

COMPARATIVE ANALYSIS OF ONLINE AND OFFLINE SHOPPING AT WARS.LAB STORE PURCHASE*ANALISIS PERBANDINGAN BELANJA ONLINE DAN OFFLINE PADA PEMBELIAN TOKO WARS.LAB*

By:

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Abstract: The fundamental issue which arises right now in front of a consumer when he/she embarks on buying something is which modes of shopping they should choose to satisfy themselves. There are both online and offline shops available to fulfil their purchase interest. This study tries to answer more about the comparative selling modes, therefore, this study tries to identify differences in online and offline shopping at Wars.Lab store. The research method that been used is quantitative approach. The sample in this research is consisting of 100 respondents. The analysis method that been used is independent samples t-test used to compare two groups whose means are not dependent on one another. From all the results above, it has been analyzed that there are no significant differences between online and offline shopping based on product price and promotion. Perception of every person may be different, but in this case customer preferences on product factors have the same perception, because things that have given or support product to customers have the same.

Keywords: online and offline store, comparative analysis, shopping product

Abstrak: *Persoalan mendasar yang saat ini muncul di hadapan konsumen ketika hendak membeli sesuatu adalah model belanja apa yang harus mereka pilih untuk memuaskan dirinya. Ada toko online dan offline yang tersedia untuk memenuhi minat pembelian mereka. Penelitian ini mencoba menjawab lebih jauh mengenai modus penjualan komparatif, oleh karena itu penelitian ini mencoba mengidentifikasi perbedaan belanja online dan offline di toko Wars.Lab. Metode penelitian yang digunakan adalah pendekatan kuantitatif. Sampel dalam penelitian ini berjumlah 100 responden. Metode analisis yang digunakan adalah uji Independent Samples T-test yang digunakan untuk membandingkan dua kelompok yang meannya tidak bergantung satu sama lain. Dari seluruh hasil diatas dianalisis bahwa tidak terdapat perbedaan yang signifikan antara belanja online dan offline berdasarkan harga produk dan promosi. Persepsi setiap orang mungkin berbeda-beda, namun dalam hal ini preferensi pelanggan terhadap faktor produk mempunyai persepsi yang sama, karena hal-hal yang telah memberikan atau mendukung produk kepada pelanggan mempunyai kesamaan.*

Kata Kunci: toko online and offline, analisa perbandingan, produk belanja

INTRODUCTION

Research Background

Economic growth nowadays is significantly increasing due to the production of goods and services at this time by the improvement of creativity of selling or the advanced of the technology, by utilize and take advantage of technological conveniences there are so much possibility that to increasing the product of goods, quality of goods, and many various price for the goods. In this modern era, there are many ways to produce goods and services also there are many various ways to do the sales, the advanced technology has usually been used to promote goods to show the quality of goods and the value of a brand. But in this 4.0 era a technology are one of tools

that used for sales the goods. The internet is the main point that people can access the buy and sales by using the technology. So not the technology and internet now, not just for promoting the brand but also a tool for do the transaction online.

This type of sale online is not basically for online store only this also been used by offline store for ease of use their customer to shopping online when, they have problem to shopping offline. With the advancement of technology that has made everything easier nowadays, the habit of shopping has shifted; including shopping for fashion items. Nowadays we are able to find many online shopping sites that sell fashion items and it has made us a lot easier to get a product that we hardly get before. However, do people really switch to online shopping and leave the offline way? Regarding to that matter, recently JAKPAT has conducted a survey in order to see how Indonesian's habit and preference toward fashion shopping, particularly to compare between the online and the offline way. This survey was conducted to 3017 respondents of JAKPAT, with a total of 2481 respondents admit to have shopped online for fashion items. Apparently, though many respondents have shopped online for fashion items before, most of them still prefer offline fashion shopping to online fashion shopping. You can find out more information in our full data reports.

As the times goes by company, business, market, and other places that do selling and services all adapt with current situation and ready to enter the new normal era and will be doing the progress of selling or buying as usual with many various development and creativity innovation. One of the advantages of development and creativity innovation in business there are many start-ups or new business that popping up because of the ease of buying and selling transaction that applied now days, either by used technology as the media of selling or direct selling through services. The challenges faced by so many businesses or start-up is how to compete in all aspects with fellow competitor by how the way of selling that can pique customer.

