	5	5	5	5	5	3	4	5	5	4	4	4	4,500	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	4	3	3	4	2,533
181	3	2	2	3	1	2	2,167	4	4	3	4	4	3	4	3	4	3	3	4	3,583	4	3	3	4	4	3,600	2	2	2	2	2	3	3	3	3	3	4	3	3	3	4	2,800

182	3	2	1	1	2	2	1,833	4	4	5	4	4	3	4	4	4	4	2	4	3,833	4	5	4	4	5	4,400	2	2	3	3	3	4	3	4	4	4	4	4	4	4	4	3,467
183	3	4	4	4	3	4	3,667	5	4	5	4	4	5	4	4	5	5	4	4	4,417	4	4	4	4	4	4,000	4	4	4	5	4	4	4	4	4	4	4	4	4	5	4	4,133
184	4	4	3	4	4	4	3,833	3	4	5	5	3	4	4	4	3	4	3	4	3,833	5	5	4	4	4	4,400	2	2	2	2	3	3	2	3	2	3	4	4	3	3	4	2,800
185	2	3	1	2	3	3	2,333	4	4	4	5	4	2	4	5	4	4	2	4	3,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	3	2	2	2	2	3	2,133
186	3	3	3	4	4	4	3,500	2	4	2	2	3	2	3	2	3	2	3	3	2,583	4	4	4	4	4	4,000	2	2	2	2	1	4	3	3	3	3	4	4	4	3	3	2,867
187	3	3	3	3	4	4	3,333	2	5	5	5	4	4	5	5	5	5	5	4	4,500	5	5	5	5	5	5,000	2	2	1	1	1	2	2	1	1	2	4	2	2	1	3	1,800
188	4	3	3	3	4	4	3,500	2	2	4	5	3	2	4	4	2	1	2	2	2,750	5	4	4	4	4	4,200	1	1	1	1	1	2	2	3	2	3	4	4	4	4	5	2,533
189	2	3	1	1	2	2	1,833	4	3	4	4	3	4	4	4	4	4	3	4	3,750	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
190	1	1	1	1	3	3	1,667	1	4	5	5	5	5	1	5	1	5	5	1	3,583	5	5	5	5	5	5,000	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1,000
191	3	3	2	3	4	3	3,000	2	4	5	5	4	4	2	4	4	5	4	4	3,917	4	5	4	4	4	4,200	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
192	3	2	1	2	2	2	2,000	2	4	4	4	4	4	4	4	2	5	4	4	3,750	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	2	2	2	2	2,133
193	3	3	2	1	2	2	2,167	2	2	4	4	2	4	2	4	2	4	2	2	2,833	5	4	4	4	4	4,200	2	2	2	2	2	4	4	4	4	4	4	4	4	4	4	3,333
194	3	3	2	3	3	2	2,667	4	4	5	5	4	4	4	4	2	5	2	2	3,750	5	5	4	5	5	4,800	2	2	1	1	2	4	2	2	2	2	2	2	2	2	2	2,000
195	3	3	2	3	4	4	3,167	2	4	4	4	4	2	2	4	2	2	2	2	2,833	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
196	4	3	4	4	4	4	3,833	5	5	5	5	4	5	2	4	5	5	5	5	4,583	5	5	5	5	5	5,000	2	2	2	2	2	3	3	3	3	3	1	1	1	1	1	2,000
197	2	2	1	3	3	2	2,167	4	3	4	5	3	4	3	5	3	5	4	3	3,833	4	4	4	4	4	4,000	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	1,333
198	3	3	3	3	2	2	2,667	4	4	4	4	4	4	4	4	4	4	4	4	4,000	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	4	2	2	2	2	2,133
199	4	3	3	3	4	4	3,500	4	4	4	5	4	5	1	5	4	5	4	4	4,083	4	4	4	4	4	4,000	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2,000
200	3	4	2	3	3	3	3,000	4	5	5	5	5	5	5	5	5	5	4	5	4,833	4	4	5	5	4	4,400	4	4	4	3	3	3	3	3	3	3	4	3	4	3	4	3,400

KETERANGAN :
IO = Inovasi *Fashion & Opinion Leadership*
NFT = *Need For Touch*
TP = Toko Pakaian
THS = *TV Home Shopping*
KT = Katalog
TO = Toko *Online*

3. Lampiran *Output* SPSS Uji Validitas dan Reliabilitas

(IO) Inovasi *Fashion* & *Opinion Leadership*

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.833	6

Inter-Item Correlation Matrix

	IO1	IO2	IO3	IO4	IO5	IO6
IO1	1.000	.502	.472	.287	.361	.453
IO2	.502	1.000	.546	.376	.235	.388
IO3	.472	.546	1.000	.570	.425	.512
IO4	.287	.376	.570	1.000	.463	.515
IO5	.361	.235	.425	.463	1.000	.714
IO6	.453	.388	.512	.515	.714	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
IO1	11.9200	11.963	.540	.360	.819
IO2	12.0200	11.859	.529	.395	.821
IO3	12.7350	11.151	.683	.504	.791
IO4	12.2950	11.093	.589	.411	.810
IO5	11.8950	11.140	.591	.534	.810
IO6	12.1850	10.463	.710	.600	.784

(NFT) Need For Touch

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.867	.867	12

Inter-Item Correlation Matrix

	NFT1	NFT2	NFT3	NFT4	NFT5	NFT6	NFT7	NFT8	NFT9	NFT10	NFT11	NFT12
NFT1	1.000	.603	.309	.124	.391	.155	.405	.248	.617	.296	.244	.537
NFT2	.603	1.000	.368	.215	.417	.226	.417	.251	.559	.287	.423	.600
NFT3	.309	.368	1.000	.626	.347	.426	.246	.577	.320	.473	.310	.298
NFT4	.124	.215	.626	1.000	.358	.319	.064	.508	.112	.363	.267	.127
NFT5	.391	.417	.347	.358	1.000	.264	.357	.247	.407	.259	.337	.349
NFT6	.155	.226	.426	.319	.264	1.000	.269	.396	.191	.379	.310	.261
NFT7	.405	.417	.246	.064	.357	.269	1.000	.213	.498	.124	.287	.487
NFT8	.248	.251	.577	.508	.247	.396	.213	1.000	.344	.526	.371	.274
NFT9	.617	.559	.320	.112	.407	.191	.498	.344	1.000	.337	.401	.709
NFT10	.296	.287	.473	.363	.259	.379	.124	.526	.337	1.000	.429	.322
NFT11	.244	.423	.310	.267	.337	.310	.287	.371	.401	.429	1.000	.471
NFT12	.537	.600	.298	.127	.349	.261	.487	.274	.709	.322	.471	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
NFT1	40.2550	49.387	.575	.509	.855
NFT2	40.0700	48.538	.643	.524	.850
NFT3	39.3850	51.072	.586	.556	.855
NFT4	39.1150	54.916	.410	.493	.865
NFT5	40.0050	51.452	.529	.341	.858
NFT6	39.9800	52.472	.432	.289	.864
NFT7	40.1150	51.539	.491	.359	.861
NFT8	39.4000	52.935	.542	.484	.858
NFT9	40.1550	48.514	.668	.629	.849
NFT10	39.5100	51.729	.524	.412	.858
NFT11	40.2250	49.813	.545	.378	.857
NFT12	40.3400	48.607	.661	.603	.849

(TP) Toko Pakaian - Preferensi *Touch Channel*

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.887	.888	5

Inter-Item Correlation Matrix

	TP1	TP2	TP3	TP4	TP5
TP1	1.000	.670	.528	.522	.494
TP2	.670	1.000	.671	.590	.607
TP3	.528	.671	1.000	.784	.630
TP4	.522	.590	.784	1.000	.632
TP5	.494	.607	.630	.632	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TP1	16.3850	5.926	.641	.475	.881
TP2	16.3350	5.540	.757	.611	.856
TP3	16.4200	5.270	.787	.688	.848
TP4	16.3550	5.517	.759	.653	.855
TP5	16.5050	5.327	.697	.497	.871

(THS) *TV Home Shopping*, (KT) Katalog, (TO) Toko *Online* – Preferensi *Non-Touch Channel*

Case Processing Summary

		N	%
Cases	Valid	200	100.0
	Excluded[a]	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.933	.935	15

Inter-Item Correlation Matrix

	THS1	THS2	THS3	THS4	THS5	KT1	KT2	KT3	KT4	KT5	TO1	TO2	TO3	TO4	TO5
THS1	1.000	.833	.803	.800	.667	.312	.393	.403	.458	.353	.267	.369	.367	.405	.346
THS2	.833	1.000	.849	.830	.736	.328	.415	.392	.430	.334	.264	.350	.355	.386	.365
THS3	.803	.849	1.000	.848	.736	.328	.415	.427	.482	.402	.222	.312	.289	.357	.307
THS4	.800	.830	.848	1.000	.758	.323	.434	.396	.483	.387	.296	.402	.355	.454	.360
THS5	.667	.736	.736	.758	1.000	.357	.453	.411	.489	.359	.270	.337	.299	.381	.342
KT1	.312	.328	.328	.323	.357	1.000	.825	.777	.784	.680	.301	.315	.320	.287	.271
KT2	.393	.415	.415	.434	.453	.825	1.000	.845	.845	.761	.368	.422	.417	.403	.360
KT3	.403	.392	.427	.396	.411	.777	.845	1.000	.908	.758	.347	.418	.413	.444	.376
KT4	.458	.430	.482	.483	.489	.784	.845	.908	1.000	.782	.361	.429	.418	.463	.386
KT5	.353	.334	.402	.387	.359	.680	.761	.758	.782	1.000	.273	.364	.350	.309	.442
TO1	.267	.264	.222	.296	.270	.301	.368	.347	.361	.273	1.000	.798	.760	.762	.711
TO2	.369	.350	.312	.402	.337	.315	.422	.418	.429	.364	.798	1.000	.886	.863	.804
TO3	.367	.355	.289	.355	.299	.320	.417	.413	.418	.350	.760	.886	1.000	.854	.760
TO4	.405	.386	.357	.454	.381	.287	.403	.444	.463	.309	.762	.863	.854	1.000	.745
TO5	.346	.365	.307	.360	.342	.271	.360	.376	.386	.442	.711	.804	.760	.745	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
THS1	33.8650	80.972	.635	.751	.929
THS2	33.9200	81.571	.645	.827	.929
THS3	33.9200	81.722	.632	.814	.930
THS4	33.8350	79.827	.669	.820	.929
THS5	33.8000	80.613	.617	.649	.930
KT1	33.3900	79.455	.601	.728	.930
KT2	33.5000	78.050	.723	.825	.927
KT3	33.5600	78.670	.721	.860	.927
KT4	33.5200	77.969	.759	.879	.926
KT5	33.4350	79.363	.639	.741	.929
TO1	33.0800	77.391	.619	.687	.930
TO2	33.2650	76.447	.734	.863	.927
TO3	33.2800	76.494	.708	.834	.927
TO4	33.3050	76.203	.732	.835	.927
TO5	33.1350	76.861	.674	.741	.929

