



The Influence of Shopping and Gender Differences on Online Shopping

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Abstract

This study aims to analyze the influence of shopping and gender orientation on online shopping, and analyze the differences in shopping orientation and online shopping between men and women. The sample in this study were 151 UNIS Tangerang students. The analysis method uses multiple linear regression test. Furthermore, this study also uses independent sample T test to analyze differences in shopping orientation and online shopping for male and female students. In shopping orientation, use shopping enjoyment indicators, fashion/conscious, price conscious, shopping confidence, time conscious, in-home shopping tendency, brand/store loyalty. The results showed that partially, shopping orientation had a significant effect on online shopping but there was no gender influence on online shopping. And simultaneously shows that shopping orientation and gender have a significant effect on online shopping. The results show that there is no difference between men and women in shopping orientation and online shopping.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh orientasi belanja dan gender terhadap belanja online, serta menganalisis perbedaan orientasi belanja dan belanja online antara pria dan wanita. Sampel dalam penelitian ini adalah mahasiswa UNIS Tangerang sebanyak 151 responden. Metode analisis menggunakan uji regresi linier berganda. Selanjutnya penelitian ini juga menggunakan independent sample T test untuk menganalisis perbedaan orientasi belanja dan belanja online pada mahasiswa pria dan wanita. Dalam orientasi belanja, digunakan indikator shopping enjoyment, brand/fashion conscious, price conscious, shopping confidence, convenience/time conscious, in-home shopping tendency, brand/store loyalty. Hasil penelitian menunjukkan bahwa secara parsial, orientasi belanja berpengaruh signifikan terhadap belanja online tetapi tidak terdapat pengaruh gender terhadap belanja online. Dan secara simultan menunjukkan bahwa orientasi belanja dan gender berpengaruh signifikan terhadap belanja online. Hasil menunjukkan bahwa tidak terdapat perbedaan antara pria dan wanita pada orientasi belanja dan pada belanja online.

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INTRODUCTION

Market is a meeting place for sellers and buyers and makes sales and purchase transactions. Along with the development of the times, increasingly competitive market days feel tighter. Sellers compete to get prospective buyers. Number of factors considered by consumers in making purchases needs to be considered by the sellers. Various ways have also been done by the sellers in order to reach many buyers, starting from offering good quality, low prices, up to offering convenience in making purchase transactions, namely with the delivery service.

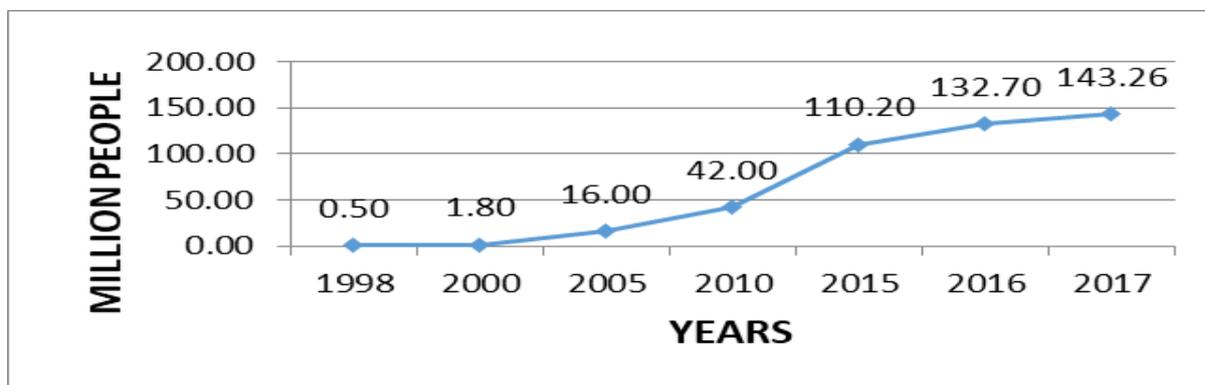
The use of the right sales method will determine someone to buy some products. In choosing a product that is in accordance with the wishes of the buyer, it is not uncommon for a buyer to enter various types of shops. However, not a few people have free time to shop. They have limited time which makes them unable to get around into various shops. Therefore, they need convenience in purchasing the items they want.

