

## ANALYSIS THE FACTORS INFLUENCE CONSUMER BUYING DECISION ON ONLINE SHOPPING CLOTHING FOR CONSUMER IN MANADO

ANALISIS FAKTOR FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN KONSUMEN DALAM BERBELANJA PAKAIAN ONLINE PADA KONSUMEN DI MANADO

by:

**Ida Ayu Debora Indriani**

Faculty of Economics and Business  
International Business Administration  
Sam Ratulangi University

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

**Abstract :** Marketing is an important thing for marketer in order to achieve the organizational goals. Marketing is the process of creating, communicating, and delivering products or services that have value for customers. Marketing nowadays has entered modern phase, consumer can buy products from virtual store as one of shopping channels. With a good implementation of marketing strategies can affect a good communication between organization and target markets. This research is designed to analyze the factors influence the buying decision on online shopping clothing for consumer in Manado using Factor Analysis for data reduction that summarizes the observed factors. The finding resulted all factors are qualified, and the three most dominant factors based on communality test are Available Products (0.836), followed by Refund (0.812) and Perceived Ease of Use (0.810). Available products as the most dominant factor, there are varieties of products only offered online and unlimited stocks of each product. Refund as the second most dominant factor which enable the consumer to replace the product that didn't meet their requirements. Perceived Ease of use as the third most dominant factor means that consumer choose to shop online because it is free of effort. Online shop should provide pre-order service with quick production period to fulfill consumer needs when the product is out of stock.

**Keywords:** *consumer buying decision, online shopping*

**Abstrak :** Pemasaran merupakan hal yang penting bagi para produsen untuk dapat mencapai tujuan perusahaan. Pemasaran merupakan proses menciptakan, berkomunikasi, dan memberikan produk atau jasa yang memiliki nilai bagi pelanggan. Pemasaran saat ini telah memasuki fase modern, konsumen dapat membeli produk dari toko virtual sebagai salah satu cara berbelanja. Implementasi strategi pemasaran yang baik dapat mempengaruhi komunikasi antara perusahaan dengan pasar. Penelitian ini dirancang untuk menganalisis faktor yang mempengaruhi keputusan pembelian pakaian online bagi konsumen di Manado menggunakan Analisis Faktor untuk reduksi data dari faktor yang diamati. Hasil penelitian menunjukkan bahwa semua faktor dapat diterima, dan tiga faktor yang paling dominan berdasarkan uji komunalitas adalah Ketersediaan Produk (0,836), Pengembalian (0,812) dan Persepsi Kemudahan Penggunaan (0.810). Produk yang tersedia sebagai faktor yang paling dominan, jenis produk tertentu hanya ditawarkan secara online dan ketersediaan produk yang tidak terbatas. Pengembalian sebagai faktor yang paling dominan kedua yang memungkinkan konsumen untuk mengganti produk yang tidak memenuhi kepuasan mereka. Persepsi kemudahan penggunaan sebagai faktor yang paling dominan ketiga berarti bahwa konsumen memilih untuk berbelanja online karena lebih mudah. Toko online sebaiknya menyediakan layanan pre-order untuk memenuhi permintaan konsumen saat stok barang akan habis.

**Kata kunci:** *keputusan pembelian konsumen, belanja online*

## INTRODUCTION

### Research Background

Trends for clothing these days are moving at an unpredictable pace. The wearing of clothing is cannot be separated to human being because it is a basic need of nearly all human societies. The type of clothing worn depends on gender, physical, social, and geographic considerations. Physically, clothing gives many advantages. It can serve as protection from cold or hot condition, insect bites, and other hazardous activities. The way peoples' clothes are represents their own personality and uniqueness.

People usually shop in physical stores such as mall or boutique as a traditional shopping activity. They just go to any market level, choose the product and quality then buy it. Shopping could be a drug for a million people. Shopping became a way to pick people's up after a tough day at work and source of entertainment on weekends. Mindless accumulation proved as satisfying as any drug.

As the technology is growing people nowadays are able to shop through Internet, via website as the shopping channel to access retailers' online store. Common retailers provide their own website (e-stores) to compete with competitors and gain more consumers. By providing e-stores, the retailers could promote and sell their products efficiently to the consumers. People could shop wherever and whenever they want because then can just access to the stores' websites directly. By shopping through online, consumer only need to search the products directly to the e-stores, then booked the product, paying, fulfill the contact person as a requirement then wait until the product arrived safely at home or other address. Consumer doesn't need to spend time in road to go to the store.