4. Lampiran *Output* SPSS Karakteristik Responden

Frequencies

Statistics

		umur	mengikuti trend fashion atau tidak	membeli atau tidak saat ada trend fashion	jenis kelamin	rata-rata uang saku setiap bulan	membeli pakaian dalam sebulan	rata-rata uang yg keluar untuk membeli pakaian
N	Valid	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0
Mean		20.83	1.36	1.64	1.56	2.30	1.55	1.18
Median		21.00	1.00	2.00	2.00	2.00	1.00	1.00
Mode		22	1	2	2	2	1	1
Std. Deviation		1.425	.481	.480	.498	1.022	.800	.449
Sum		4166	272	329	312	460	310	237

Frequency Table

umur

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	15	7.5	7.5	7.5
	19	28	14.0	14.0	21.5
	20	28	14.0	14.0	35.5
	21	50	25.0	25.0	60.5
	22	66	33.0	33.0	93.5
	23	11	5.5	5.5	99.0
	24	1	.5	.5	99.5
	25	1	.5	.5	100.0
	Total	200	100.0	100.0	

mengikuti trend fashion atau tidak

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	128	64.0	64.0	64.0
	Tidak	72	36.0	36.0	100.0
	Total	200	100.0	100.0	

membeli atau tidak saat ada trend fashion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ya	71	35.5	35.5	35.5
	Tidak	129	64.5	64.5	100.0
	Total	200	100.0	100.0	

jenis kelamin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Laki-laki	88	44.0	44.0	44.0
	Perempuan	112	56.0	56.0	100.0
	Total	200	100.0	100.0	

rata-rata uang saku setiap bulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp 500.000	52	26.0	26.0	26.0
	Rp 500.100 – Rp 1.000.000	67	33.5	33.5	59.5
	Rp 1.000. 100 – Rp 1.500.000	50	25.0	25.0	84.5
	>= Rp 1.500.000	31	15.5	15.5	100.0
	Total	200	100.0	100.0	

membeli pakaian dalam sebulan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	121	60.5	60.5	60.5
	2 kali	56	28.0	28.0	88.5
	3 kali	15	7.5	7.5	96.0
	>= 4 kali	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

rata-rata uang yg keluar untuk membeli pakaian

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= Rp 500.000	167	83.5	83.5	83.5
	Rp 500.100 – Rp 1.000.000	30	15.0	15.0	98.5
	Rp 1.000. 100 – Rp 1.500.000	2	1.0	1.0	99.5
	>= Rp 1.500.000	1	.5	.5	100.0
	Total	200	100.0	100.0	

5. Lampiran *Output* SPSS Analisis *Descriptives* dan Tabulasi Silang

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IO	200	1.000	4.000	2.43498	.660724
NFT	200	1.750	5.000	3.62540	.644787
PMC	200	1.400	4.400	2.82075	.473448
TC	200	2.000	5.000	4.10000	.579031
NTC	200	1.000	4.267	2.39435	.632456
Valid N (listwise)	200				

Crosstabulation

Tabulasi Silang Mengikuti atau Tidak Mengikuti Perkembagan *Trend Fashion* dan Membeli atau Tidak Membeli Saat Ada *Trend Fashion* Terbaru

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
mengikuti trend fashion atau tidak * membeli atau tidak saat ada trend fashion	200	100.0%	0	.0%	200	100.0%

mengikuti trend fashion atau tidak * membeli atau tidak saat ada trend fashion Crosstabulation

			membeli atau tidak saat ada trend fashion		
			Ya	Tidak	Total
mengikuti trend fashion atau tidak	Ya	Count	65	63	128
		% within mengikuti trend fashion atau tidak	50.8%	49.2%	100.0%
	Tidak	Count	6	66	72
		% within mengikuti trend fashion atau tidak	8.3%	91.7%	100.0%
Total		Count	71	129	200
		% within mengikuti trend fashion atau tidak	35.5%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	36.261[a]	1	.000		
Continuity Correction[b]	34.431	1	.000		
Likelihood Ratio	41.476	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	36.079	1	.000		
N of Valid Cases[b]	200				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 25,56.

b. Computed only for a 2x2 table

Tabulasi Silang Jenis Kelamin, Mengikuti atau Tidak Mengikuti Perkembagan *Trend Fashion* dan Membeli atau Tidak Membeli saat ada *Trend Fashion* Terbaru

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
mengikuti trend fashion atau tidak * membeli atau tidak saat ada trend fashion * jenis kelamin	200	100.0%	0	.0%	200	100.0%

mengikuti trend fashion atau tidak * membeli atau tidak saat ada trend fashion * jenis kelamin Crosstabulation

jenis kelamin				membeli atau tidak saat ada trend fashion		Total
				Ya	Tidak	
Laki-laki	mengikuti trend fashion atau tidak	Ya	Count	21	25	46
			% within mengikuti trend fashion atau tidak	45.7%	54.3%	100.0%
		Tidak	Count	4	38	42
			% within mengikuti trend fashion atau tidak	9.5%	90.5%	100.0%
	Total		Count	25	63	88
			% within mengikuti trend fashion atau tidak	28.4%	71.6%	100.0%
Perempuan	mengikuti trend fashion atau tidak	Ya	Count	44	38	82
			% within mengikuti trend fashion atau tidak	53.7%	46.3%	100.0%
		Tidak	Count	2	28	30
			% within mengikuti trend fashion atau tidak	6.7%	93.3%	100.0%
	Total		Count	46	66	112
			% within mengikuti trend fashion atau tidak	41.1%	58.9%	100.0%

Chi-Square Tests

jenis kelamin		Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Laki-laki	Pearson Chi-Square	14.090[a]	1	.000		
	Continuity Correction[b]	12.369	1	.000		
	Likelihood Ratio	15.194	1	.000		
	Fisher's Exact Test				.000	.000
	Linear-by-Linear Association	13.930	1	.000		
	N of Valid Cases[b]	88				
Perempuan	Pearson Chi-Square	20.040[c]	1	.000		
	Continuity Correction[b]	18.145	1	.000		
	Likelihood Ratio	23.742	1	.000		
	Fisher's Exact Test				.000	.000
	Linear-by-Linear Association	19.861	1	.000		
	N of Valid Cases[b]	112				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 11,93.

b. Computed only for a 2x2 table

c. 0 cells (,0%) have expected count less than 5. The minimum expected count is 12,32.

Tabulasi Silang Membeli atau tidak Membeli Saat Ada *Trend Fashion* Terbaru dan Berapa Kali Membeli Pakaian dalam Sebulan

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
membeli pakaian dalam sebulan * membeli atau tidak saat ada *trend fashion*	200	100.0%	0	.0%	200	100.0%

membeli pakaian dalam sebulan * membeli atau tidak saat ada trend fashion Crosstabulation

			membeli atau tidak saat ada trend fashion		Total
			Ya	Tidak	
membeli pakaian dalam sebulan	1 kali	Count	27	94	121
		% within membeli pakaian dalam sebulan	22.3%	77.7%	100.0%
	2 kali	Count	25	31	56
		% within membeli pakaian dalam sebulan	44.6%	55.4%	100.0%
	3 kali	Count	12	3	15
		% within membeli pakaian dalam sebulan	80.0%	20.0%	100.0%
	>= 4 kali	Count	7	1	8
		% within membeli pakaian dalam sebulan	87.5%	12.5%	100.0%
Total		Count	71	129	200
		% within membeli pakaian dalam sebulan	35.5%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	33.652[a]	3	.000
Likelihood Ratio	33.699	3	.000
Linear-by-Linear Association	32.647	1	.000
N of Valid Cases	200		

a. 1 cells (12,5%) have expected count less than 5. The minimum expected count is 2,84.