The seller has used the internet as a marketing medium that is very effective for people who need the ease of purchasing goods. Marketing through the internet (online marketing) eliminates the constraints of time and space. From the consumer's point of view, online shopping offers convenience (temporal and spatial), value (through price comparison opportunities) and possible hedonic consumption (Eroglu, Machleit, & Davis, 2001).

Before consumers make a purchase, as usual they will search for information about products they want, or the products being offered by sellers. Environmental influences and individual differences affect how consumers seek information to meet unmet needs, how they evaluate alternative options identified during information seeking, and how to finally decide whether to buy or not (Workman & Cho, 2012). Searching for information can be obtained through search engines on the internet, or by going around in and out of accessing online stores. The information obtained can be in the form of prices, brands, specifications of goods, forms, materials, etc. which are then taken into consideration by consumers to make purchases.

This phenomenon is an opportunity for sellers to use technology, namely the internet. The internet is a broad public network of computer networks that connects users around the world to each other and connects them to very large "information storage" (Kotler, Philip & Armstrong, 2014). Internet users have reached 143.26 million or 54.68 percent of the total population of Indonesia, which currently has 262 million.

Online shopping is shopping through the internet as an exchange or buying and selling activities done by someone through a computer interface as a basis, where computers are connected to the internet and can interact with retailers or online stores that sell products or services through networks (Haubl & Trifts, 2000). There are four factors that influence consumers do online shopping, namely: convenience.



Source: The Association of Indonesian Internet Service Providers (APJII)

Figure 1
The Growth in Internet Users

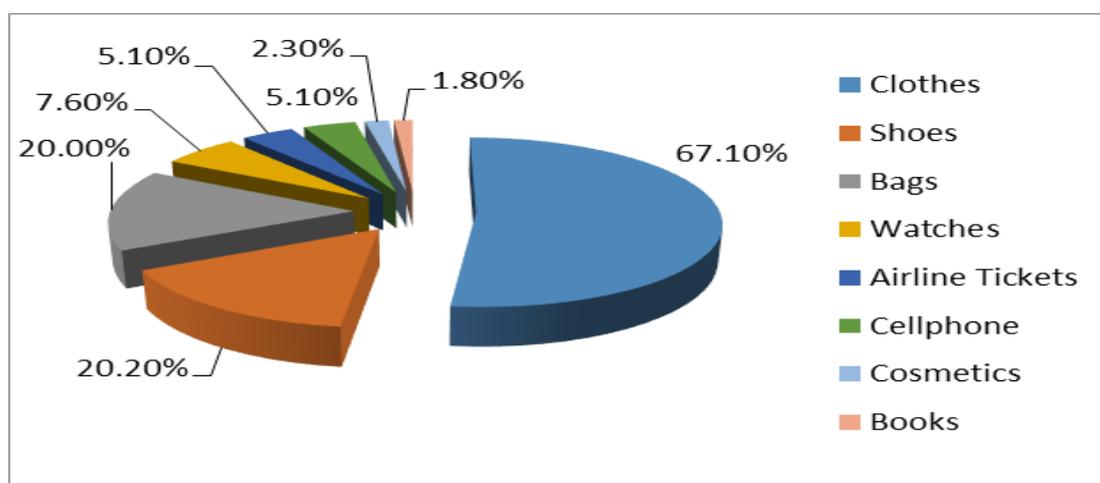
The graph above shows that the number of internet users in Indonesia is growing rapidly. Starting in 1998, Indonesian people who used the internet only 500 thousand. However, there was an increase in 2005 with 16 million people using the internet. For more, it continued to increase in 2017 that Indonesia's population who used the internet were as many as 143.26 million people or 10.56 million higher than 2016 which amounted to 132.70 million people. This proves that internet usage in Indonesia is very rapidly developing.