Everyone has different habits that encourage them to go shop either brick or click (in-store shopping or online shopping). It is a common knowledge that Manado citizens, mostly teenagers are always forefront in terms of clothing. They are pursuing the trends in fashion, not only in physical stores but Manado citizens will also reach virtual stores. For those who quite busy almost entire day are prefer to shop online, because it is more effective and efficient than go to the store. For teenagers in Manado City, mostly college students, usually shop online because the fashion trends often spread in virtual stores first than in physical stores.

Online shopping has given so much convenience for consumers. People that chose to shop online is getting more and more along with the innovation of the technology. The researcher have been curious of the reason of Manado citizens become so interested in online shopping. It is important to see what exactly the key factor that influence the consumer in Manado City to shop online, especially for clothing. This research is conducted as a description Analysis the Factors Influence Consumer Buying Decision on Online Shopping Clothing for Consumer in Manado.

### Research Objectives

To identify the factors that influence consumer buying decision on online shopping clothing for consumer in Manado.

## THEORETICAL FRAMEWORK

### Consumer Behavior

There are some definitions about consumer behavior. Schiffman and Kanuk (2007:3) stated that consumer behavior is defined as the behavior that consumer display in searching for purchasing, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals making decision to spend their available resources (time, money, effort) on consumption related items. Consumer behavior is the study of what people buy and how they buy it. This includes where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluation on future, and how they dispose of it.

## **Consumer Buying Decision**

There are stages of purchase decision; problem recognition, looking for alternatives, purchase, and post-purchase behavior. These stages are used to evaluate consumer buying behavior and post-purchase behavior. Post-purchase behavior will become more important after their online purchase. Liang and Lai as cited by Kertawetawaraks and Cheng (2011) stated that consumers sometimes have a problem or concern about the product, or they might want to change or return the product that they had bought. Thus, return and exchange services become more important at this stage. When consumers want to buy product, they will look at the product characteristics because there are some products cannot be shipped easily online.

### **1. Convenience**

Some people might have bad experience with the salesperson, therefore some consumers prefer to make their own decision by online shopping. Some consumers use online channels just to escape from face to face interaction with salesperson because they pressure or uncomfortable when dealing with salespeople and do not want to be manipulated and controlled in the marketplace (Goldsmith and Flynn, 2005; Parks, 2008).

### **2. Product Information**

Product information plays as an important role because the e-retailers should provide products descriptions which includes physical condition, proper usage, side effects and more knowledge has to be mentioned on the website. Keeney as cited by Kertawetawaraks and Cheng (2011) stated that the more consumers know about the product, the easier for them to make a decision. Consumers put the weight on the information that meets their information needs.

### **3. Available Products**

Available products are related to the varieties and stock of products. Lim et al as cited by Kertawetawaraks and Cheng (2011) said that E-commerce has made a transaction easier than it was and online stores offer consumers benefits by providing more variety of products and services that they can choose from.

### **4. Time and Cost Efficiency**

Consumers did not have to spend more time and money to look for the products in some local stores. Lim and Dubinsky as cited by Kertawetawaraks and Cheng (2011) said that since online stores offer consumers with variety of products and services, it gives consumers more chances to compare price from different websites and find the products with lower prices than buying from local retailing store. Virtual store also can offer lower price than in physical store because the retailer did not have to pay for store rent, taxes, etc.

### **5. Prices**

Jacoby and Olson as cited by Acebron, L.B and D.C. Dopico (2000) defined consumers which are looking for product needed will think about the price at first. Price is an objective external characteristic of a product that can be a stimulus to the consumers. For some consumers, price is the most important factor that affects consumers' buying decision. The average consumers are looking for products with affordable price, but for others, brand and quality of products are most important things.

### **6. Website Quality**

Good website could attract consumers and beat other competitors. Song and Zahedi as cited by Li and Zhang (2002) stated that classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. Each of the five factors influences the consumer online shopping behavior and willingness to buy.