Tabulasi Silang Jenis Kelamin, Berapa Kali Membeli Pakaian dalam Sebulan, dan Jumlah Uang yang Dikeluarkan untuk Membeli Pakaian dalam Sebulan

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
membeli pakaian dalam sebulan * rata-rata uang yg keluar untuk membeli pakaian * jenis kelamin	200	100.0%	0	.0%	200	100.0%

Chi-Square Tests

jenis kelamin		Value	df	Asymp. Sig. (2-sided)
Laki-laki	Pearson Chi-Square	66.878[a]	9	.000
	Likelihood Ratio	29.869	9	.000
	Linear-by-Linear Association	33.440	1	.000
	N of Valid Cases	88		
Perempuan	Pearson Chi-Square	45.601[b]	6	.000
	Likelihood Ratio	32.859	6	.000
	Linear-by-Linear Association	32.119	1	.000
	N of Valid Cases	112		

a. 13 cells (81,3%) have expected count less than 5. The minimum expected count is ,02.

b. 6 cells (50,0%) have expected count less than 5. The minimum expected count is ,05.

membeli pakaian dalam sebulan * rata-rata uang yg keluar untuk membeli pakaian * jenis kelamin Crosstabulation

jenis kelamin				rata-rata uang yg keluar untuk membeli pakaian				Total
				<= Rp 500.000	Rp 500.100 – Rp 1.000.000	Rp 1.000. 100 – Rp 1.500.000	>= Rp 1.500.000	
Laki-laki	membeli pakaian dalam sebulan	1 kali	Count	60	4	0	0	64
			% within membeli pakaian dalam sebulan	93.8%	6.2%	.0%	.0%	100.0%
		2 kali	Count	11	7	1	0	19
			% within membeli pakaian dalam sebulan	57.9%	36.8%	5.3%	.0%	100.0%
		3 kali	Count	1	2	0	0	3
			% within membeli pakaian dalam sebulan	33.3%	66.7%	.0%	.0%	100.0%
		>= 4 kali	Count	0	1	0	1	2
			% within membeli pakaian dalam sebulan	.0%	50.0%	.0%	50.0%	100.0%
	Total		Count	72	14	1	1	88
			% within membeli pakaian dalam sebulan	81.8%	15.9%	1.1%	1.1%	100.0%
Perempuan	membeli pakaian dalam sebulan	1 kali	Count	55	2	0		57
			% within membeli pakaian dalam sebulan	96.5%	3.5%	.0%		100.0%
		2 kali	Count	33	4	0		37
			% within membeli pakaian dalam sebulan	89.2%	10.8%	.0%		100.0%
		3 kali	Count	6	5	1		12
			% within membeli pakaian dalam sebulan	50.0%	41.7%	8.3%		100.0%
		>= 4 kali	Count	1	5	0		6
			% within membeli pakaian dalam sebulan	16.7%	83.3%	.0%		100.0%
	Total		Count	95	16	1		112
			% within membeli pakaian dalam sebulan	84.8%	14.3%	.9%		100.0%

6. Lampiran *Independent Sample t-test*

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Inovasi Fashion dan Kepemimpinan Pendapat	Laki-laki	88	2.31250	.681252	.072622
	Perempuan	112	2.53121	.630603	.059586

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Inovasi Fashion dan Kepemimpinan Pendapat	Equal variances assumed	1.554	.214	-2.350	198	.020	-.218714	.093069	-.402248	-.035181
	Equal variances not assumed			-2.328	179.727	.021	-.218714	.093938	-.404079	-.033350

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Need For Touch	Laki-laki	88	3.41667	.685204	.073043
	Perempuan	112	3.78939	.561860	.053091

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Need For Touch	Equal variances assumed	4.882	.028	-4.226	198	.000	-.372722	.088190	-.546635	-.198810
	Equal variances not assumed			-4.128	166.733	.000	-.372722	.090299	-.550999	-.194445

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Preferensi untuk touch channel	Laki-laki	88	4.01591	.520143	.055447
	Perempuan	112	4.16607	.615645	.058173

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Preferensi untuk touch channel	Equal variances assumed	4.989	.027	-1.831	198	.069	-.150162	.082000	-.311867	.011543
	Equal variances not assumed			-1.869	196.927	.063	-.150162	.080365	-.308649	.008324

Group Statistics

	Jenis Kelamin	N	Mean	Std. Deviation	Std. Error Mean
Preferensi untuk non-touch channel	Laki-laki	88	2.53715	.701339	.074763
	Perempuan	112	2.28216	.550206	.051990

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Preferensi untuk non-touch channel	Equal variances assumed	4.016	.046	2.882	198	.004	.254987	.088484	.080494	.429480
	Equal variances not assumed			2.800	161.826	.006	.254987	.091063	.075163	.434811

7. Lampiran *Output* SPSS Regresi Linear Sederhana

Pengujian pada pengaruh Inovasi *Fashion* & *Opinion Leadership* (IO) terhadap *Need For Touch* (NFT)

Descriptive Statistics

	Mean	Std. Deviation	N
NFT	3.62539	.644787	200
IO	2.43498	.660724	200

Correlations

		NFT	IO
Pearson Correlation	NFT	1.000	.402
	IO	.402	1.000
Sig. (1-tailed)	NFT	.	.000
	IO	.000	.
N	NFT	200	200
	IO	200	200

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	IO[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: NFT

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.402[a]	.161	.157	.591962

a. Predictors: (Constant), IO

b. Dependent Variable: NFT

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.351	1	13.351	38.101	.000[a]
	Residual	69.383	198	.350		
	Total	82.734	199			

a. Predictors: (Constant), IO

b. Dependent Variable: NFT

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.671	.160		16.670	.000
	IO	.392	.064	.402	6.173	.000

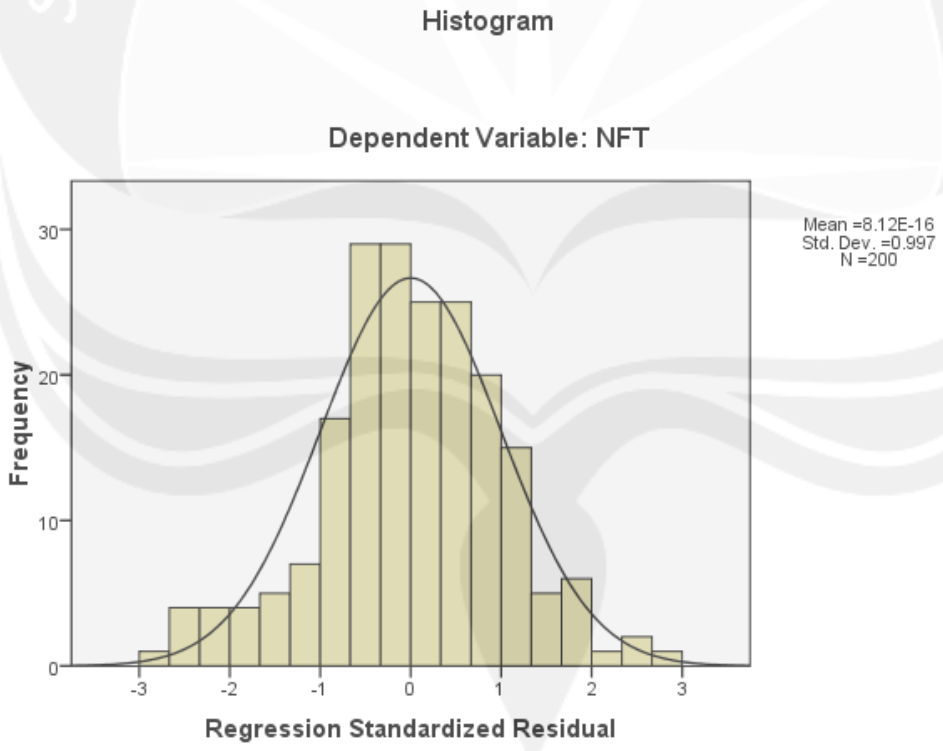
a. Dependent Variable: NFT

Residuals Statistics[a]

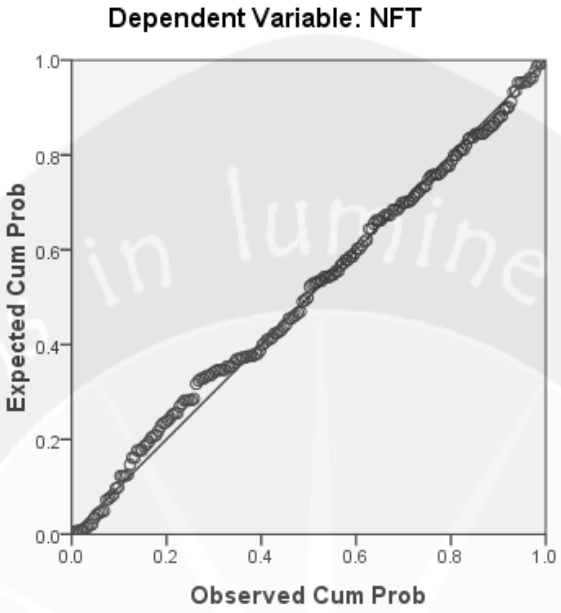
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.06284	4.23893	3.62539	.259022	200
Residual	-1.770339E0	1.639612	.000000	.590473	200
Std. Predicted Value	-2.172	2.369	.000	1.000	200
Std. Residual	-2.991	2.770	.000	.997	200

a. Dependent Variable: NFT

Charts



Normal P-P Plot of Regression Standardized Residual



8. Lampiran *Output* SPSS Regresi Linear Berganda

Pengujian Pengaruh Inovasi *Fashion* & *Opinion Leadership* (IO) dan *Need For Touch* (NFT) terhadap Preferensi *Non-Touch Channel* (NTC)

Descriptive Statistics

	Mean	Std. Deviation	N
NTC	2.39435	.632456	200
IO	2.43498	.660724	200
NFT	3.62539	.644787	200

Correlations

		NTC	IO	NFT
Pearson Correlation	NTC	1.000	.333	.109
	IO	.333	1.000	.402
	NFT	.109	.402	1.000
Sig. (1-tailed)	NTC	.	.000	.063
	IO	.000	.	.000
	NFT	.063	.000	.
N	NTC	200	200	200
	IO	200	200	200
	NFT	200	200	200

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	NFT, IO[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: NTC

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.334[a]	.111	.102	.599197

a. Predictors: (Constant), NFT, IO

b. Dependent Variable: NTC

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.870	2	4.435	12.352	.000[a]
	Residual	70.730	197	.359		
	Total	79.600	199			

a. Predictors: (Constant), NFT, IO

b. Dependent Variable: NTC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.697	.251		6.749	.000
	IO	.330	.070	.345	4.699	.000
	NFT	-.029	.072	-.030	-.405	.686

