

Examining The Effect Of Consumer Demographic Characteristics On Online Or Offline Shopping Preference

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Abstract.

Digitization has become something that is inherent in our daily habits, one of which is shopping habits. In addition to shopping for fashion products by visiting offline stores directly, consumers are also given the opportunity to purchase fashion products online whenever and wherever they are. This study aims to determine the effect of consumer demographic characteristics on their preferences for shopping fashion products offline or online. Data collection is carried out by distributing questionnaires online through whatsapp and telegram groups during June-July 2021, which resulted in 162 responses. Chi-Square and Kruskal-Wallis tests are used to test the hypothesis. The results prove that there are insignificant results between consumer demographic characteristics and preferred shopping method. Furthermore, research data also shows that more than half of the respondents still prefer to shop for fashion products offline rather than online although in the Covid-19 pandemic situation because they want to evaluate the product physically

Keywords: Online; Offline; Shopping; Digitalization

I. INTRODUCTION

Digitization has become something that is inherent in our daily habits, one of which is shopping habits. Shopping has become a part of daily life. Through shopping, people will get what they need in life, some even get something more than that. Shopping is also often seen as a way to release stress, a way to fulfill some desire in the mind, or a way to add some flavor to a mechanical way of life. In general, there are two types of shopping, namely traditional shopping (often called offline shopping) and online shopping. Today, more and more people are shopping online rather than shopping offline at stores, it should thanks to the internet (Kaur & Kaur, 2018). The industrial era 4.0 has brought a shift in consumer buying behavior from traditional retail to online shopping channels, which is fueled by advanced digital technology and easy access to global markets. The invention of smart digital devices and sophisticated technology has enabled consumers to get services without the need for direct contact with employees (Lee & Lee, 2020). This type of non-contact service has recently become the focus of consumer consumption patterns due to the unprecedented Covid-19 pandemic (Moon et al., 2021). The results, particularly at the sectoral level, show that the use of online shopping options slightly reduces the impact of shocks on consumption spending, thereby increasing the resilience of the economy in times of pandemic (Bounie et al., 2020).

Online presence and activities have become very important in our daily lives (Asiedu & Dube, 2020). Online shopping has become an increasingly common staple of life in the 21st century. Its popularity can be credited with the fact that convenience is highly valued in our world today (Kaur & Kaur, 2018). In the modern lifestyle, people need practicality in their lives, and online-based trade transactions or e-commerce are starting to be widely used (Lie et al., 2019). Consumers usually have their own preferences in terms of shopping methods, both offline and online (Kulkarni, 2020). Various studies have been conducted to analyze the

influence of consumer demographic characteristics such as gender, age, occupation and others on consumer decisions to shop offline or online have also obtained significant results (Azevedo et al., 2011; Law et al., 2016; Nguyen et al., 2021; Shephard et al., 2016; Sung & Jeon, 2009). Based on the explanation above, this research specifically focuses on the shopping behavior of fashion products, seeing the tendency of people to buy fashion products. This study aims to determine the effect of consumer demographic characteristics on their preferences for shopping fashion products offline or online. This study will contribute to provide a deeper understanding of consumer shopping patterns for fashion products both online and offline.

Hypotheses

Based on the literature mentioned above, the following hypothesis can be developed:

H₀: There is no significant relationship between consumer demographic characteristics and the decision of preferred shopping method

H_a: There is significant relationship between consumer demographic characteristics and the decision of preferred shopping method

II. METHODS

This research is carried out using quantitative approach to study consumer preferences in online and offline shopping based on consumer demographic characteristics. The population in this study is all Indonesian residents aged above 18 years who had made both online and offline purchases for fashion products. Sampling is done using a convenience sampling technique considering the author's limited time.

The research instrument used is a questionnaire that is distributed online via WhatsApp and Telegram groups during June-July 2021, which resulted in 162 responses. The distribution of questionnaires is carried out online to reach a wider range of respondents and considering the current Covid-19 pandemic. In testing the research hypothesis, the authors use non-parametric statistical tests, namely Chi-Square and Kruskal-Wallis with the help of Statistical Product and Service Solutions (SPSS) of Windows Release Version 21 program to analyze it (Candra et al., 2021; Hague et al., 2016; Malhotra et al., 2017; Sekaran & Bougie, 2016).