## **7. Brand Loyalty**

Brand represents image and quality of products. Brand loyalty is the only tool for any company to survive in a severe competition (Ahmed, 2014). Brand loyalty itself is a goal of every manufacturer. If consumers still favor some specific products, they will keep purchasing the products.

## **8. Promotion**

Promotion is one of the marketing mix elements that plays important role in delivering products to consumers. Lohse and Spiller as cited by Li and Zhang (2002) stated that however, promotional activates for online products or services were not successful for e-retailers because there was not effective ways to inform consumers of promotional activities.

## **9. Brand Recognition**

Brand is the origin of a product that stated the product's manufacturer. Some consumers are brand - conscious, they will buy products from specific brand that they trust no matter how much the price. Kotler and Armstrong as cited by Akbar and James said that Brands and features increases as more information is obtained, knowledge of the available and consumer awareness.

## **10. Refund**

An error might happen during purchasing products. Bishop as cited by Akbar and James E-retailers should have refund policies to convince online consumers that they easily return products and get refunds if they are not satisfied, or exchange products for free within a reasonable timeframe. The seller is responsible if the consumer have a problem with the product they bought, they can just return the product and get their money back or just replace the product with another one.

## **11. Privacy of the Information**

Privacy is a human right to restrict ourselves from others. Parts of us such feelings, thoughts, and identity sometimes should be hidden from other people. Warren and Brandeis (1890) stated that privacy is the "right to be let alone" and focused on protecting individuals. Sometimes people privacy is important to be kept confidential for their security and comfort.

## **12. Perceived Ease of Use**

Globalization these days leads to improvements in many aspects. The definition of perceived ease of use in the literature refers to the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). People mostly choose the simplest way to shopping, which contains ease of navigation, ease of ordering, ease of looking for information and ease of purchasing.

## **13. Consumer Attitude**

Every consumer has their own characteristics that cannot be seen easily by seller. Chen as cited by Javadi et al (2012) defined an attitude toward a behavior as a positive or negative assessment of performing that behavior. Consumer attitudes will affect intention to purchase a product based on their evaluation and emotional feelings.

## **14. Consumer Satisfaction**

Consumer satisfaction is an important role for any businesses because it can lead to consumer repurchase intention and loyalty. Atkinson (1988) in Holjevac et al found out that cleanliness, security, value for money and courtesy of staff determine consumer satisfaction. When consumers are satisfied with the product they bought, it will decrease the negative word of mouth.

## 15. Demographics

Beside characteristics, every consumer also has different mindset and different economy condition. Demographics studies about criteria of population which could be gender, age, income, level of education and time online. Bellman and colleagues as cited by Li and Zhang (2002) report that internet surveys agree that the online population is relatively younger, more educated, wealthier, although the gaps are gradually closing.

## 16. Reputation of Online Store

Company reputation is essential to its survival. By good reputation, the store will be trusted by consumers. Most consumers will make such pre-purchase evaluation, they will choose the best product from the best store. Tsui as cited by Weigelt and Camerer (1988) found that personal reputation or stature is a determinant of success in intrafirm decision making.

## 17. Delivery Time

Delivery is one of services provide by retailers to satisfy their consumers. The retailer should deliver the products purchased safely to consumers. Service delivery systems include the structure (facilities, equipment, etc), infrastructure (job design, skill, etc), and processes for delivering a service (Goldstein et al. 2002).

## 18. Perceived Risk

Before purchasing a product, consumer will evaluate any possible risks. Cox and Rich as cited by Javadi et al (2012) defined that perceived risk refers to the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision.

## 19. Vendor Characteristics

Vendor characteristics refer to features of the internet stores, the products they sell and services they provide to support consumer purchasing decision. Zhou et al as cited by Velarde (2012) defined the consumer-oriented view places focus on consumer's salient beliefs about online shopping, whereas the technology-oriented view studies the impact of website design and usability on consumer's behavior.

## 20. Personal Characteristics

Personal characteristics include consumers' internet knowledge, need specificity, and cultural environment. Li and colleagues as cited by Javadi et al (2012) found that consumers who purchase internet stores more frequently are more convenience-oriented and less-experience-oriented. The personal characteristics of consumers could affect their online shopping attitudes and behavior.

