

ANALYSIS OF CLICKS AND BRICKS: CONSUMERS' ATTITUDE TOWARDS ONLINE STORE AND TRADITIONAL STORE OF CHARLES & KEITH CONSUMER IN MANADO*ANALISIS CLICKS DAN BRICKS: SIKAP KONSUMEN TERHADAP TOKO ONLINE DAN TOKO TRADISIONAL PADA KONSUMEN CHARLES & KEITH DI MANADO*

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Abstract: Marketing is one of the key factors in the success of a company's business. This is because marketing is the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have values for customers, clients, partners and society at large. Marketing has an important role in deciding the consumers' attitude in buying behavior. Consumers' attitude towards online store is different with consumers' attitude towards traditional store. This study aims to analyze the consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado. This research uses qualitative method with interview used to collect the data. The population in this research refers to the consumers of Charles & Keith in Manado with samples 15 of Charles & Keith consumer, which were chosen through purposive sampling. The results showed the indicators of the consumers' attitude towards online store or traditional store that affects to their behavior to buy. It is recommended for Charles & Keith to keep improving their service in store and website or application and the quality of the products in order to keep the consumer loyalty.

Keywords: *marketing, consumer attitude, consumer behavior, e-commerce, traditional store*

Abstrak: Marketing adalah salah satu kunci faktor kesuksesan sebuah perusahaan. Dikarenakan marketing adalah aktivitas, serangkaian lembaga dan proses untuk menciptakan, berkomunikasi, membawakan dan bertukar penawaran yang memiliki nilai bagi pelanggan, klien, mitra dan masyarakat pada umumnya. Marketing memiliki peran penting dalam menentukan sikap konsumen dalam perilaku membeli. Sikap konsumen terhadap toko online berbeda dengan sikap konsumen terhadap toko tradisional. Studi ini bertujuan untuk menganalisa sikap konsumen terhadap toko online dan toko tradisional pada konsumen Charles & Keith di Manado. Penelitian ini menggunakan pendekatan kualitatif dengan metode wawancara dalam pengumpulan data. Populasi dalam studi ini adalah konsumen Charles & Keith di Manado dengan sampel 15 konsumen Charles & Keith, yang dipilih melalui purposive sampling. Temuan dari penelitian ini menunjukkan indikator-indikator sikap konsumen terhadap toko online dan toko tradisional yang mempengaruhi perilaku membeli. Direkomendasikan bagi Charles & Keith untuk meningkatkan pelayanan di toko dan website atau aplikasi dan kualitas produk untuk menjaga kesetiaan pelanggan.

Kata kunci: *marketing, sikap konsumen, perilaku konsumen, e-commerce, toko tradisional*

INTRODUCTION

Research Background

Nowadays, Internet takes control all the aspect of people in world. People can access everything easily by internet. People can communicate, find information, play game online, file transfer, update news, entertainment, online education, make money, use social media and buy things through online shopping. The growth of users of the internet in worldwide is increasing rapidly per year along with technological development including the growth of internet usage in Indonesia. The growth of internet usage in Indonesia is increasing every year along with the smartphone development in Indonesia. For developing countries, the users of internet in Indonesia are classified as most users of internet. Indonesia is in ranked 6th for most internet users after China, United States, India, Brazil and Japan. The growth of internet users is increasing rapidly per year and the growth of internet users in Indonesia makes Indonesia has become one of the biggest online markets worldwide.

Progress in internet technology has been facilitate the growth of shopping at home through the internet (Lumpkin and Hawes, 1985). The role of the internet along with the growth of internet users becomes very important for the development of a company to start a business through e-commerce. Kotler and Keller (2012) define e-commerce as a company or shopping sites that offer the process of selling products and services online. E-commerce is a dynamic collection of technology, applications and business processes that connect certain companies, consumers and communities through electronic transactions (Suyanto, 2007:7)

The digital buyer penetration is increasing along with the growth of Indonesia's digital buyers year by year. Indonesia's digital buyers projected to reach 35.1 million buyers by 2019 and will increase to 43.9 million buyers by 2022. The growth of Indonesia's digital buyers is consistently increasing.