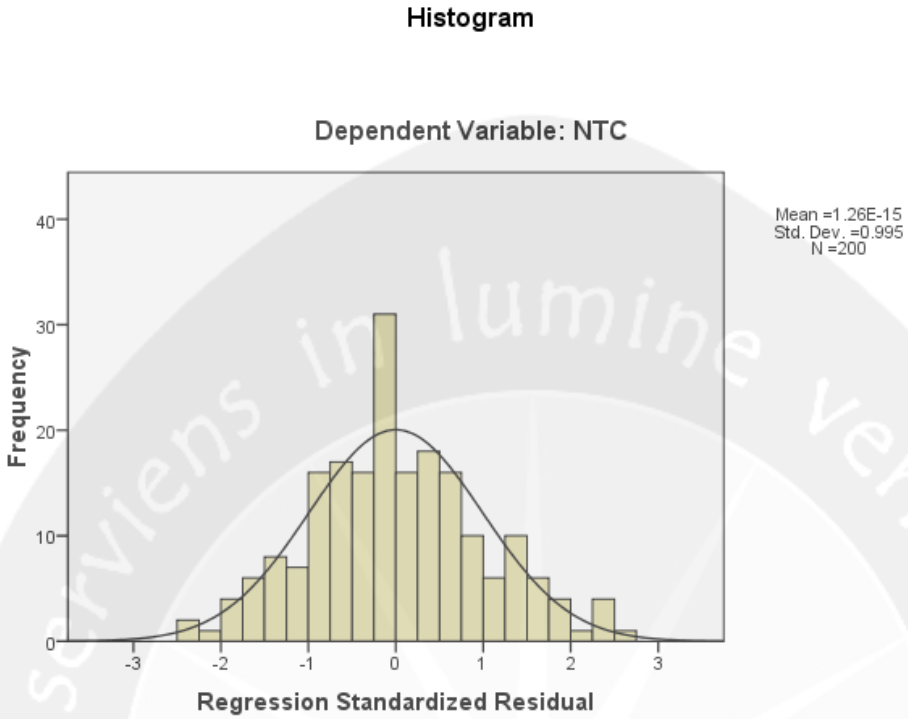
a. Dependent Variable: NTC

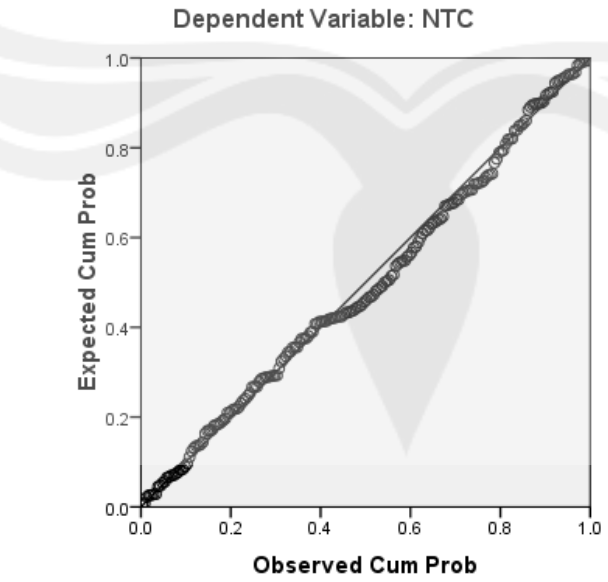
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.95136	2.89972	2.39435	.211119	200
Residual	-1.464844E0	1.505051	.000000	.596179	200
Std. Predicted Value	-2.098	2.394	.000	1.000	200
Std. Residual	-2.445	2.512	.000	.995	200

a. Dependent Variable: NTC

Charts


Histogram
Dependent Variable: NTC
Mean =1.26E-15
Std. Dev. =0.995
N =200
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: NTC
Expected Cum Prob
Observed Cum Prob

Pengujian Pengaruh Inovasi *Fashion* & *Opinion Leadership* (IO) dan *Need For Touch* (NFT) terhadap Preferensi *Touch Channel* (TC)

Descriptive Statistics

	Mean	Std. Deviation	N
TC	4.10000	.579031	200
IO	2.43498	.660724	200
NFT	3.62539	.644787	200

Correlations

		TC	IO	NFT
Pearson Correlation	TC	1.000	.177	.351
	IO	.177	1.000	.402
	NFT	.351	.402	1.000
Sig. (1-tailed)	TC	.	.006	.000
	IO	.006	.	.000
	NFT	.000	.000	.
N	TC	200	200	200
	IO	200	200	200
	NFT	200	200	200

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	NFT, IO[a]	.	Enter

a. All requested variables entered.

b. Dependent Variable: TC

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.353[a]	.124	.116	.544549

a. Predictors: (Constant), NFT, IO

b. Dependent Variable: TC

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.303	2	4.151	14.000	.000[a]
	Residual	58.417	197	.297		
	Total	66.720	199			

a. Predictors: (Constant), NFT, IO

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.303	2	4.151	14.000	.000[a]
	Residual	58.417	197	.297		
	Total	66.720	199			

b. Dependent Variable: TC

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.923	.228		12.792	.000
	IO	.038	.064	.044	.598	.550
	NFT	.299	.065	.333	4.574	.000

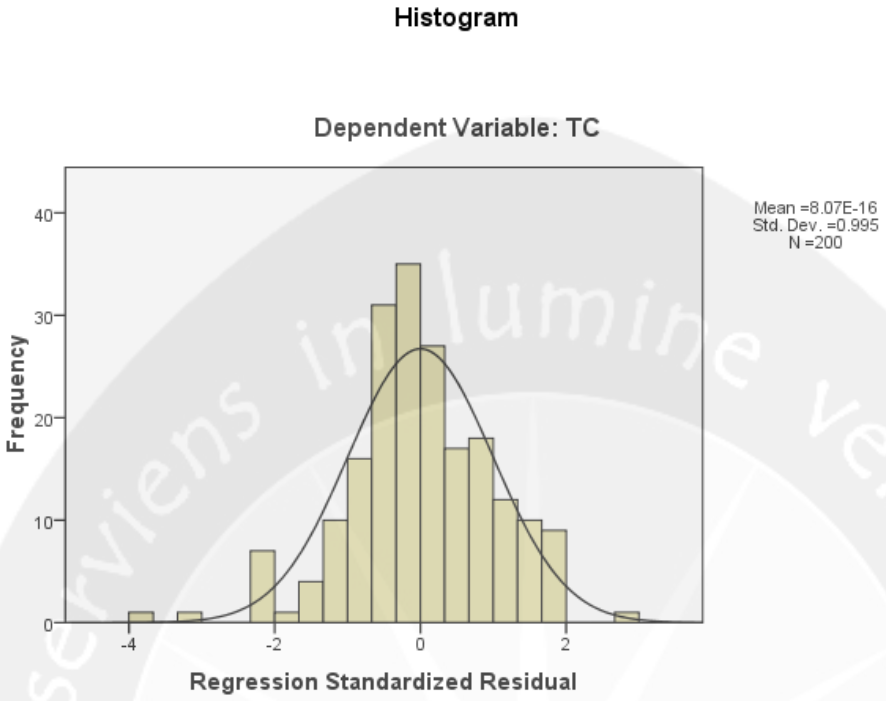
a. Dependent Variable: TC

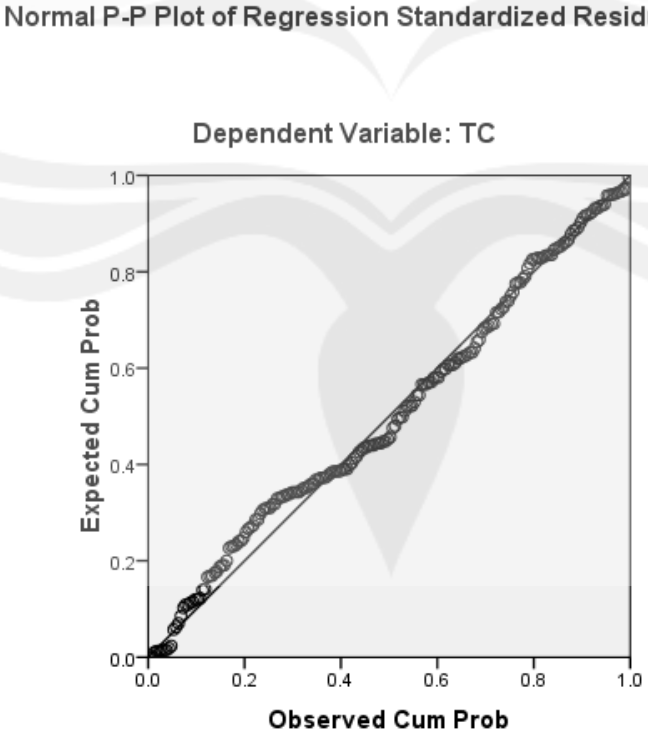
Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.52830	4.57082	4.10000	.204263	200
Residual	-2.040164E0	1.471053	.000000	.541805	200
Std. Predicted Value	-2.799	2.305	.000	1.000	200
Std. Residual	-3.747	2.701	.000	.995	200

a. Dependent Variable: TC

Charts


Histogram
Dependent Variable: TC
Mean =8.07E-16
Std. Dev. =0.995
N =200
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: TC
Expected Cum Prob
Observed Cum Prob

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Gender, fashion innovativeness and opinion leadership, and need for touch

Effects on multi-channel choice and touch/non-touch preference in clothing shopping

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Abstract

Purpose – This study aims to examine whether gender, fashion innovativeness and opinion leadership, and need for touch have effects on consumers' multi-channel choice and touch/non-touch shopping channel preference in clothing shopping.

Design/methodology/approach – A survey was conducted using a convenience sample of 123 male and 154 female US college students. Data were analyzed using PASW Statistics 18 and Analysis of Moment Structure (AMOS) 18.

Findings – Results showed that participants' multi-channel choice was influenced only by fashion innovativeness and opinion leadership such that consumers high in fashion innovativeness and opinion leadership tend to use more than one shopping channel. Touch channel preference was influenced by need for touch and multi-channel choice such that participants who had higher need for touch and used more than one channel for clothing shopping preferred local and non-local stores. Non-touch channel preference was influenced by fashion innovativeness and opinion leadership and multi-channel choice. Regardless of gender, those high in fashion innovativeness and opinion leadership who used more than one channel preferred TV retailers, catalogs, and online stores.