## Online Shopping

The internet has played a significant role in our daily life in that people can talk through the internet to one who is actually on the other side of the Earth, can send email around the clock, can search information, can play game with others, and even can buy things online. Internet shopping has been accepted as a way of selecting and buying products and services these days. Yu and Wu as cited by Javadi et al (2012) defined that online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed. Consumers' preference to buy from online store is also related to their income and innovativeness.

## Previous Researches

Katawetawaraks and Wang (2011) *Online Shopper Behavior: Influences of Online Shopping Decision*. The research provides useful information about consumer motivations that affect the online shopping behavior. It identifies an overview of online shopping decision process by comparing the offline and online decision making and also identifying the factors that motivate online consumers to decide or not to decide to shop online.

Na Li and Zhang (2002) *Consumer Online Shopping Attitudes and Behavior: An Assessment of research*. It is found that personal characteristics, vender/service/product characteristics, and website quality

significantly affect online shopping attitudes, intention and behavior. The direct implication of these findings is that targeting more appropriate consumer groups, improving product and/or service quality, and improving website quality can positively influence consumer attitudes and behavior, potentially leading to increased frequency of purchases on the part of consumers. Javadi et al (2012) An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. The study identified that financial risks and non-delivery risk negatively affected attitude toward online shopping. Consumers often afraid of being tricked by fake website because there is chance for anybody to make a fake virtual store and nobody will know about it.

## RESEARCH METHOD

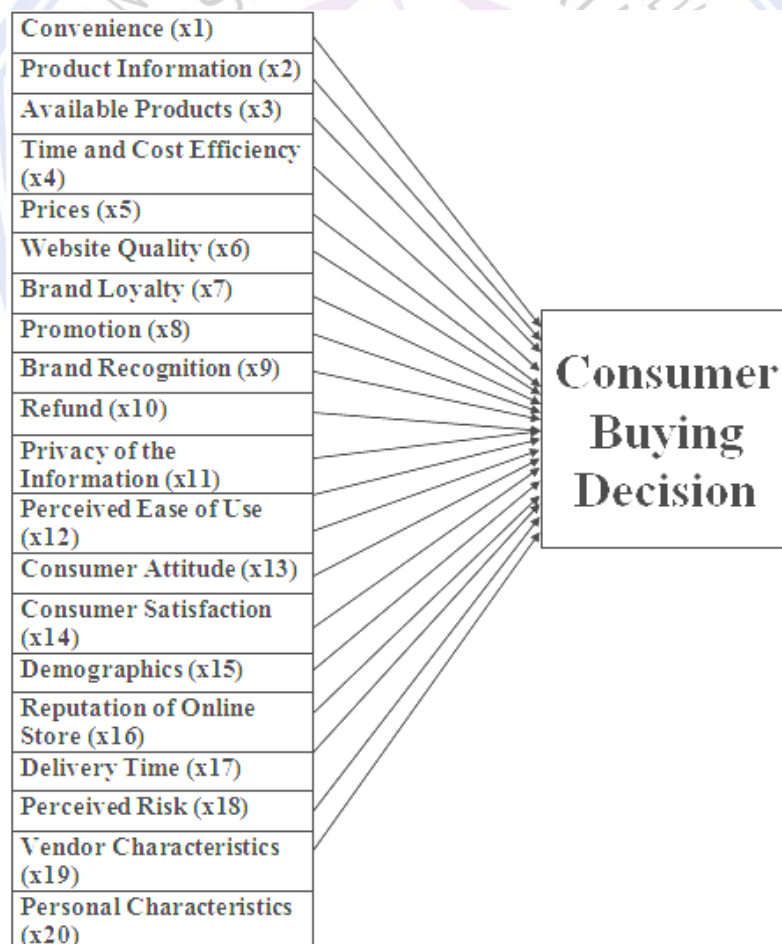
### Types of Research

Descriptive – exploratory study will use in this research. Descriptive studies are aimed at finding out “what is,” so observational and survey methods are frequently used to collect descriptive data (Borg & Gall, 1989:1). This research in field of marketing management will analyze the factors influence consumer buying decision on online shopping clothing for consumer in Manado.

### Place and Time of Research

This research will be conducted in Manado City with the period for about two months started from February – April 2016.