Indonesia's e-commerce industry is developing rapidly. E-commerce in Indonesia is rapid rise because the huge population that cause huge purchasing power, the middle-class segment continues to expand, smartphone users and internet users are increasing and online shopping has become one of the most popular online activities besides social media or gaming.

The traditional retailer (bricks) in Indonesia that has e-commerce platform (clicks) such as Aldo, JRep, Magnolia, The Executive, Everbest, Charles & Keith and many more. In this thesis proposal I will discuss Charles & Keith as an object research. Charles & Keith is a Singaporean fast-fashion footwear and accessories retailer founded in 1996 by Charles Wong and Keith Wong. Based in Singapore, the brand has a global footprint across Asia, the Middle East, Europe, Latin America. In 2004, Charles & Keith became the first company in Singapore to set up an e-commerce website in an effort to expand its business, allowing the company to offer its products where it did not have a brick and mortar store. In 2016, Charles & Keith had announced its closure of all of its stores in Japan and redirect efforts to developing its e-commerce site. Now, Charles & Keith is a click-and-brick business.

There is also Charles & Keith in Indonesia especially in Manado. Charles & Keith in Manado is opened in 2015 and located at Manado Town Square 3. Since Charles & Keith e-commerce site exists, it makes changes of the consumer attitude towards online store and traditional store of Charles & Keith consumer. By the changes of consumer attitude towards online store it affects the consumer behavior to buy through online store. The reasons the consumer decides to buy through e-commerce are ease of use, lot of variety products, there are often promos, practical and saves time. There are disadvantages buying from online store such as the product can't be tried, risk of fraud, the products are not as expected, has shipping cost and the shipment took time. This disadvantage buying from online store makes consumer not buying entirely from online store but still buying from the traditional store. In this research the researcher wants to analyze the consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado

Research Objectives

This research paper aims to analyze the consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado

THEORETICAL REVIEW

Marketing

In this theory marketing is the grand theory or the foundation in this research. This theory contains the thought from the expert to support this research. Marketing is about identifying and meeting human and social

needs. Marketing is the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have values for customers, clients, partners and society at large. According to Kotler (2009) states that marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others. From this meaning, marketing is an attempt to fulfill desires and consumer needs through the creation of a product, both goods and services which are then purchased by them who has needs through an exchange. Marketing according to Kotler and Armstrong (2012), is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. Stanton (2004) stated that Marketing is a whole system of business activities which is intended to apply, determine the price, discuss and discuss goods and services satisfying good needs for existing buyers too potential buyers. So, we launched marketing as a system of interconnected activities, aimed at implementation, determining prices, approve, and renew goods and services to buyer groups.

Consumer Behavior

According to Peter and Olson (2002), consumer behavior is the dynamic interaction of affect and cognition, behavior and the environment by which human beings conduct the exchange aspects of their lives, in other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, blogs and many others Walters (1974:7) defines consumer behavior as the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services. While based on Mowen (1993) provides a different definition by explaining consumer behavior as the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences and ideas. This definition focuses on buying units in an attempt to include not only the individuals but also groups that purchase products or services.

Consumer Attitude

According to Armstrong and Kotler (2008), attitude as judgements, feelings, and trends that relatively consistent from someone on an object or idea. There are 4 functions of consumer attitudes:

1. Instrumental function: the individual uses the attitude to obtain satisfaction from the object
2. Ego-defensive function: protects against internal conflicts and external dangers
3. Value-expressive function: opposite of ego-defensive; the drive for self-expression
4. Knowledge function: the drive to seek clarity and order

The decision process for choosing goods or services and others is influenced by environmental factors and internal personal factors in themselves (Kotler 2003:202):

1. Cultural
 - a. Culture
 - b. Subculture
 - c. Social Class
2. Social
 - a. Reference Groups
 - b. Family
 - c. Roles and Status
3. Personal
 - a. Age and life cycle stage
 - b. Occupation and Economic situation
 - c. Lifestyle
 - d. Personality and Self-concept
4. Psychological
 - a. Motivation
 - b. Perception
 - c. Learning
 - d. Beliefs and Attitudes

E-Commerce

According to Kotler and Armstrong (2012) E-commerce is an online channel that can be reached by someone via a computer, which is used by business people in conducting business activities and used by consumers to obtain information using computer assistance which in the process begins with providing information services to consumers in determining selection. According to Wong (2010) e-commerce is the process of buying and selling and marketing goods and services through electronic systems, such as radio, television and computer or internet networks.