Research limitations/implications – Results cannot be generalized to the larger population of other consumer groups. Future research should include other population groups.

Originality/value – This study is the first to investigate the effects of consumers' gender, fashion innovativeness and opinion leadership, and need for touch on their multi-channel choice and touch/non-touch shopping channel preference in clothing shopping.

Keywords Clothing, Consumer behaviour, Multi-channel retailing, Fashion, Gender, Innovation

Paper type Research paper

Introduction

In the past, consumers often obtained products and services from a single retail channel at all stages of their decision process. In the 1990s, physical store retailing and in-home buying were vigorous competitors (Engel *et al.*, 1995). Recently, retailers have employed multi-channel retailing by combining different distribution channels (e.g. brick-and-mortar, TV, catalog, online) to deliver products and/or services (Poloian, 2009). Multi-channel retailing helps to retain current customers and attract new customers by providing information, products, services, and support through two or

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more synchronized channels (Rangaswamy and Van Bruggen, 2005). Consumers can enhance their flexibility and convenience when shopping by switching from one channel to another because retailers offer identical information about products across different channels, which work as one company in meeting their customers' needs. Consumers may use different channels at different stages in the purchase decision-making process, for example, using online stores to obtain information, but making purchases offline (Balasubramanian *et al.*, 2005). Thus, multi-channel shoppers in this study refer to customers who use more than one channel (e.g. local store, non-local store, TV retailer, catalog, online store) to purchase products.

Delivering products and services through multi-channel retailing increases a retailer's competitiveness (Lee and Kim, 2008) because it provides alternatives that satisfy multi-channel shoppers' needs (Schröder and Zaharia, 2008). Therefore, multi-channel retailers require an in-depth understanding of their customers' characteristics and shopping behaviors, and how these influence the retailers' performance (Rangaswamy and Van Bruggen, 2005; Schröder and Zaharia, 2008). Indeed, "It is arguable that the ultimate survival of all retail establishments depends on providing outlet features that generate patronage among a significant segment of consumers" (Dawson *et al.*, 1990, p. 409). According to Dawson *et al.* (1990), outlet features include distance, assortment, travel time, and consumer characteristics. In the current study, outlet features include consumer characteristics (i.e. gender, fashion innovativeness and opinion leadership, need for touch) as well as touch and non-touch capabilities of retail outlets. Researchers have examined:

- online and offline shopping behavior (Danaher *et al.*, 2003; Shankar *et al.*, 2003);
- perceptions of multi-channel retailers and perceptions of a single channel (e.g. satisfaction, loyalty) (Lee and Kim, 2008);
- customer movement among channels and how the different channels work together (Falk *et al.*, 2007); and
- characteristics of multi-channel shoppers (Kumar and Venkatesan, 2005).

In order to maximize multi-channel shoppers' satisfaction and retail sales, it is critical to understand the characteristics of multi-channel shoppers affecting retail channel choice and preference.

The purpose of the study was to examine how gender, fashion innovativeness and opinion leadership, and need for touch affect consumers' multi-channel choice and touch/non-touch shopping channel preference in clothing shopping. We chose these variables to study because of their theoretical linkages to individual differences in the Consumer Decision Process Model (Blackwell *et al.*, 2001). In addition, these variables are important motivational factors when consumers choose where to shop. This study extends current understanding of multi-channel consumer behavior and will help retailers better understand consumers' channel choice and preferences. Thus, retailers will be better able to develop strategies that align and evolve with customers' needs.

Theoretical background

The Consumer Decision Process Model by Blackwell *et al.* (2001) describes consumers' decision-process behavior from need recognition to satisfaction after purchasing products. In the model, there are two categories influencing decision making:

environmental influences and individual differences. Environmental influences include culture, social class, personal influence, family, and situation. Individual differences are:

- consumer resources;
- motivation and involvement;
- knowledge;
- attitudes; and
- personality, values, and lifestyles.

These factors play important roles when consumers face issues prior to purchase: whether to buy, when to buy, what to buy, where to buy, and how to pay. However, the model places less emphasis on choosing the source of purchase (i.e. where to buy) and does not specify what individual differences might influence the consumer decision-making process for choice of retailers.

As today's consumers have greater options on where to buy, researchers have studied the relationship of individual differences with choosing source of purchase (e.g. Cho, 2008; Eastlick and Lotz, 1999; Goldsmith and Flynn, 2005; Limayem *et al.* 2000; Schoenbachler and Gordon, 2002; Seock and Chen-Yu, 2007). For example, Kanu *et al.* (2003) found significant differences among characteristics of three different types of shoppers: traditional shoppers (i.e. shoppers who purchased products from brick-and-mortar stores only), on-off "switch" shoppers (i.e. shoppers who liked to surf the Internet and collected online information, but preferred to shop offline), and online shoppers (i.e. shoppers who liked to surf the Internet, collected online information, and shopped online). Based on the results, traditional shoppers did not surf the Internet for comparative information, neither did they look for bargains over the Internet. Although they came from all different age groups, a larger proportion of traditional shoppers, was from the age group of 40 to 49. On-off shoppers enjoyed looking at advertisements, were frequent users of bookmarks, and used the same search engine on a regular basis. They were experienced in surfing and often looked for best deals. Demographically, on-off shoppers were likely to be single and in the age group of 15 to 24. Online shoppers were also in the age group of 15 to 24; however, compared to on-off shoppers, they were more likely to be married; loved banner advertisements and clicked on them often; looked for promotional offers, had good navigation expertise and had online purchase experience.

However, there is limited research on consumer behavior in multi-channel retail settings (e.g. Johnson *et al.*, 2006; Lee and Kim, 2008; Telci, 2010). Previous studies examined how various factors such as consumers' geographic location, shopping orientation, information search, and product category influenced multi-channel shoppers' behavior. Further research is needed to describe the characteristics of multi-channel shoppers. Therefore, this study explores gender, fashion innovativeness and opinion leadership, and need for touch as individual differences.

Literature review and proposed model

Based on the model of Purchase Decision-Making Process and related literature, a conceptual framework and four hypotheses were developed (see Figure 1).

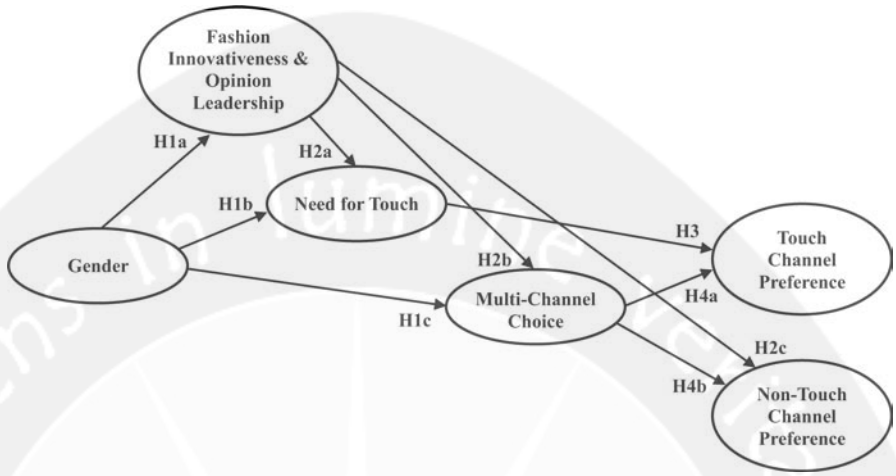

Figure 1.
Proposed model and research hypotheses

Gender

Gender is a social construct that is intertwined with virtually all aspects of human behavior. Previous studies on consumer behavior discuss how gender affects consumption. For example, Kolyesnikova *et al.* (2009) found gender differences influence how identity and product knowledge impact feelings of gratitude and obligation and how these constructs impact purchasing. These authors concluded that men and women tend to reciprocate for different reasons that may be significant in consumer situations.

Men and women often shop differently. Standard marketing wisdom, holds that 80 percent of all buying decisions, are made by women (Cleaver, 2004). Compared with men, women are more oriented toward "shopping for fun", spend more time browsing, more mental energy researching available options, compile information from various sources in order to make an informed decision, and, in particular, buy more clothing (Beaudry, 1999; Cleaver, 2004; Falk and Campbell, 1997; Hensen and Jensen, 2009). In contrast, many men make purchase decisions by "stripping away extraneous information" (Cleaver, 2004, p. 19). Men tend to be "quick shoppers" who avoid shopping, but when they cannot avoid it, make purchases quickly in order not to extend the time spent shopping (Falk and Campbell, 1997; Hensen and Jensen, 2009).

Gender and fashion consumer group. Previous studies showed contradicting results regarding the relationship of gender with fashion consumer group (e.g. Johnson, 2008; Quigley and Notarantonio, 2009). Johnson (2008) found no significant relationship between gender and fashion innovativeness, but being a woman positively predicted fashion opinion leadership; further, fashion opinion seekers tended to be men. Workman and Studak (2006) reported that fashion change agents and women have a "want-based" approach to fashion problem recognition style, while fashion followers and men reflected a "need-based" approach. Kwon and Workman (1996) found that women scored higher on a fashion leadership scale than men. Quigley and Notarantonio (2009) found that women accounted for a larger percentage of fashion leaders than men. Women are more involved in fashion and clothing than men (O'Cass, 2004).

Gender and need for touch. Women scored higher than men on the Need For Touch (NFT) scale, both autotelic (touch for pleasure) and instrumental (touch for

information) dimensions (Workman, 2010). Among women, there were no differences in scores on the autotelic and instrumental dimensions of the NFT scale, suggesting that women used touch equally for pleasure and for information about products. Conversely, men scored higher on the instrumental than the autotelic dimension, suggesting that men use touch to obtain information about products.