According to Kotler and Keller (2015), selling is the art of making the customer buy the product or service. The goal is to assist when the customer has made a purchase decision. It refers to the end of the conversion process after the to-be buyer is informed about the product through marketing activities. Selling can be considered an inside-out approach. That means this activity utilises the best of what a business offers. The aim of selling is to satisfy a customer need; the aim of marketing is to figure out his need. The fundamental issue which arises right now in front of a consumer when he/she embarks on buying something is which modes of shopping they should choose to satisfy themselves. There are both online and offline shops available to fulfil their purchase interest. This abundance of choice available for consumers has thrown up serious challenge for every market shop regarding the way they should target consumers to maintain competitive advantage.

Wars.lab store is business that focused in fashion by selling new things, second things, custom things or DIY things that have high value for each of the goods that the store sell. The fashion industry encompass many different smaller and more niche industries. Often people think of it as just retail/online stores, design houses and brands, and fashion magazines. However, there are other craftspeople and industries in the manufacturing of clothes. Most obviously, there are those that make and sell fabric and notions, but there are also flower makers, embroiders, seamstresses/tailors, and many others. There was a clothing industry too or garment industry summarizes the types of trade and industry along the production and value chain of clothing and garments, starting with the textile industry, embellishment using embroidery, via the fashion industry to apparel retailers up to trade with second-hand clothes and textile recycling. Finally, based on the background description, this research wants to know more about the comparative selling modes entitled "Comparative Analysis of Online and Offline Shopping at Wars.Lab Store Purchase".

Research Objectives

Based on background of the problem, the objectives of this research are:

1. To analyze online and offline shopping have a significant different outcome in Wars.Lab purchase.
2. To analyze Product factors of online and offline shopping have a significant different outcome in Wars.Lab purchase
3. To analyze Price factors of online and offline shopping have a significant different outcome in Wars.Lab purchase.
4. To analyze Promotion factors of online and offline shopping have a significant different outcome in Wars.Lab purchase.

Marketing

Marketing is based on thinking about the business in terms of customer needs and their satisfaction. Marketing has a crucial role because it has a marketing position as an intermediary between producer and consumers. Marketing is communicating the value of a product, services, or brand. Kotler and Armstrong (2001) broadly defined marketing as “A Social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging value with other”. Burns and Bush (2006) defined marketing as an organization function, not a group of person or separate entity within the firm. Marketing is also a set of process and not a single tactic such as creating and display. The processes create, communicate, and deliver value to customers. It is not trying to sell customer something, but it is providing customers with something they will value. According to the American Marketing Association (2013), Marketing is the activity, set institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society. This means marketing focuses on making the product available at the right place, at the right time, and reasonable price.

Price

Price, the amount of money that has to be paid to acquire a given product. Insofar as the amount people are prepared to pay for a product represents its value, price is also a measure of value. Prices perform an economic function of major significance. So long as they are not artificially controlled, prices provide an economic mechanism by which goods and services are distributed among the large number of people desiring them. They also act as indicators of the strength of demand for different products and enable producers to respond accordingly. This system is known as the price mechanism and is based on the principle that only by allowing prices to move freely will the supply of any given commodity match demand. If supply is excessive, prices will be low and production will be reduced; this will cause prices to rise until there is a balance of demand and supply. In the same way, if supply is inadequate, prices will be high, leading to an increase in production that in turn will lead to a reduction in prices until both supply and demand are in equilibrium.

Product

Product is the result of a production process. Check out the definition of the product based on the opinions of the following experts In marketing activities, the notion of a product is a system or object available for use by consumers. Product is anything that can be offered to the market to satisfy the needs and desires of customers. In the retail world, products are known as merchandise. According to Kotler and Armstrong (2001), a product is anything that can be offered to the market for use, acquisition, attention, or consumption to satisfy the needs or wants of people in the market. Every product is made at a cost and each is sold at a price. The price that can be charged depends on the market, the quality, the marketing, and the segment that is targeted. Each product has a useful life after which it needs replacement, and a life cycle after which it must be re-invented. In FMCG parlance, a brand can be revamped, re-launched, or extended to make it more relevant to the segment and times, often keeping the product almost the same.