Traditional Store

In this research, traditional store means the physical store or the building of the store. According to Yang (2014), the advantages buying from traditional store or physical store are:

1. The products speak for themselves means customers can touch and feel the products
2. More convenient than online store

Previous Research

Hertaswari (2016) conducted study about the difference influence of consumers' attitude on gadget online shop and fashion online shop towards repurchase intention based on gender, age and behavior. The results showed the differences of consumers' attitude on gadget online shop based on gender and behavior.

Kacen, Hess and Chiang (2013) studied about bricks or clicks: consumer attitudes toward traditional stores and online stores. The results showed the purchases from online stores were contrasted with purchases from traditional stores and consumers' acceptance index of the online stores for each of six product categories was computed using the respondents' perceived attribute performances and self-explicated importance weight.

Jusoh and Ling (2012) examine factors influencing consumers' attitude towards e-commerce purchases through online shopping. The results from they can knot that e-commerce experience, product perception and customer service have significant relationship with attitude towards e-commerce purchases through online shopping. On top of that, they can also know that the consumers who purchase online are more likely to buy clothes, book and make travel booking.

Conceptual Framework



Figure 1. Conceptual Framework
 Source: *Data Analysis Method, 2019*

Figure 1. This study aims to find out how is the consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado.

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. Shank (2002) defines qualitative research as a form of systematic empirical inquiry into meaning. By *systematic* he means "planned, ordered and public", following rules agreed upon by members of the qualitative research community. By *empirical*, he means that this type of inquiry is grounded in the world of experience. *Inquiry* into meaning says researchers try to understand how others make sense of their experience.

Population, Sample, and Sampling Technique

The target population and sample are explained below, include the sampling technique in order to describe the respondents or informants criteria before doing the research.

Population

In a research, population can be defined as the target of the research, respondents or participants that help the researcher by giving information that are related with the research topic. Population is a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher. Qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity (Sugiyono, 2007). This research is more focus on the customer and activity to analyze the respondents' behavior and response about their attitude towards online store and traditional store of Charles & Keith consumer in Manado. The population of this research is Charles & Keith consumer in Manado

Sample

A sample is the selected people chosen for participation in a study. Sugiyono (2007) stated that sample in qualitative research is not called as respondent, but as a sources, participant, informant, friend and teacher in research process. This research takes about 15 females consumers' of Charles & Keith in Manado as informants.

Sampling Technique

This research is using purposive sampling. Purposive sampling is a technique to collect data sample of data source with some consideration like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. In this research, data collection method use primary data.

Primary Data

Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research. According to Bless and Higson-Smith (2000) an interview involves direct personal contact with participants who are asked to respond to the questions relating to the research problem. The wealth and quality of data collection depends on the skills of the researcher and the confidence inspired in participants.

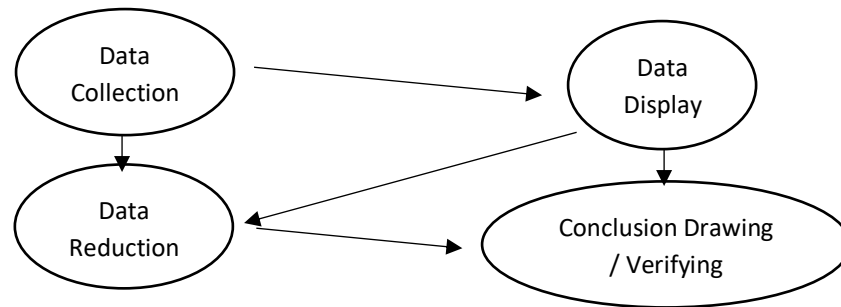
Operational Definition of Research Variables

Table 1. Operational Definition and Indicators

Variable	Definition	Indicators
Consumer Attitude	Attitudes are learned trends, this means as that attitudes related to buying behavior are formed as a result of direct experience of products. Example the trends of that bag or shoes style in Charles & Keith triggered the consumer attitudes to buy the products.	a. Social class b. Occupation and Economic Situation c. Reference Groups d. Lifestyle e. Brand trust
Online Store	Products (goods or services) that are sold through the internet (website or application)	a. More product variety b. Ease of use
Traditional Store	Physical store that the customer can visit, check the products (good or services) and try the products before purchase it	a. Product Experienced b. Convenient

Source: Author's Note, 2019

Table 1. This discussion is about the definition of the variables that will use in this research. The variables are consumers' attitude, online store and traditional store.