### Research Procedure



Picture 1. Research Procedure  
Source: Data Processed 2016

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**Population and Sample****Population**

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population of this research is all the online shoppers clothing in Manado City.

**Sample**

Incidental sampling is constructed to serve a very specific need or purpose, the respondents that already shopped on online store. Roscoe (1982) in Sugiyono (2010:26) suggested that the sample size that is proper in research is 30 to 500. The sample of this research is the Manado City people who have participating in this research work. The sample of this research is 50 online shoppers clothing who have participated and involved in this research.

**Data Collection Method****Primary data**

Primary data is the information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2009). This research gets the primary data from the result of questionnaires. Questionnaires are distributed to respondents, who are online shoppers of clothing in Manado.

**Secondary Data**

Secondary data refer to the information gathered from sources that already exist (Sekaran and Bougie, 2009). The secondary data is taken from journals, textbooks, and relevant literature from library and internet. This data is readily available and can be used in this research.

**Data Analysis Method****Reliability Test**

The purpose of Reliability test is to ensure that the used measurement tool (questionnaire) is really consistent in measuring some cases, even though the observation has been conducted frequently at the same object. The Internal Consistency can be seen at the Cronbach Alpha Parameter, with ideal score above 0.6.

**Validity Test**

The validity test was designed to measure the legitimation of test procedure. Validity is the strength of our conclusions, inferences of prepositions. Validity test is to measure if the questionnaire is valid or not. Nasution and Usman (2007) in The (2011) stated that test conducted by looking at the value of the MSA (Measures of Sampling Adequacy). If the MSA values above 0.5 then the data can be declared valid, so it can use for further analysis.

**Factor Analysis**

Factor is a linear combination of the original variable. Malhotra in Sachdeva (2015) explains tha factor analysis is a general name denoting a class of procedures primarily used for data reduction and summarization.

Suhr (2000) in Trninic et al (2013) stated that goals of factor analysis are:

1. To help investigator determine the number of latent constructs underlying a set of items (variables)
2. To provide a means of explaining variation among variables (items) using a few newly created variables (factors), e.g., condensing information
3. To define the content or meaning of factors, e.g., latent constructs.

Utilizing Exploratory Factor Analysis (EFA), the research examined the factors influence consumer buying decision on online shopping for consumer in Manado. Kim and Mueller as cited by Brandon (2011) defined Exploratory Factor Analysis (EFA) is used when the researcher does not know how many underlying dimensions there are for the given data.