Promotion

According to Kotler and Armstrong (2001), a promotion is anything that can be offered to the market for use, acquisition, attention, or consumption to satisfy the needs or wants of people in the market. Promotion is the process of marketing communication involving information, persuasion, and influence. The promotion has three specific purposes: communicating marketing information to consumers, users, and resale persons. Promotional efforts act as powerful tools of competition providing the cutting edge of its entire marketing program. The promotion offers the message, the communication of these benefits to consumers. Hence, promotion message has two main purposes; persuasive communication and tool of competition. According to Cannon, Perreault, and McCarthy (2009), “Promotion is concerned with any method that communicates to the target market about the right product to be sold in the right place at the right price. Promotion encompasses sales promotion ,advertising, and personal selling”.

Previous Research

Dumais, Tumbuan and Tumiwa (2017) analyzed consumer preferences between online and offline store in Manado based on price, availability of brand and product, promotional schemes, standardization of product and

family or social experience. This research is quantitative type of research, which uses primary data obtained through questionnaires and uses independent sample t-test as the analytical tool. The population of this research is peoples in Manado who has experience shopping in Online and Offline Store, where the sample size is taken from 100 respondents who also has experience with Online and Offline Store. The analysis and discussion from this research found that there is significant difference between online and offline store measured by price and promotional schemes. And there is no significant difference between online and offline store measured by availability of brand and product, standardization of product and family or social experience. Besides all these, there are some recommendations for online and offline store in fashion product that can be used as a reference for the development and deepening of knowledge management marketing, especially consumer preferences. Keywords: online and offline store, consumer preferences, fashion product.

Hult et al. (2019) used a version of the American Customer Satisfaction Index (ACSI) model, they demonstrated several important purchase-channel differences in the antecedents of customer satisfaction and its subsequent effect on customer loyalty. Specifically, they showed that when retail customers buy electronic goods online they view purchase value as a significant attribute in rating satisfaction, and are more satisfaction-sensitive when making repurchase decisions than when they purchase offline. On the other hand, the overall quality of the purchase experience and customer expectations are stronger drivers of customer satisfaction in the offline purchases. They provided evidence that these differences between the channels generally persist across customer demographics (gender, age, and education) and broader product categories, and they also discussed the specific contexts where they do not. Their work offers actionable guidance to retailers seeking to enhance customer satisfaction and loyalty across both the online and offline channels

Xie (2022) aimed for a comparative analysis of online and offline modes of Thangkas selling, which is both an artistic and religious objects category in Tibetan culture. Similar to the barrier of cultural differences, marketing also faces the challenge from intercultural communication. By comparing and analyzing the major differences of live-streaming and traditional physical stores ways of selling Thangkas as well as utilizing concepts from intercultural and nonverbal communication, this paper attributes the main reasons of the failure of Xizang Duizhuang Culture Development Co., Ltd (Duizhuang) to the lack of nonverbal interaction with the audience during live-streaming sessions, and it also claims that Thangkas industry cannot deviate from the traditional physical store selling mode. In fact, the traditional offline mode of Thangkas selling grasps the asset of nonverbal message during the interaction between seller and customers, and it enables the actualization of fluency within intercultural communication.

Conceptual Framework



Figure 1. Conceptual Framework

Source: Literature Review

Research Hypothesis

- H1: There is significant difference in purchased based on product factors between online and offline shopping.
 H2: There is significant difference in purchased based on price factors between online and offline shopping.
 H3: There is significant difference in purchased based on promotion factors between online and offline shopping.

RESEARCH METHOD

Research Approach

This research is using a quantitative approach. According to Babbie (2010), quantitative research is methods that emphasize objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, and surveys, or by manipulating pre-existing statistical data using computational techniques.