Consumers feel comfortable with shopping online because online stores are available all the time and make consumers able to avoid crowds), information (consumers can see more products information online before making a purchase), available products and services (online stores provide a wide selection of products and services that can be chosen by consumers), cost and time efficiency (consumers can compare prices from various websites and accessible whenever and wherever they are) (Katawetawarak & Wang, 2011, p.68).

These facts are also supported by the results of a survey conducted by eMarketer.com which stated that Indonesia was the 6th largest number of internet users in 2018 compared to China, the United States, India, Brazil, Japan. This proves that some of these countries have the most internet users. Internet use can be done for various activities, one of which is online shopping.

A survey conducted by the Ministry of Communication and Information in 2015 in Figure 2 shows that 7.4 million people were active as online shopper and the most popular product transacted online was clothing, namely 67.1%. In addition, other items such as airline tickets was 5.1%. The shoes category was 20.2%, bags category was 20%, watches category was 7.6%, cellphone category was 5.1%, cosmetics category was 2.3% and books category was 1.8%. The diagram above also shows that some active internet users in Indonesia used the internet as a medium for shopping. The products purchased were not only clothes, but also from accessories to transportation mode tickets. Also, it can be seen that fashion was a product that was more widely purchased online. These data are the basis for researchers to find out how much interest in buying fashion online.

Shopping orientation is a categorization of shopping styles by emphasizing certain shopping activities as well as describing consumers' needs when shopping (Shim & Kotsiopulos, 1993, p.74). Shopping orientation is described as a general trend showed through shopping behavior (Gehrt & Shim, 1998, p.36). It can also be interpreted as a tendency that can be demonstrated through various forms, such as information seeking, evaluation alternatives, post-purchase and purchase evaluation (Jayawardhena, Tiu Wright, & Dennis, 2007, p.517). For more, this orientation can be defined as a shoppers' style that places special emphasis on shopping lifestyles, in-



Source: Ministry of Communication and Information

Figure 2
Popular E-Commerce Products in 2015

cluding shopping activities, interests and opinions, and reflects the views of shopping as a complex social, recreational and economic phenomenon (Visser & Preez, 2001, p.72). Moreover, shopping orientation is conceptualized as a particular part of the lifestyle and is practiced by various activities, interests and statements of opinion that are relevant to shopping actions (Li, Kuo, & Rusell, 2006, p.4).

Based on several ideas above, it can be concluded that shopping orientation is a shopping style that includes information seeking activities, evaluation alternatives, purchase and post-purchase evaluation and reflects the view that shopping is a complex social, recreational and economic phenomenon.

Previous studies categorized shopping orientation into various types, such as fun, price sensitivity, antipathy to shopping, brand loyalty, confusion about over-choice, store loyalty, self-confidence, brand sensitivity and knowing shopping orientation helps to identify the type of buyers in terms of demographic behavior characteristics and their shopping (Banytė, Rūtelionė, & Jarusevičiūtė, 2015, p.699-700).

In another study it was stated that there are seven shopping orientations, namely Shopping enjoyment (Buyers in this segment enjoy purchase transactions not only for products purchased, but for the experience itself), Brand and fashion conscious shopper (Buyers look for well-known and more trendy brands) , Price conscious (Is buyers who are looking for a lower product price), Shopping confidence (Is a buyers who are confident in their ability to be a wise buyer), Convenience / time conscious (Buyers who are more looking for purchase transactions that make them comfortable), In -home shopping (Is buyers who prefer to shop from home), Brand / store loyalty (A segment that shows buyers who are loyal to a particular brand or store) (Seock & Bailey, 2008, p.114).

There are also studies showing that shopping orientation influences online shopping (Kwek, Tan, & Lau, 2010) and there is a difference between male and female students on shopping orientation (Seock & Bailey, 2008; Workman & Cho, 2012).