## RESULT AND DISCUSSION

### Reliability Test and Validity Test

**Table 1 Reliability Test and Validity Test**

Variable	Statement	Sig	Status	Cronbach Alpha	Status
Convenience (X <sub>1</sub> )	X <sub>1.1</sub>	0.000	Valid	0.798	Reliable
	X <sub>1.2</sub>	0.000	Valid		Reliable
	X <sub>1.3</sub>	0.000	Valid		Reliable
Product Information (X <sub>2</sub> )	X <sub>2.1</sub>	0.000	Valid	0.764	Reliable
	X <sub>2.2</sub>	0.000	Valid		Reliable
	X <sub>2.3</sub>	0.000	Valid		Reliable
Available Products (X <sub>3</sub> )	X <sub>3.1</sub>	0.000	Valid	0.787	Reliable
	X <sub>3.2</sub>	0.000	Valid		Reliable
	X <sub>3.3</sub>	0.000	Valid		Reliable
Time and Cost Efficiency (X <sub>4</sub> )	X <sub>4.1</sub>	0.000	Valid	0.808	Reliable
	X <sub>4.2</sub>	0.000	Valid		Reliable
	X <sub>4.3</sub>	0.000	Valid		Reliable
	X <sub>5.1</sub>	0.000	Valid		0.776
Prices(X <sub>5</sub> )	X <sub>5.2</sub>	0.000	Valid	Reliable	
	X <sub>5.3</sub>	0.000	Valid	Reliable	
	Website Quality (X <sub>6</sub> )	X <sub>6.1</sub>	0.000	Valid	0.827
X <sub>6.2</sub>		0.000	Valid	Reliable	
X <sub>6.3</sub>		0.000	Valid	Reliable	
Brand Loyalty (X <sub>7</sub> )		X <sub>7.1</sub>	0.000	Valid	
	X <sub>7.2</sub>	0.000	Valid	Reliable	
	X <sub>7.3</sub>	0.000	Valid	Reliable	
	Promotion(X <sub>8</sub> )	X <sub>8.1</sub>	0.000	Valid	0.805
X <sub>8.2</sub>		0.000	Valid	Reliable	
X <sub>8.3</sub>		0.000	Valid	Reliable	
Brand Recognition (X <sub>9</sub> )	X <sub>9.1</sub>	0.000	Valid	0.772	Reliable
	X <sub>9.2</sub>	0.000	Valid		Reliable
	X <sub>9.3</sub>	0.000	Valid		Reliable
Refund(X <sub>10</sub> )	X <sub>10.1</sub>	0.000	Valid	0.763	Reliable
	X <sub>10.2</sub>	0.000	Valid		Reliable
	X <sub>10.3</sub>	0.000	Valid		Reliable
Privacy of the Information (X <sub>11</sub> )	X <sub>11.1</sub>	0.000	Valid	0.758	Reliable
	X <sub>11.2</sub>	0.000	Valid		Reliable
	X <sub>11.3</sub>	0.000	Valid		Reliable
Perceived Ease of Use (X <sub>12</sub> )	X <sub>12.1</sub>	0.000	Valid	0.806	Reliable
	X <sub>12.2</sub>	0.000	Valid		Reliable
	X <sub>12.3</sub>	0.000	Valid		Reliable
Consumer Attitude (X <sub>13</sub> )	X <sub>13.1</sub>	0.000	Valid	0.790	Reliable
	X <sub>13.2</sub>	0.000	Valid		Reliable
	X <sub>13.3</sub>	0.000	Valid		Reliable
Consumer Satisfaction(X <sub>14</sub> )	X <sub>14.1</sub>	0.000	Valid	0.734	Reliable
	X <sub>14.2</sub>	0.000	Valid		Reliable
	X <sub>14.3</sub>	0.000	Valid		Reliable



Demographics (X <sub>15</sub> )	X <sub>15.1</sub>	0.000	Valid	0.786	Reliable
	X <sub>15.2</sub>	0.000	Valid		Reliable
	X <sub>15.3</sub>	0.000	Valid		Reliable
Reputation of Online Store (X <sub>16</sub> )	X <sub>16.1</sub>	0.000	Valid	0.813	Reliable
	X <sub>16.2</sub>	0.000	Valid		Reliable
	X <sub>16.3</sub>	0.000	Valid		Reliable
Delivery Time (X <sub>17</sub> )	X <sub>17.1</sub>	0.000	Valid	0.819	Reliable
	X <sub>17.2</sub>	0.000	Valid		Reliable
	X <sub>17.3</sub>	0.000	Valid		Reliable
Perceived Risk (X <sub>18</sub> )	X <sub>18.1</sub>	0.000	Valid	0.807	Reliable
	X <sub>18.2</sub>	0.000	Valid		Reliable
	X <sub>18.3</sub>	0.000	Valid		Reliable
Vendor Characteristics (X <sub>19</sub> )	X <sub>19.1</sub>	0.000	Valid	0.814	Reliable
	X <sub>19.2</sub>	0.000	Valid		Reliable
	X <sub>19.3</sub>	0.000	Valid		Reliable
Personal Characteristics (X <sub>20</sub> )	X <sub>20.1</sub>	0.000	Valid	0.772	Reliable
	X <sub>20.2</sub>	0.000	Valid		Reliable
	X <sub>20.3</sub>	0.000	Valid		Reliable

source: Data Processed 2016

Table 1 shows that the significant value for every statement is  $< \alpha$ , which is 0.05 so, it can be conclude that all statements are valid. The value of Alpha Cronbach for every statement is  $> 0.6$  so, it can be conclude that all statements are reliable.