Steps in Qualitative Data Analysis**Figure 2. Steps in Qualitative Data Analysis**

Source: *Research Methods for Business, 2019*

Figure 2. This is the step that will use in this research which is the step of qualitative data analysis because this research using qualitative data analysis in order to get the best result through step by step.

RESULT AND DISCUSSION**Result**

This research uses qualitative method which is in-depth interview as the tool to gain the information from the respondent. The population of this research is all the respondent who have been shopping in Charles & Keith store and website or application and the sample took all 15 respondents.

Table 2. Characteristics of Informants

No.	Informant	Name of Informant	Gender	Age
1.	Informant 1	Keisy Mawey	Female	22 nd
2.	Informant 2	Kintan Kainde	Female	21 st
3.	Informant 3	Monica Tambajong	Female	22 nd
4.	Informant 4	Novia Damongilala	Female	21 st
5.	Informant 5	Tyzha Gosal	Female	24 th
6.	Informant 6	Carina Aruan	Female	21 st
7.	Informant 7	Jessica Pesik	Female	30 th
8.	Informant 8	Monica Karisoh	Female	21 st
9.	Informant 9	Nada Rugian	Female	21 st
10.	Informant 10	Gaby Kawalo	Female	23 rd
11.	Informant 11	Ayleen Tan	Female	21 st
12.	Informant 12	Devina Kindangen	Female	23 rd
13.	Informant 13	Veronica	Female	31 st
14.	Informant 14	Abigail Wungow	Female	22 nd
15.	Informant 15	Gracia Siwy	Female	21 st

Source: *Primary Data, 2019*

Table 2, There are 15 informants who have been shopping in Charles & Keith store and Charles & Keith's website or application. There are 15 female informants.

Table 3. Coding Categorizing

No	Informant	Consumers' Attitude (Reference Group, Lifestyle, Brand Trust)	Online Store (More Product Variety, Ease of Use)	Traditional Store (Product Experienced, Convenient)
1.	Keisy Mawey	1. Brand Trust; buy because the quality (TS) 2. Lifestyle; she likes to browse and buy things from the internet (OS)	Ease of use	1. Product Experienced; see and get the product directly 2. Convenient; can visit to the store
2.	Kintan Kainde	1. Reference Group; Her friends give her suggestion (TS) 2. Lifestyle; the style of the products (OS)	More Product Variety; Option to buy	1. Product Experienced; see and get the product directly 2. Convenient; can visit to the store
3.	Monica Tambajong	1. Lifestyle; the style of the products (TS) 2. Brand Trust; buy because the quality (OS)	Ease of use	1. Product Experienced; see and get the product directly 2. Convenient; can visit to the store
4.	Novia Damongilala	1. Brand Trust; buy because the product has good quality and long-wear (TS) 2. Reference group; her friends give her suggestion (OS)	More Product Variety; Option to buy	Product Experienced; see, try and get the product directly
5.	Tyzha Gosal	Brand Trust; buy because the product has good quality (both)	1. More Product Variety; Option to buy 2. Ease of use: can access from smartphone	Product Experienced; see, try and get the product directly
6.	Carina Aruan	1. Brand Trust; buy because the product has good quality and long-wear (TS) 2. Reference group; her friends give her suggestion (OS)	More product variety	Product Experienced; see, try and get the product directly
7.	Jessica Pesik	Brand Trust; buy because the product has good quality and long-wear (both)	More product variety	1. Product Experienced; see, try and get the product directly 2. Convenient: nearby to visit
8.	Monica Kariso	1. Brand Trust; buy because the product has good quality and long-wear (TS) 2. Reference group; her friends give her suggestion (OS)	More product variety	1. Product Experienced; see, try and get the product directly 2. Convenient: nearby to visit
9.	Nada Rugian	1. Brand Trust; buy because the product has good quality and long-wear (TS) 2. Reference group; her friends give her suggestion (OS)	More Product Variety; Option to buy	Product Experienced; see, try and get the product directly
10	Gaby Kawalo	Brand Trust; buy because the product has good quality and long-wear (both)	More product variety	Product Experienced; see, try and get the product directly