Gender is an important component of marketing. Individuals often adjust to their cultural expectations about how they are supposed to act, dress, or speak. These refer to the role of sex (Solomon, 2017, p.214). As a result, they have a whole different preference in life.

Some studies suggest that there is an influence between gender on online shopping (Cho & Workman, 2011; Kolyesnikova, Dodd, & Wilcox, 2009) and there are differences between men and women in shopping online (Seock & Bailey, 2008). The results of other studies concluded that shopping and gender orientation are important factors in online shopping. Other findings state that shopping and gender orientation affects online shopping (Chen & Hung, 2015).

Some of the studies above have differences, namely a study by (Kwek et al., 2010), mentions that the difference in this study lies in the use of dimensions in shopping orientation, where dimensions are used, namely impulsive purchases, quality orientation, brand orientation, shopping enjoyment, and comfort orientation . Whereas, Cho & Workman (2011) did not use innovation fashion variables and leadership opinions, need for touch, and multi-channel. Meanwhile, (Chen & Hung, 2015) included products as the object of their study. In conclusion, the three studies used shopping orientation dimensions and the product objects used. For this reason, this study combined the dimensions of variable formation, but did not include the types of product as the object of study.

Based on the brief description above, this study was attempted to know and analyze: (1) the influence of shopping orientation on online shopping; (2) the influence of gender on online shopping; (3) simultaneous influence of shopping orientation and gender on online shopping; (4) the differences between men and women in the shopping orientation of the students of Economic Education Study Program in FKIP (Faculty of Teacher Training and Education) of UNIS (Universitas Islam Syekh Yusuf) Tangerang; and (5) the differences between men and women in online shopping by the students of Economic Education Study Program in FKIP of UNIS Tangerang.

METHOD

Research is an academic activity that includes the search for knowledge through objective and systematic methods to find solutions (Kothari, 2004, p.1). This study, according to its exploration was classified as comparative causal research, namely a study in which researchers try to find the cause, or reason for differences that exist in the behavior or status of a group (Gay et al., 2012, p.227).

The approach used in this study was a quantitative approach because the independent variables and dependent variables were measured in the form of numbers and then being searched for presence or absence of the influence between the two variables and expressed the closeness level of the effects. Quantitative research is the collection and analysis of numerical data to describe, explain, predict, or control a phenomenon (Gay et al., 2012, p. 7). The hypothesis proposed were: 1) Shopping Orientation has a positive and significant effect on Online Shopping by the students of Economic Education Study Program in FKIP of Islamic University of Syekh-Yusuf Tangerang. 2) Gender has a positive and significant effect on Online Shopping by the students of Economic Education Study Program in FKIP of Syekh-Yusuf Islamic University, Tangerang. 3) Shopping and Gender orientation together have a positive and significant effect on Online Shopping by the students of Economics Education Study Program in FKIP of Islamic University of Syekh-Yusuf Tangerang. 4) It is suspected that there are differences between men and women in the Shopping Orientation of the students of Economic Education Study Program in FKIP of the Islamic University of Syekh-Yusuf Tangerang. 5) It is suspected that there are differences between men and women in Online Shopping by the students in the Economic Education Study Program in FKIP of Syekh-Yusuf Islamic University, Tangerang.

The study was conducted at the Islamic University of Sheikh-Yusuf Tangerang, precisely in the Economic Education Study Program in Teacher Training and Education Faculty in semester 2 to semester 8 with a sample size of 151 respondents.

Data collection techniques were done by survey research methods. Survey method is a procedure in quantitative research where researchers will manage surveys or provide questionnaires to a small group of people (called samples) to identify trends in attitudes, opinions, behaviors, or characteristics of a large group of people or called populations (Creswell, 2012, p .21).