### Result of Factor Analysis

**Table 2. Communalities**

	Initial	Extraction
Convenience	1.000	.734
Product Information	1.000	.665
Available Products	1.000	.836
Time and Cost Efficiency	1.000	.627
Prices	1.000	.760
Website Quality	1.000	.647
Brand Loyalty	1.000	.737
Promotion	1.000	.727
Brand Recognition	1.000	.729
Refund	1.000	.812
Privacy of the Information	1.000	.767
Perceived Ease of Use	1.000	.810
Consumer Attitude	1.000	.612
Consumer Satisfaction	1.000	.795
Demographics	1.000	.678
Reputation of Online Store	1.000	.596
Delivery Time	1.000	.673
Perceived Risk	1.000	.738
Vendor Characteristics	1.000	.540
Personal Characteristics	1.000	.791

Extraction Method: Principal Component Analysis

source: Data Processed 2016

Table 2 shows that those 20 variables has been tested to meet the requirements of communality that is greater than 0.5 (communality  $> 0.5$ ). If there is a variable with values in the table Extraction Communalities  $<$

0.5, then the variable is not eligible communality. Over 20 factors there are three highest values, which are Available Products (0.836), Refund (0.812), and Perceived Ease of Use (0.810).

## Discussion

Consumer buying decision is one of the most important things to be analyzed in marketing. Marketers need to focus on what consumer needs and wants to gain profit and survive in the industry. By doing a research, marketers will get information of latest trends which affect consumer buying decision. This research finds that all factors are qualified and there are three factors that most influences consumer buying decision on online shopping clothing in Manado City. There are Available Products, Refund, and Perceived Ease of Use. These three factors are most dominant from twenty factors that has been tested, which are Convenience, Product Information, Available Products, Time and Cost Efficiency, Prices, Website Quality, Brand Loyalty, Promotion, Brand Recognition, Refund, Privacy of The Information, Perceived Ease of Use, Consumer Attitude, Consumer Satisfaction, Demographics, Reputation of Online Store, Delivery Time, Perceived Risk, Vendor Characteristics, and Personal Characteristics. The highest value of extraction is Available Products (0.836), followed by Refund (0.812) and Perceived Ease of Use (0.810).

Available Products is the most dominant factor that influences consumer buying decision on online shopping clothing in Manado City. This finding is compatible with finding of Kertawetawaraks and Cheng (2011). Many traditional retailers offers certain products only by online. Online marketer mostly have unlimited stock for their products, if so, they will offer pre-order system so that the product will be made by order. Online marketer rarely out of stock of their items to fulfill consumer needs and wants. Refund, as the second most dominant factor also affect consumer buying decision. This is also contrast with the finding of the existing study of Javadi, et al. (2012). Refund has significant effect on online shopping purchasing. Consumer that did not satisfy with the product they bought, could return the product and get the money back or just replace the product with another one. In this case, none of the online marketer or consumer is being disadvantaged. Consumer will enjoy the shopping without have to worry if the product will not suit them. Perceived Ease of Use is also important factor that affect consumer buying decision. Consumer did not need too much effort to shop. This finding is contrast with previous research of Velarde, V.D.V. (2012). Found that online purchasing would be free of effort. Consumer only have to go straight to online shop's website, fulfill the registration, do the payment then wait for the product to be delivered at home or anywhere they want. Online marketer offer the easiest way of shopping.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusions

There are three most dominant out of twenty factors (Convenience, Product Information, Available Products, Time and Cost Efficiency, Prices, Website Quality, Brand Loyalty, Promotion, Brand Recognition, Refund, Privacy of The Information, Perceived Ease of Use, Consumer Attitude, Consumer Satisfaction, Demographics, Reputation of Online Store, Delivery Time, Perceived Risk, Vendor Characteristics, and Personal Characteristics) of Consumer Buying Decision on Online Shopping Clothing in Manado City, which are Available Products, Refund and Perceived Ease of Use. Based on communality test, the highest value is Available Products, followed by Refund, and Perceived Ease of Use.

### Recommendation

1. Available Products, online marketer should provide more stock for each clothes they offer, product development for certain time and also provide pre-order service with quick production period so that the consumer can get the product they wanted without have to wait for a long time.
2. Refund, the online marketer should upgrade their refund service. Marketers could make an improvement such as cash-on-delivery service to catch consumers' trust in shopping. Refund service should be provided in all online shops in order to make consumer feels safe to shop that the online shop is trustable.
3. Perceived Ease of Use, online marketer could upgrade their website by adding more features that can guide the consumer while shopping through online. For some marketer that use social media only, could provide

the store's website to make the online shop become more trustable and could build a better management system of online shop itself.

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