11.	Ayleen Tan	1. Reference Group; Her mother gives her suggestion (TS) 2. Lifestyle; likes to browse and shop from the internet (OS)	1. More Product Variety; Option to buy 2. Ease of use: can access from smartphone	1. Product Experienced; see, try and get the product directly 2. Convenient: nearby to visit
12.	Devina Kindangen	1. Brand Trust; buy because the quality (TS) 2. Lifestyle; likes to browse and shop from the internet (OS)	Ease of Use; can access from smartphone	Product Experienced; try and get the product directly
13.	Veronica	Lifestyle; the style of the products (both)	1. More Product Variety; Option to buy 2. Ease of Use; can access from smartphone	Product Experienced; try and get the product directly
14.	Abigail Wungow	1. Brand Trust; buy because the quality (TS) 2. Lifestyle; the style of the products (OS)	1. More Product Variety; Option to buy 2. Ease of Use; can access from smartphone	1. Product Experienced; see and get the product directly 2. Convenient; can visit to the store
15.	Gracia Siwy	1. Reference Group; Her friends give her suggestion (TS) 2. Lifestyle; she likes to browse and buy things from the internet (OS)	1. More Product Variety; Option to buy 2. Ease of Use; can access from smartphone	1. Product Experienced; see and get the product directly 2. Convenient; can visit to the store

Source: Primary Data, 2019

Table 3. The coding from all the answers that were collected from all the informants, in coding categorizing researches put all the important things according to the indicators about analyzing the consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado

Discussion

The purpose of this research is to know the consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado. Based on the interview, from all the informants in this case 15 respondents, all females. There is difference between consumers' attitude towards Charles & Keith online store and Charles & Keith traditional store. All the informants answer 1 or more indicators. The 3 indicators of consumers' attitude which are brand trust, lifestyle and reference group. Brand trust is consumers' sense of security in their interactions with brands based on definite expectations of reliability. The brand trust is chosen by informant number 1, 4, 5, 6, 7, 8, 9, 10, 12, 15 as their attitude towards Charles & Keith store and for informant number 3, 5, 7, 10 choose brand trust as the triggers to their attitude towards Charles & Keith's website or application. Based on the interview, one of informants said that she feels comfortable when she's wearing Charles & Keith products. Lifestyle describes the whole person interact with their environment Lifestyle is chosen by informant number 3 and 13 as their attitude towards Charles & Keith store and informant number 1, 2, 11, 12, 13, 14, 15 choose lifestyle as triggers to their attitude towards Charles & Keith's website or application. Reference group is the last indicator of consumers' attitude, reference group is information and experience also credibility, attraction and the power of the individuals or groups. Informants number 2, 11, 15 choose reference group as indicator that triggers their attitude towards Charles & Keith store and informant number 4, 6, 8, 10 choose reference group as indicator that triggers their attitude towards Charles & Keith's website or application.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the result and discussion of the previous chapter it can be concluded that there's difference between consumers' attitude towards online store and traditional store of Charles & Keith consumer in Manado. Brand trust affects the most to the consumers' attitude towards traditional store of Charles & Keith and Lifestyle affects the most to the consumers' attitude towards online store of Charles & Keith. The most-chosen reason the informants buy from online store is because the Charles & Keith website or application provides more products than in store. The most-chosen reason the informants buy from store is because the product experienced.

Recommendations

Based on the conclusions that have been put forward, there are recommendations that can be concluded from the overall result in this research which are listed as follow:

1. For Charles & Keith company as the seller, it might be good feedback for them because through this research can be good reference to keep improving their service in store and website/application and the quality of the products in order to keep the consumer loyalty.
2. For the consumer, it might be good feedback for them because through this research they will get to know about the feedback, respond and also people opinion about the consumers' attitude towards online store and traditional store of Charles & Keith and they could improve by knowing the feedback itself
3. For the university, hopefully can give the student, lectures and other parties in university knowledge and additional information regarding with issues
4. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic and even help as guidance in selecting the method of this research

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