Before the researchers conducted primary data collection, the instrument testing (questionnaire) for gender data was measured first on a nominal scale (female = 1, male = 0), online shopping and shopping orientation data using a 1 - 5 Likert scale. Next, the researchers tested the instrument validity and reliability. The results of the online shopping variable validity test were 12 question items and a learning orientation variable of 18 valid items. Meanwhile, the reliability test for online shopping variable and shopping orientation were 0.883 and 0.866, and

Table 1.
The Results of Multiple Regression

Variables	Coefficient	Standar Error	T _{count}	Sig.
Shopping Orientation (X1)	0.255	0.040	6.304	0.000
Gender (X2)	0.717	0.933	0.768	0.443
Constant	31.453	2.829	11.117	
R Square	0.216			
F _{count}	20.383			
Prob. F _{count}	0/000			

Source: SPSS output results of the 2018 processed primary data

could be said reliable. These results concluded that the instrument used for measuring variables has met the criteria.

The data analysis technique used to determine the effect of shopping orientation and gender on online shopping was multiple regression analysis. For more, to find out the differences in the two sample groups regarding online shopping, Independent sample T_{test} was employed.

RESULTS AND DISCUSSION

The respondents of this study were 19 male respondents or 12.6 percent and 132 female respondents or 87.4 percent. The respondents' ages ranged from 17 years to 26 years old spread from semester 2 to semester 8. Within a month, on average each respondent did online shopping as many as 1-3 times. From the results of the study, it can be seen that 44 respondents have worked and earned their own income while the rest still did not have jobs.

Table 1 shows that the R Square value is 0.216. This result asserted that the independent variable in this study had an effect of 21.6 percent on the dependent variable. The result showed that the t_{count} in the shopping orientation was 6.304 with a significance level of 0.05. Further, the shopping orientation had a partial effect on online shopping because the value of $t_{count} > t_{table}$, therefore H_0 was rejected and H_a was accepted. The results of the partial test analysis found that the shopping orientation variable had a positive and significant effect on the variables of online shopping.

The results of this study are consistent with the research conducted by (Kwek et al., 2010; Seock & Bailey, 2008) which states that shopping orientation influences online shopping. The buying behavior pattern explains how and where consumers shop (McKinney, Legette-Traylor, Kincade, & Holloman, 2004, p.394). As a result, consumer shopping orientation is identified as an important predictor of one's shopping behavior (Sherman, Mathur, & Smith, 1997). The results of the questionnaire showed that most respondents focused online shopping on prices, comfort and time spent shopping and self-confidence in shopping. Therefore, better categorization of shopping carts will increase the interest in online shopping. Conversely, if the categorization of shopping gets worse, it will reduce interests in online shopping.

The result showed that the value of t_{count} on gender was 0.768 with a significance level of 0.05. Whereas, gender did not partially affect online shopping because the value of $t_{count} < t_{table}$. As a result, H_0 was accepted and H_a was rejected.

In the results of the second hypothesis, it was known that gender did not partially influence online shopping. These results are not in accordance with the research conducted (Cho & Workman, 2011; Kolyesnikova et al., 2009) which shows that gender will influence one's online shopping behavior. This difference in results was due to incompatible sample comparisons between men and women. In this study the number of male respondents were only 12 percent while female respondents were 88 percent. With the difference in the number of unsuitable respondents, it can affect the results of the study.

Some female and male respondents answered agree on the instruments of available product and services statements and on the statement of cost and time efficiency. This showed that there was no difference in mindset between men and women in seeing online shopping.

Table 2
The Results of Independent Sample T_{test}

Variables	T_{test}	Sig.
Shopping Orientation (X1)	0.375	0.711
Online Shopping (Y)	0.900	0.369

Source: SPSS output results of the 2018 processed primary data

Based on the calculation of Multiple Regression Analysis the Fcount was 20.383 at the significance level $\alpha = 0.05$. Because the value of $F_{count} > F_{table}$ then H_0 was rejected and H_a was accepted. It meant that there was a positive and significant influence between shopping orientation and gender together on online shopping.