III. RESULT AND DISCUSSION

1. Demographic Profil

The questionnaire is distributed online via WhatsApp and Telegram groups which resulted in 162 responses. Of the 164 data collected, only 162 data are considered valid for this study. The demographic characteristics of the 162 respondents who filled out the questionnaire are presented in Table 1. The majority of the respondents who filled out the questionnaire are women (68.52%) with the age groups of 24-39 (48.15%) and 18-23 (38.27%), which indicate that the respondents are dominated by millennials and Gen Z. This is in line with the statement of (Muda et al., 2016), which state that the online shopper population is still dominated by young people. Most of the respondents are unmarried (58.64%) and have Senior High School education level (37.65%). In addition, there are almost the same number of students (36.42%) and private employees (35.80%) in the type of occupation of the respondents.

Table 1. Demographic Characteristics of Respondents

Category	Items	Frequency	Percentage (%)
Gender	Male	51	31.48
	Female	111	68.52
Age (years)	18-23 (Gen Z)	62	38.27
	24-39 (Milenial)	78	48.15
	40-55 (Gen X)	20	12.35
	56-74 (Baby Boomer)	2	1.23
Marital Status	Single	95	58.64
	Married	67	41.36
Education	Senior High School	61	37.65

	Diploma	3	1.85
	Bachelor	41	25.31
	Master	51	31.48
	Doctorate	6	3.70
Occupation	College Student	59	36.42
	Entrepreneur	12	7.41
	Civil Servant	7	4.32
	Private Employee	58	35.80
	Professional	19	11.73
	Housewife	4	2.47
	Unemployed	3	1.85

2. Preferences of Shopping Method

Figure 1 below shows the preferred shopping method for fashion products by the people in Indonesia who are respondents in this study. The result shows that more than half of the respondents state that they prefer to shop at traditional retail stores when purchasing for fashion products rather than buying them online. This is because respondents feel more confident to shop for fashion products at traditional retail stores because they can see and evaluate the product physically to meet the suitability of products with their wishes.

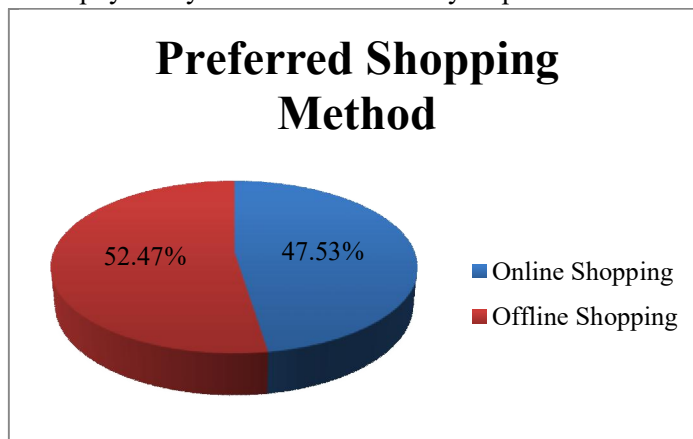


Fig 1. Preferred Shopping Method of Respondents

Then, to determine the significance of consumer demographic characteristics on the decision of preferred shopping method, Chi-Square and Kruskal Wallis tests will be carried out. The results can be seen below:

Table 2. Chi-Square Tests for Preferred Shopping Method and Gender

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.064^a	1	.151		
Continuity Correction ^b	1.606	1	.205		
Likelihood Ratio	2.077	1	.150		
Fisher's Exact Test				.177	.102
Linear-by-Linear Association	2.051	1	.152		
N of Valid Cases	162				

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 24.24.

b. Computed only for a 2x2 table

Table 2 presents the Asymp Sig. (2-sided) value of the Pearson Chi-Square and proves that there is no significant difference between the gender of consumer with the decision of preferred shopping method ($p = 0.151 > 0.05$).