Gender and shopping channel choice. Gender differences exist in aspects of shopping channel choice. Female consumers prefer physical evaluation of products more than men. Fewer women shop online because of a lack of social interaction (Hasan, 2010), implying that women are more likely to use brick-and-mortar stores than men. However, based on ComScore and iMedia Connection, Macklin (2006) reported that the percentage of female customers was higher than male customers for ten leading web properties (e.g. 61 percent at JC Penney, 56 percent Target Corporation). Goldsmith and Flynn (2005) found that women were more likely than men to buy apparel from any of three channels: brick-and-mortar stores, internet, and catalogs. Consumers who bought more apparel via one channel also bought more apparel via the other two channels, those who buy more clothing will do so using all three channels, while women buy more apparel than men regardless of shopping channel. Goldsmith and Flynn (2005) concluded that consumers who buy more apparel seem to use various shopping channels and are motivated by involvement with clothing. These findings indicate that when shopping for clothing, female consumers choose more than one shopping channel for various motives and situations and may be more likely to do so than men.

It was expected that female participants would more likely be higher in fashion innovativeness and opinion leadership, have higher NFT and use more than one shopping channel; thus, the first hypothesis was developed as following:

H1. Gender will influence fashion innovativeness and opinion leadership (*H1a*), NFT (*H1b*), and multi-channel choice (*H1c*) in clothing shopping.

Fashion innovativeness and opinion leadership

Fashion consumer groups include fashion followers (those who are lower in fashion innovativeness and opinion leadership) and fashion change agents (those who are higher in fashion innovativeness and opinion leadership) (Workman and Freeburg, 2009). Fashion change agents are the driving force behind fashion change: they are the first to buy and wear new fashions (fashion innovators), they persuade others to buy and wear new fashions (fashion opinion leaders) or they carry out both roles (innovative communicators). Fashion followers trail behind other consumers and wait until a new style is at its highest point of acceptance before purchase.

Research shows that consumers high, and low in fashion innovativeness, and opinion leadership, differ in many consumer behaviors, for example, experiential shopping (i.e. social or recreational shopping). Experiential shopping is motivated by a desire for pleasure and sensory gratification rather than practical purposes such as obtaining information about, evaluating or purchasing a product (Peck and Childers, 2003). Compared with consumers who are low in fashion innovativeness and opinion leadership, those high in fashion innovativeness and opinion leadership engage more often in experiential shopping. For example, they go shopping more often, buy more new fashion items, spend more money on clothing, are more interested and involved in fashion and are more likely to purchase products impulsively (Beaudoin *et al.*, 1998,

2000; Cho-Che and Kang, 1996; Darley and Johnson, 1993; Flynn *et al.*, 2000; Goldsmith *et al.*, 1991; Phau and Lo, 2004).

Fashion innovativeness and opinion leadership and need for touch. Consumers who scored higher on fashion innovativeness and opinion leadership had a greater NFT in both autotelic and instrumental dimensions than those who scored lower (Workman, 2010). Those high in fashion innovativeness and opinion leadership appear to use touch for both pleasure and information; while those low in fashion innovativeness and opinion leadership use touch to gain information about products.

Fashion innovativeness and opinion leadership and shopping channel choice. Characteristics of fashion consumers affect where they shop. For example, consumers who bought more apparel were more fashion innovative and technology savvy and they were more likely to be multi-channel shoppers (Goldsmith and Flynn, 2005). Clothing innovativeness, was found to be related to an increase in online shopping (Park and Jun, 2002). Although clothing innovators shopped more frequently via all channels, they were most strongly drawn to brick-and-mortar stores (Goldsmith and Flynn, 2005). Consumers who are less fashion innovative might be discouraged from using non-store channels for apparel purchase because they cannot examine the product before purchase (e.g. fabric hand); thus, offering the least information and feedback (Goldsmith and Flynn, 2005). Individual's clothing innovativeness is associated with greater levels of multi-channel shopping (Flynn *et al.*, 1996) and shopping from non-store channels (Park and Jun, 2002). In this study, local and non-local brick-and-mortar stores are defined as touch channels, where consumers are able to examine the quality of clothing by touching before purchase. We included non-local stores as a touch channel because consumers living in an area with limited availability of stores for apparel shopping may be willing to travel to nearby cities where there are more stores and a greater variety of products. Non-touch channels are TV, catalog, and online that have a non-store format where consumers cannot touch clothing before making a purchase decision.

It was expected that participants high in fashion innovativeness and opinion leadership would have higher NFT. However, characteristics of participants high in fashion innovativeness and opinion leadership might lead to use of more than one shopping channel and to a preference for non-touch channels. The second hypothesis examined this possibility:

H2. Fashion innovativeness and opinion leadership will influence NFT (*H2a*), multi-channel choice (*H2b*), and non-touch channel preference (*H2c*).

Need for touch

Need for touch refers to preference for handling products before purchase (Peck and Childers, 2003). NFT encompasses two dimensions: autotelic and instrumental. Autotelic need for touch relies on subjective, psychological information and is noticeable in the pleasurable emotions (i.e. fun, sensory stimulation, enjoyment) resulting from touch and using touch as a means of seeking variety. Instrumental touch is goal-directed touch focused on objective, tangible properties of hardness, temperature, texture, or weight. Individuals high in need for instrumental touch use touch to answer questions during information search and during evaluation of products.

Need for touch and shopping channel choice. The need to touch products was negatively related to online purchasing, particularly for clothing products (Citrin *et al.*, 2003). Internet purchase and need for touch, specifically instrumental need for touch, were negatively correlated (Peck and Childers, 2003). Lester *et al.* (2005) found that one reason participants had not purchased goods online was because they could not touch the products. Dissatisfaction with online purchases may result because touch, a critical means for evaluating products, is missing. When product information is imprecise, inadequate, or insufficient, as with many online purchases, then products are more likely to be returned (Quick, 1999).

Need for touch and preference for touch shopping channels. Preference for handling products before purchase affects consumers' retail channel choice (Peck and Childers, 2003). Levin *et al.* (2003) showed that high-touch products and low-touch products clearly affect consumers' channel preference in multi-channel retailing. That is, high-touch products such as clothing were more likely to be purchased through brick-and-mortar stores when compared to low-touch products like computer software.

Based on this notion, it was expected that participants who had higher NFT would choose touch shopping channels and the third hypothesis was generated:

H3. NFT will influence touch channel preference.

Multi-channel choice

Consumer Electronics is the product category most often chosen by multi-channel shoppers, followed by Apparel/Accessories and Footwear, and Home Improvement/DIY and Appliances. Over 75 percent of multi-channel shoppers prefer the combination of "Online to Store", followed by "Store to Online" (7 percent) for all product categories (IBM, 2008). The reason consumers use multi-channels varies by product, channel, and demographic. For example, consumers use online and physical stores when they purchase Consumer Electronics because of store experience, convenience, product availability, and price. About 50 percent of multi-channel shoppers switch retailers as they move among shopping channels due to price as their primary motivator, followed by convenience and product availability (IBM, 2008). Other studies have found that shoppers move among shopping channels because of trust of brand/product/web site rather than price (e.g. Hahn and Kim, 2009).

According to a recent survey by IBM Global Business Services (IBM, 2008), in the USA, the age group with the highest percentage of frequent multi-channel shoppers is 18-24; in the UK, it is 25-34. In 2004, 65 percent of US consumers were multi-channel shoppers (Kerner, 2004) and more than 50 percent of apparel shoppers used multi-channels (McKinsey Marketing Practice, 2000). Compared to store-only shoppers and catalog shoppers, multi-channel shoppers were the most time pressed, least satisfied with local offerings, and the least concerned with financial security while shopping (Johnson *et al.*, 2006). They were also more likely to spend money, revisit stores, and repeat product purchases than single-channel shoppers (Kumar and Venkatesan, 2005). They were more fashion innovative/conscious consumers who collected information about price, promotion, styles/trends, and merchandise availability of apparel products and were more satisfied with using multiple shopping channels (Goldsmith and Flynn, 2005; Lee and Kim, 2008).

Several researchers investigated factors influencing multi-channel choice. Gupta *et al.* (2004) found a positive relationship between risk-taking propensity and

multi-channel shopping levels. Schröder and Zaharia (2008) investigated the influence of shopping orientations on customer behavior in multi-channel shopping. Results showed that people who seek information from the Internet and make a purchase at a traditional store are less "independence oriented" and more "risk averse" than the online shoppers. Conversely, online shoppers are more "convenience oriented" and less "recreation oriented" than store shoppers. Thus, availability of multiple channels allows consumers to use different channels for different purposes (Rangaswamy and Van Bruggen, 2005).

Consumers' preferences for online and offline services differ for different products at different stages of the shopping experience (Levin *et al.*, 2003). Consumers place great value on the ability to touch clothing; therefore, they may prefer brick-and-mortar stores when shopping for clothing. Catalog shopping was the primary mechanism that enabled point-of-purchase to shift away from brick-and-mortar stores to home; major catalog retailers made efforts to increase the confidence of consumers by detailed, accurate descriptions of products (Naimark, 1965). Similar to catalog shopping, TV shopping provides consumers the opportunity to experience convenience through reduced time and physical effort associated with information search, travel, and in-store shopping (Lim and Dubinsky, 2004).

Researchers found that a significant predictor of online shopping was previous experience with catalog or TV shopping from home (Eastlick and Lotz, 1999; Goldsmith and Flynn, 2005; Schoenbachler and Gordon, 2002). According to Cho (2008), there is a significant relationship between consumers' experience with catalog shopping and online shopping for clothing. Results showed that consumers who had more experience with catalog shopping had more experience with online shopping, implying that consumers who shop from catalogs also shop online. Eastlick and Lotz (1999) identified TV shopping as one antecedent of intention to shop online, suggesting that the earliest online buyers might have been users of TV shopping media. Results of these studies indicate that consumers may use multiple channels (e.g. TV, catalog, online) within a similar format (e.g. non-touch channel).

Touch/non-touch channel preference

Consumers' perceptions of transaction costs (i.e. time, effort, and pleasure associated with shopping) relate to their channel preferences (Reardon and McCorkle, 2002). In addition, the relative salience of favorable and unfavorable features when comparing multi-channels varies across products, consumers, and situations. Different channel attributes become more dominant for different product categories (Chiang *et al.*, 2006).