Population, Sample Size and Sampling Technique

Population is all members of a defined group that posses some common characteristic defined by the sampling criteria establish by the researcher. The population in this research is older people with age range 18 years old until 35 years old that have highly interest in fashion. Sample in the selected people chosen for participation in a study, people are referred to as subjects or participants and that possesses the same characteristic as the population. The sample in this research is consisting of 100 respondents and the sampling method is probability sampling, The probability sampling was applied in this research regarding to obtain information. The sampling method that was used is probability sampling, by using questionnaire as the main tool in collecting data. In probability sampling, each unit in your target population must have an equal chance of selection. The reason probability sampling is used because the, where the selected 100 respondents will assist the researcher in distributing and filling out questionnaires. The questionnaire will be distributed to 50 – 50 of customer by 100. The questioner will be in two form Online questioner and Offline questioner each questionnaire will be fill by 50 respondent that buying Online and 50 by respondent that buying Offline

Data Collection Method

To obtain complete data, in this writing there are several data collection techniques, namely questionnaire, observation, and literature review. Questionnaire is a data collection technique by giving a set of written statements to respondents to answer. The questionnaire in this writing contains statements compiled based on related theories. Observation is a complex process, a process composed of various biological and psychological processes (Sugiyono, 2008).

Operational Definition of Research Variables

Table 1. Operational Definition

Variable	Definition	Indicators
Product	A product is a tangible or intangible item that is offered for sale or use by individuals or businesses. It can refer to physical goods, such as electronics, clothing, or furniture, as well as intangible items, such as software, services, or experiences.	<ol style="list-style-type: none"> 1. Product Quality 2. Product Recognition
Price	Price is a term that refers to the monetary value or amount that is assigned to a product, service, or resource in a market. It represents the cost that a buyer is expected to pay in exchange for acquiring or using a particular item or service. Price is determined by various factors, including production costs, supply and demand dynamics, market competition, and perceived value.	<ol style="list-style-type: none"> 1. Price are affordable 2. Price differentiation
Promotion	Promotion refers to the activities and strategies undertaken by businesses or organizations to communicate, inform, persuade, and influence their target audience about their products, services, or ideas. It is a key element of the marketing mix, along with product, price, and place (distribution).	<ol style="list-style-type: none"> 1. Online promotion 2. Offline promotion

Data Analysis Method

Validity and Reliability

Validity for each variable is good where the values are above minimum level of 0.5. Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 it is unreliable

Normality test

The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value > 0.05 then population is normally distributed.

Independent Sample T-Test

Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different from each other. This t-test is to analyze the difference in behavior based on consumer preferences between online and offline store on fashion product in terms of price, availability of brand and product, promotional schemes, standardization of product and family or social experience

RESULT AND DISCUSSION**Result****Validity and Reliability Test**

The Pearson correlation of total variable 0.195 and for Sig. (2-tailed) of product 000, price 000, promotion 000 because the sig (2-tailed) correlation is less than 0.05 for all variable product, price, promotion it means the research instrument is stated valid.

Table 2. Reliability Test Result

		Reliability Statistics	
Cronbach's Alpha		N of Items	
		.763	9

Source: SPSS 29 (2023)

As can be seen from reliability test result the Alpha Cronbach has a value 0.763 and the N of items it shows that the result of Alpha Cronbach measures by three variables, it means that the result of Cronbach are more than 0.06 thus proving that the data is reliable.

Test of Classical Assumptions**Normality test**

	Preferences	Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Product	Online	.121	50	.063	.956	50	.063
	Offline	.110	50	.185	.955	50	.054
Price	Online	.110	50	.176	.966	50	.153
	Offline	.109	50	.191	.966	50	.162
Promotion	Online	.121	50	.065	.969	50	.208
	Offline	.111	50	.166	.956	50	.061

Source: SPSS 29 (2023)

- It appears that significant column (Asymp. Sig (2-tailed) for product is 0.956 or more than 0.05 then the probability of H1 received population mean of product normally distributed.
- It appears that significant column (Asymp. Sig (2-tailed) for price is 0.966 or more than 0.05 then the probability of H1 received population mean of price normally distributed.