Table 3. Kruskal Wallis Test for Preferred Shopping Method and Generation

	Shopping Method
Chi-Square	6.276
df	3
Asymp. Sig.	.099

- a. Kruskal Wallis Test
- b. Grouping Variable: Generation

Table 3 presents the Asymp. Sig. value from the Kruskal Wallis Test and proves that there is no significant difference between the generation of consumer with the decision of preferred shopping method ($p = 0.099 > 0.05$).

Table 4. Chi-Square Tests for Preferred Shopping Method and Marital Status

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.136 ^a	1	.712		
Continuity Correction ^b	.044	1	.834		
Likelihood Ratio	.136	1	.712		
Fisher's Exact Test				.751	.417
Linear-by-Linear Association	.135	1	.713		
N of Valid Cases	162				

- a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 31.85.
- b. Computed only for a 2x2 table

Table 4 presents the Asymp Sig. (2-sided) value of the Pearson Chi-Square and proves that there is no significant difference between the marital status of consumer with the decision of preferred shopping method ($p= 0.712 > 0.05$).

Table 5. Kruskal Wallis Test for Preferred Shopping Method and Education

	Shopping Method
Chi-Square	3.101
df	4
Asymp. Sig.	.541

- a. Kruskal Wallis Test
- b. Grouping Variable: Education

Table 5 presents the Asymp. Sig. value from the Kruskal Wallis Test and proves that there is no significant difference between the education level of consumer with the decision of preferred shopping method ($p = 0.541 > 0.05$).

Table 6. Kruskal Wallis Test for Preferred Shopping Method and occupation

	Shopping Method
Chi-Square	11.946
df	6
Asymp. Sig.	.063

- a. Kruskal Wallis Test
- b. Grouping Variable: Occupation

Table 6 presents the Asymp. Sig. value from the Kruskal Wallis Test and proves that there is no significant difference between the occupation of consumer with the decision of preferred shopping method ($p= 0.063 > 0.05$).

3. Discussion

Today, the internet has become ubiquitous and has become one of the main needs of humans, both to find information, communicate with other people, and even to shop for the products they want. The presence of the internet brings changes in consumer purchasing behavior from offline shopping to online shopping method. Online shopping has become a staple of life that is increasingly common in the 21st century and indeed provides many conveniences for consumers to make purchases of the products they want. However, certain products actually require a more in-depth product evaluation before consumers decide to buy these products, which can only be done by shopping offline, one of which is fashion products.

The results of this study strengthen the statement that more than half of the respondents state that they prefer to shop at traditional retail stores when purchasing for fashion products rather than buying them online. This is because respondents feel more confident to buy for fashion products at traditional retail stores because

they can see and evaluate directly the suitability of products with their wishes. Then, the analysis of hypothesis show that there is no significant difference between consumer demographic characteristics with the decision of preferred shopping method. It is quite different from the previous studies which stated that the demographic characteristics of consumers can make a significant difference to the decision of consumer shopping methods (Azevedo et al., 2011; Law et al., 2016; Nguyen et al., 2021; Shephard et al., 2016; Sung & Jeon, 2009).

IV. CONCLUSION

This study confirms that the hypothesis is rejected by looking at the level of significance in the test results. The results of this study turn out to be quite different from previous studies which stated that the consumer demographic characteristics can make significant difference to the decision of consumer shopping methods. In fact, the results of research using the Chi-Square and Kruskal Wallis tests show that there are no significant relationship between consumer demographic characteristics with the decision of preferred shopping method. The novelty of this research is oriented towards measuring the level of consumer shopping behavior on fashion products. However, this study also has limitations like other studies. First, the findings may not be generalized to other population due to the convenience sampling technique. So, future researchs may adopt a more representative sampling technique to replicate this research. Secondly, this research focused on fashion products. Therefore, we suggest future researchs to adopt different product categories to explore how consumers behave in other product categories.

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