The results of the third hypothesis indicated that there was a positive and significant influence between shopping orientation and gender on online shopping. The results of this study are consistent with the research conducted by (Chen & Hung, 2015) which states that shopping and gender orientation influence online shopping.

This showed that male and female respondents still paid attention to shopping orientation when shopping online. Each respondent, both male and female respondents, would continue to pay attention to prices, information and comfort in shopping online. It proved that the better the service and the provision of information for online business people to consumers, the higher the possibility of consumers to do online shopping. Therefore, online sellers need extra attention in providing services and information to consumers because it determines the level of purchase decisions made by consumers.

In the calculation results for the independent sample T_{test} in table 2, the T_{test} value for the shopping orientation variable was 0.375 and the online shopping variable was 0.900 with a significance level of 0.05. It could be concluded that there was no difference between men and women in shopping organizations because the T_{test} counts $< T_{test}$ table. Then, H_0 was accepted and H_a was rejected. The same thing was showed in the variable online shopping where there was no difference between men and women.

The results of the fourth hypothesis stated that there was no difference between men and women towards shopping orientation. These results are not in accordance with the research conducted (Seock & Bailey, 2008; Workman & Cho, 2012) which states that there are differences between men and women towards shopping orientation.

The results of the fifth hypothesis indicated that there was no difference between men and women on online shopping. This result was incompatible with the research conducted by (Seock & Bailey, 2008). Based on the results of the questionnaire, male and female respondents had the same answers on online shopping statement instruments both on convenience indicators, information, available product and services, and cost and time efficiency so that it could be concluded that men and women had no difference in shopping online.

Based on the results found in this study, there was no difference in shopping and online shopping orientation between men and women. By obtaining these results, it could be indicated the causes of failure to find differences in shopping orientation and online shopping behavior in male and female respondents, namely the number of respondents who were not balanced between men and women. Inconsistent research results from gender research showed that the differences between men and women in their desire to shop online had the same intention to shop for fashion products online. These results revealed that sellers need to be careful in using demographic variables to target online buyers (Brashear et al., 2015, p.278). Based on the observations, many online fashion retailers only focused on female consumers as their target market although male consumers were starting to be interested in buying fashion online.

CONCLUSION

Conclusions that can be drawn from the result of data analysis on “The Influence of Shopping Orientation and Gender Differences on Online Shopping” by using multiple regression and independent sample T test analysis method are in the following:

First, the students of Economic Education Study Program in the Faculty of Teacher Training and Education considered shopping orientation prior to do online shopping. They will see price, product information, and brand of a particular product before purchasing it online. Therefore, shopping orientation holds an important role in purchasing product online. Second, gender does not significantly distribute on online shopping by the students of Economic Education Study Program in the Faculty of Teacher Training and Education. Third, shopping orientation and gen-

der simultaneously become important determiners for students or someone to do online shopping. It is because shopping orientation and gender significantly have positive influence on online shopping. The students will see their shopping orientation and usage based on their own gender. Fourth, the results on mean difference test showed that the difference in gender is not a determinant factor for someone in his shopping orientation. It means that both male and female students do not have significant difference when doing online shopping. It is caused by the same ability of utilizing information technology, knowledge, and product understanding.

Based on the conclusions above, the researchers propose the following suggestions which might be useful for various parties, namely: first, for the faculty, the findings of this study are expected to contribute information to students regarding good online shopping behavior so as to not become consumptive by purchasing a lot of online products without paying attention to the usage. Second, students are suggested to be smart buyers before making online transaction payment. It is because many online businessmen only concern about their personal benefits and abandon consumers' satisfaction.

Third, online shop owners are expected to use this study as considerations in categorizing consumers for achieving the desired target. Fourth, online shops need to consider the availability of men products because currently there are only few online shops offering male products. Fifth, the future researchers are hoped to use this study as a reference to strengthen existing theories regarding the problem of shopping orientation and gender differences on online shopping.

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