Chiang and Dholakia (2003) defined "search goods" as those for which full information can be acquired prior to purchase (e.g. books) and "experience goods" as those which require direct experience (e.g. perfume). Similarly, Lynch *et al.* (2001) indicated "high-touch" products as those that the consumer evaluates for quality by touching or experience before purchase and "low-touch" products as those that are standardized and do not require inspection. For high touch products, whose portrayal online may differ in color and texture from the actual product, traditional brick-and-mortar stores are preferred because consumers are able to handle and inspect the product before buying (Levin *et al.*, 2003; Balasubramanian *et al.*, 2005). Low-touch products are more compatible with an online shopping context because of the importance placed on saving time.

It was expected that multi-channel shoppers would likely prefer channels that have similar attributes. For example, multi-channel shoppers will likely prefer a combination of touch channels (i.e. local and non-local stores) or a combination of non-touch channels (i.e. TV retailers, catalogs, and online stores), but not a combination of touch and non-touch channels. The fourth hypothesis explores this idea.

H4. Being a multi-channel shopper will influence preference for touch (*H4a*) shopping channels or non-touch (*H4b*) shopping channels.

Research method and participants

Participants

Among 18-24-year-olds 37 percent of men and 42.3 percent of women are in college (Fry, 2009). In the US, marketers refer to this age group as Generation Y (Paul, 2001). Gardyn (2002) estimated that, in 2002, college students had a purchasing power of $200 billion and average monthly discretionary spending of around $287. Thus, college students, whose spending power is substantial, are an appropriate sample for studying consumer behavior.

Instrument

A total of 36 questions was developed by adapting previous instruments and by current researchers to measure the variables in the study and participants' demographic information. Three strategies have been used to measure consumer innovativeness: cross-sectional, self-report, and time-of-adoption (Goldsmith and Hofacker, 1991). Criticism of the cross-sectional, and time-of-adoption strategies, stem from theoretical, and methodological positions. Findings are not comparable across studies, generalizability is limited, and sample sizes are restricted because of time and cost. The self-report method provides results that are not only comparable across studies, but are reliable and valid (Uray and Dedeoglu, 1997), therefore, the self-report method was used for this study. Specifically, fashion innovativeness and opinion leadership was measured using Hirschman and Adcock's (1978) six-item measure (e.g. "How often are you willing to try new ideas about clothing fashions?"). The scale accompanying each item ranges from 0 = do not know to 4 = often. Hirschman and Adcock provide a procedure whereby participants can be divided into fashion followers and fashion change agents (fashion innovators, fashion opinion leaders, innovative communicators) based on their scores.

A 12-item scale from Peck and Childers (2003) was used to measure Need For Touch (e.g. "I feel more confident making a purchase after touching a product"). The NFT scale is "based on a preference for the extraction and utilization of information obtained through the haptic system" (Peck and Childers, 2003, p. 435). Peck and Childers developed the NFT scale and, in a series of seven studies, empirically assessed it for its psychometric properties (e.g. response bias, dimensionality, reliability, and construct, convergent, discriminant, and nomological validity). The scale demonstrated high reliability (0.95) and validity and relates to theoretically grounded assumptions. More details on development and testing of the NFT scale are available in Peck and Childers (2003). The scale accompanying each item ranges from −3 (strongly disagree) to +3 (strongly agree). Scores can range from −36 to +36; higher scores represent greater levels of Need For Touch.

Lastly, questions developed by the researchers were used to measure participants' multi-channel choice and touch/non-touch channel preference. Participants were asked to check all shopping channels they used for clothing shopping. Ten questions measured their channel preference (e.g. "For clothing shopping, I prefer catalogs"). The questions have face validity, that is, they clearly measure the construct under study. Reliability was acceptable – preference for touch channels = 0.70; preference for non-touch channels = 0.78.

Data collection and analysis

A survey was conducted using a convenience sample of US college students. Participants in the study were 123 male and 154 female undergraduate students. Most participants were between 19-22 years old (70.9 percent), Caucasian (70.4 percent), and not married (90.3 percent).

Data were analyzed using PASW Statistics 18 and by Analysis of Moment Structure (AMOS) 18. Structural equation modeling (SEM) was used to test and estimate the causal relationships proposed in the study. Factor analyses and Cronbach's alpha coefficient were used to examine the construct validity and reliability of the scale. ANOVA was used to compare gender groups and fashion consumer groups on Need For Touch.

Results

Preliminary data analysis

Factor analyses and Cronbach's alpha coefficient were used to examine the construct validity and reliability of the scales. Factors with eigenvalues greater than 1.0 and factor loading of 0.50 suggested by Hair *et al.* (1998) were used as the criteria for retaining items. The measures of all constructs contained a single factor, indicating that the multiple items in each construct comprised only one dimension. The average of the items in each factor was calculated and used in hypothesis testing. Alpha coefficient of the measure of each construct was greater than 0.70 as suggested by Cronbach (1951), indicating all measures had high internal reliability (see Table I).

SEM analysis and hypotheses testing

Correlation matrices were examined to detect if multicollinearity existed (i.e. a high level of association between variables) because a model with highly correlated predictors may not give valid results about individual predictors, because some predictors are redundant with others. The correlations between the six constructs proposed in the model were equal to or smaller than 0.75 as suggested by Tsui *et al.* (1995), indicating no high multicollinearity.

SEM analysis with a maximum-likelihood estimation method was used to examine the proposed model and a hypothesized SEM was developed. The fit indexes indicated that the fit of the hypothesized SEM was acceptable [Chi-square/degree of freedom (CMIN/DF) = 2.06, Goodness-of-fit index (GFI) = 0.99, Adjusted-goodness-of-fit-index (AGFI) = 0.95, Comparative-fit-index (CFI) = 0.98, Incremental-fit-index (IFI) = 0.98, Bentler-Bonett Normed-fit-index (NFI) = 0.97, Root mean square error of approximation (RMSEA) = 0.06]. However, the structural path from gender to multi-channel choice (H1c) appeared not significant at a level of significance of 0.05; thus, the parameter was removed and the fit of the model was re-analyzed. Results

Item	Cronbach's α
Fashion innovativeness and opinion leadership	0.88
How often are you willing to try new ideas about clothing fashions?	
How often do you try something new in the next season's fashion?	
How often are you among the first to try new clothing fashions?	
How often do you influence the types of clothing fashions your friends buy?	
How often do others turn to you for advice on fashion and clothing?	
How many of your friends and neighbors regard you as a good source of advice on clothing fashions?	
Need for touch	0.96
When walking through stores, I cannot help touching all kinds of products	
Touching products can be fun	
I place more trust in products that can be touched before purchase	
I feel more comfortable about purchasing a product after physically examining it	
When browsing in stores, it is important for me to handle all kinds of products	
If I can't touch a product in the store, I am reluctant to purchase the product	
I like to touch products even if I have no intention of buying them	
I feel more confident making a purchase after touching a product	
When browsing in stores, I like to touch lots of products	
The only way to make sure a product is worth buying is to actually touch it	
There are many products that I would only buy if I could handle them before purchase	
I find myself touching all kinds of products in stores	
Preference for touch channel	0.70
Local store	
When I buy clothing, I shop from local stores	
For clothing shopping, I prefer local stores	
Non-local store	
When I buy clothing, I shop from non-local stores	
For clothing shopping, I prefer non-local stores	
Preference for non-touch channel	0.78
TV retailer	
When I buy clothing, I shop from TV retailers	
For clothing shopping, I prefer TV retailers	
Catalog	
When I buy clothing, I shop from catalogs	
For clothing shopping, I prefer catalogs	
Online store	
When I buy clothing, I shop online	
For clothing shopping, I prefer online	

Table I.
Measurement scale and Cronbach's α

showed that all fit indices indicated that the hypothesized model fit the data very well according to the criteria suggested by Carmines and Mclver (1981), Hair *et al.* (1998) and Hu and Bentler (1995) (CMIN/DF = 1.82, GFI = 0.98, AGFI = 0.95, IFI = 0.98, CFI = 0.98, NFI = 0.97, RMSEA = 0.06). Results showed that the *p*-values of all parameters were significantly different at a level of significance of 0.05. Figure 2 displays results of the causal model analysis, including standardized path coefficients (β) and squared multiple correlations (R^2) for each endogenous construct.

Results showed that gender influenced fashion innovativeness and opinion leadership (*H1a*: $\beta = 0.42, p < 0.001$) and NFT (*H1b*: $\beta = 0.14, p < 0.05$), but not

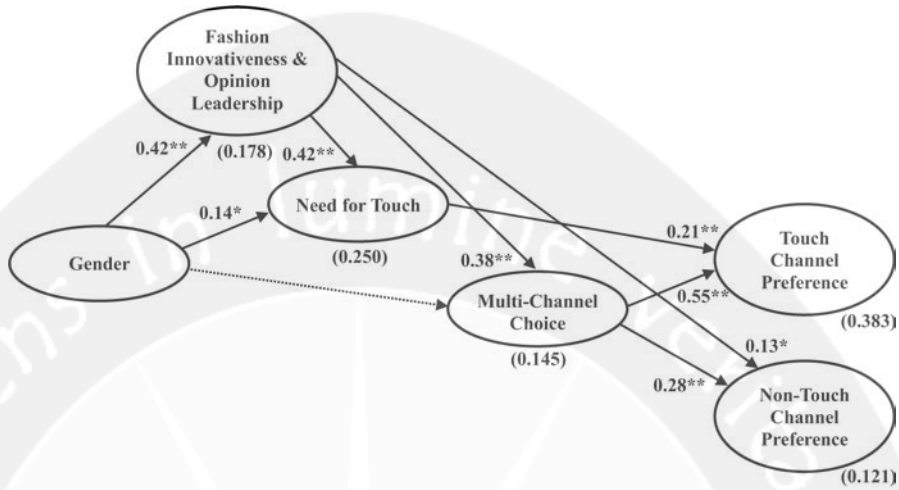

Figure 2.
SEM analysis results of the proposed model

Note: CMIN/DF = 1.82; GFI = 0.98; AGFI = 0.95; IFI = 0.98; CFI = 0.98; NFI = 0.97; RMSEA = 0.06. Each value is standardized path coefficient (β). Squared multiple correlations (R^2) for each endogenous construct are in parentheses. *$p < 0.05$, ** $p < 0.001$

multi-channel choice (*H1c*). Results indicated that female participants were higher in fashion innovativeness and opinion leadership and had higher NFT for clothing shopping than males.