Independent Sample T-Test**Levene's Test for Equality of Variances**

		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference
						One-Sided	Two-Sided		
Product	Equal variances assumed	.111	.740	-.535	98	.297	.594	-.260	.486
	Equal variances not assumed			-.535	97.676	.297	.594	-.260	.486
Price	Equal variances assumed	.021	.885	.000	98	.500	1.000	.000	.453
	Equal variances not assumed			.000	97.998	.500	1.000	.000	.453
Promotion	Equal variances assumed	.119	.731	.041	98	.484	.967	.020	.484

Equal	.041	97.287	.484	.967	.020	.484
variances						
not assumed						

Source: SPSS 29 (2023)

Discussion

Online and Offline Shopping based on Product, Price, and Promotion

Based on the result, it shows the differences test product factors between online and offline sales and shopping product factors is 0.740 it means that sig. (2-tailed) $> 0.05 = 0.740 > 5$. Therefore, H_0 is accepted and H_1 is rejected means there is no slightest differences in term of product factors towards online and offline shopping to customer preferences. For the price factors is 0.885 it means that sig. (2-tailed) $> 0.05 = 0.885 > 5$. Therefore, H_0 is accepted and H_2 is rejected means there is no slightest differences in term of product factors towards online and offline shopping to customer preferences. And on promotion factors is 0.731 it means that sig. (2-tailed) $> 0.05 = 0.731 > 5$. Therefore, H_0 is accepted and H_3 is rejected means there is no slightest differences in term of product factors towards online and offline shopping to customer preferences. From all the results above, it has been analyzed that there are no significant differences between online and offline shopping based on product price and promotion.

Online and Offline Shopping based on Product factors.

According to this study there is no slightest differences in term of product factors towards online and offline shopping to customer preferences. As found that Sig (2-tailed) of product factors is 0.740 it means that sig. (2-tailed) $> 0.05 = 0.740 > 5$. Therefore, H_0 is accepted and H_1 thus the online and offline shopping had varieties of product the slightest difference still add because product also mean the quality of good that the store provide to customers. But in this study it can be specify that online and offline shopping based on customer preferences on product factory almost equal

Online and Offline Shopping based on Price factors.

According to this study there is no slightest differences in term of price factors towards online and offline shopping to customer preferences. As found that sig. (2-tailed) on price factors is 0.885 it means that sig. (2-tailed) $> 0.05 = 0.885 > 5$. Therefore, H_0 is accepted and H_2 thus the price factor don't have a significant change according to the calculation. In this study the price also be one of the main variables to see the difference of customer preference of choice in online and offline shopping based on price. And the result show there just a slightest difference of significant on prices factors.

Online and Offline Shopping based on Promotion factors.

According to this study there is no slightest differences in term of price factors towards online and offline shopping to customer preferences. As found that sig. (2-tailed) on promotion factors is 0.731 it means that sig. (2-tailed) $> 0.05 = 0.731 > 5$. Therefore, H_0 is accepted and H_3 thus the promotion factor not have significant change. The promotion too is be one concerned to the variable and based on the result. There are just a slightest difference of significant on promotion factor in this study

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis and discussion, the conclusion of this research outline as follows:

1. There is no significant difference in online and offline shopping at Wars.Lab based on product factors
2. There is no significant difference in online and offline shopping at Wars.Lab based on price factors
3. There is no significant difference in online and offline shopping at Wars.Lab based on promotion factors

Recommendation

Recommendation for this research are:

1. Wars.lab store may able to maintain or improve all aspect that can affect the product of brand to me more interesting in ways of selling it online or either selling it offline. So by always improving the product the customer will be more gain trust and interest, by the quality of goods, the uniqueness of product that been

- offered.
2. Wars.lab seems to be one of the store that had flexible and have special things in terms of price, so there many customer would like to shop for the good quality of goods with the affordable price. This also can be the major advantage to the store to improve the promotion of price by having some discount if there's a new stock, or pricing strategy that can be compare with other competitor.
 3. Wars.lab promotion also be one the major variable for the store to attract customer and try to make the business well known by promoting online and offline there must be a lot of opportunities so the business can be grow and grow more

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