ANOVA was conducted with gender as the independent variable and the total scale of Need For Touch, autotelic need for touch, and instrumental need for touch as dependent variables. ANOVA revealed a significant effect for gender on the total scale of need for touch, on autotelic need for touch, and on instrumental need for touch (see Table II). In all cases, women scored higher than men. Based on the SEM and ANOVA results, *H1* was partially supported.

Fashion innovativeness and opinion leadership impacted NFT (*H2a*: $\beta = 0.42, p < 0.001$), multi-channel choice (*H2b*: $\beta = 0.38, p < 0.001$), and non-touch channel preference (*H2c*: $\beta = 0.13, p < 0.05$). Results indicated that those high in fashion innovativeness and opinion leadership had higher NFT, were more likely to use multiple channels for clothing shopping, and preferred non-touch channels compared with those low in fashion innovativeness and opinion leadership.

ANOVA was conducted with fashion consumer group (fashion change agents, fashion followers) as the independent variable and the total scale of need for touch, autotelic need for touch, and instrumental need for touch as dependent variables. ANOVA revealed a significant effect for fashion consumer group on the total scale of need for touch, on autotelic need for touch, and on instrumental need for touch (see Table II). In all cases, fashion change agents scored higher than fashion followers. Based on the SEM and ANOVA results, *H2* was supported.

NFT influenced touch channel choice (*H3*: $\beta = 0.21, p < 0.001$). Not surprisingly, results indicated that participants who had higher NFT preferred touch shopping channels. Based on the results, *H3* was supported.

Scale		d.f.	Mean square	F	p
Need for touch					
Gender		1,124	8109.64	31.50	0.000
Females	$M = 17.35$				
Males	$M = 6.45$				
Fashion consumer group		1,274	11136.99	45.21	0.000
Fashion change agents	$M = 20.92$				
Fashion followers	$M = 7.70$				
Need for touch: autotelic					
Gender		1,274	2851.14	34.59	0.000
Females	$M = 8.29$				
Males	$M = 1.82$				
Fashion consumer group		1,274	3756.30	47.48	0.000
Fashion change agents	$M = 10.30$				
Fashion Followers	$M = 2.63$				
Need for touch: instrumental					
Gender		1,274	1343.77	21.96	0.000
Females	$M = 9.07$				
Males	$M = 4.63$				
Fashion consumer group		1,274	1957.47	33.21	0.000
Fashion change agents	$M = 10.62$				
Fashion followers	$M = 5.08$				

Table II.
ANOVA results of gender and fashion group for total scores on need for touch, autotelic need for touch and instrumental need for touch

Multi-channel choice influenced both touch (*H4a*: $\beta = 055, p < 0.001$) and non-touch channel preferences (*H4b*: $\beta = 0.27, p < 0.001$). Participants who chose more than one shopping channel for clothing preferred to use a combination of local and non-local stores (i.e. touch channels) or a combination of TV, catalog, and online stores (i.e. non-touch channels). Based on the results, *H4* was supported.

Discussion and conclusions

This study investigated factors influencing consumers' multi-channel choice and touch/non-touch channel preference in clothing shopping. The current study included specific individual characteristics (e.g. gender, fashion innovativeness and opinion leadership, Need For Touch) that may have impacted consumers' choice of shopping channels.

Findings of this study indicated that gender is a relevant individual difference variable for fashion innovativeness and opinion leadership and NFT. Female consumers are more likely to be high in fashion innovativeness and opinion leadership and need more touch when shopping for clothing than male consumers. Women were higher in both autotelic and instrumental Need For Touch than men, implying that women use their sense of touch for both pleasure and to gather information about products. Further, fashion change agents were higher in NFT – both autotelic and instrumental – than fashion followers. These findings are consistent with Workman (2010), who found that women and fashion change agents scored higher on both autotelic and instrumental NFT than men and fashion followers.

Participants' multi-channel choice was influenced by fashion innovativeness and opinion leadership. Consumers high in fashion innovativeness and opinion leadership

tend to use more than one type of shopping channel, while those low in fashion innovativeness and opinion leadership tend to use only one type of shopping channel. This finding is consistent with Flynn *et al.* (1996) who found that less innovative consumers, the opinion seekers, used brick-and-mortar stores more than other channels because they relied heavily on product information and feedback when purchasing clothing.

Gender was not a significant factor for multi-channel choice. Male and female consumers were equally likely to choose multiple shopping channels. This finding is consistent with Slack *et al.* (2008) who found gender had no significant effect on patterns of multiple channel use.

Participants' preference for touch or non-touch channels in clothing shopping was influenced by several variables. Touch channel preference was directly influenced by NFT and multi-channel choice such that participants who had higher NFT and used more than one channel for clothing shopping preferred shopping at local and non-local stores. This finding is consistent with Citrin *et al.* (2003) who found that NFT negatively impacts the purchase of products on-line, which provides visual, but not tactile, cues.

Gender and fashion innovativeness and opinion leadership influenced touch/non-touch channel preference indirectly via NFT and multi-channel choice. Women who are high in fashion innovativeness and opinion leadership need more opportunity to touch when shopping for clothing and, therefore, prefer to shop at touch shopping channels. Non-touch channel preference was directly influenced by fashion innovativeness and opinion leadership and multi-channel choice. Regardless of gender, those high in fashion innovativeness and opinion leadership who are multi-channel shoppers prefer to shop from TV retailers, catalogs, and online stores. These findings are consistent with Park and Jun (2002) who found that innovativeness for clothing was associated with catalog shopping and linked to an increase in online shopping.

Interestingly, multi-channel choice ($\beta = 0.55$) appeared as a more influential factor than NFT ($\beta = 0.21$) in participants' touch channel preferences. Unlike previous studies (e.g. Balasubramanian *et al.*, 2005), the current study indicates that consumers may prefer shopping channels that have similar attributes when using more than one channel. Multi-channel shoppers may prefer to use a combination of touch channels (e.g. local and non-local stores) rather than combining touch and non-touch channels (e.g. local stores and online). This shopping behavior can be explained by shopping motives, that is, customers who use only one type of channel within a buying process, select the channel that best satisfies their shopping motives in each situation (Schröder and Zaharia, 2008). For example, consumers who are recreation-oriented, interested in social interaction and desire experiential shopping may choose to shop at brick-and-mortar stores. Thus, they are more likely to be multi-channel shoppers who use both local and non-local brick-and-mortar stores, that is, touch channels.

In addition, multi-channel choice had a stronger impact on touch channel preference ($\beta = 0.55$) than non-touch channel preference ($\beta = 0.28$), implying that participants tended to use local and non-local stores more than TV, catalog, or online stores for clothing shopping. This finding is not surprising considering clothing was the product category in this study. When making purchase decisions for clothing, consumers consider not only sensory or aesthetic features (e.g. texture), but also how the item will look on the body (Geissler and Zinkhan, 1998) and how appearance will vary when

several items are worn together (McKinney, 2000). Therefore, consumers may be more likely to prefer touch channels when they purchase clothing from more than one shopping channel.

Implications and limitations

Practical implications

Understanding individual differences in consumers that may affect their retail channel choice will help retailers generate patronage among a target group of consumers. At the same time, retailers can maximize consumer satisfaction by providing features that appeal to consumer needs. Results of the study indicate that each type of shopping channel has strengths that appeal to particular customers, strengths that can be emphasized in communication with consumers. For example, in physical stores (i.e. local or non-local stores), freedom to touch and try on garments is key to appealing to customers with high NFT. It should be encouraging for brick-and-mortar retailers to know that their customers are willing to invest resources such as time, money, and energy in traveling to non-local stores in order to experience touch. In TV, catalog, and online stores, the emphasis can be on what appeals to consumers who are high in fashion innovativeness and opinion leadership, such as frequent updates with latest styles, availability of a variety of products, and ways to socially interact with retailers and other customers (e.g. comment on products).

Theoretical implications

The Consumer Decision Process Model by Blackwell *et al.* (2001) is a theoretical description of decision making by consumers from need recognition to post-purchase satisfaction. The results of squared multiple correlations (R^2) showed a relatively low percentage of variance in each endogenous construct (multi-channel choice, touch/non-touch channel preference) was explained by the linear combination of the predictor variables (gender, fashion innovativeness and opinion leadership, Need For Touch). This implies that consumers' multi-channel choice and touch/non-touch channel preference are influenced by a complex mix of environmental and individual difference variables.

Limitations and research implications

Participants in the study were undergraduate students age 19-22 at a US university located in the Midwest. Students as participants limit the ability to generalize the results to the larger population of other consumers. Results may differ for students at other universities or other age groups because of factors such as socio-cultural and socio-demographic differences and differential access to various stores. Because of these limitations, research using samples from different geographic locations and age groups is needed to provide further evidence to verify the findings of the study.

Other limitations include the specific measures used and the cross-sectional survey method, which prevents researchers from making causal statements. The effects of other, unmeasured variables could not be assessed. Future studies could avoid these limitations by using data from several countries, representative samples, and additional variables. Future research might examine environmental influences such as culture on multi-channel choice and touch/non-touch channel preference. Additional individual difference variables such as preference for experiential shopping might add

to understanding consumers' choices for clothing shopping. In addition, other topics in the decision making process could be explored as related to Need for Touch such as satisfaction after purchase as reflected by returns.

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