

Consumer Factors in Choosing Shopping Place in 4.0

Dede Suleman^a, Hapzi Ali^b, Dewi Nusraningrum^c, Mochammad Mukti Ali^d

^a University of Mercubuana, Fakultas Ekonomi, Jurusan Manajemen. Indonesia. Email: DedeHaseghawa@gmail.com

^b University of Mercubuana, Fakultas Ekonomi, Jurusan Manajemen. Indonesia.

^c University of Mercubuana, Fakultas Ekonomi, Jurusan Manajemen. Indonesia.

^d University of Mercubuana, Fakultas Ekonomi, Jurusan Manajemen. Indonesia.

ABSTRACT

Research Purposes – With the shipment analysis tool used, the results of this study show that education and income factors determine consumers in deciding where to shop in offline, online retail, or both.

Methods – This research method is quantitative, while the sample in this study was conducted with non-probability sampling with the criteria respondents are consumers who have shopped fashion products through online, Respondents are from the age of 17 years. Respondents are those who live around the City of DKI Jakarta. The technique used in this research is purposive sampling method with the number n = 195.

Results – In this study it can be concluded that the decision to choose where to shop for fashion products is strongly influenced by age, education, employment and income if the meaning of the output is drawn.

Research limitations –In this study the decision of consumers to choose where to shop was influenced by factors of consumer characteristics namely education and income. Recommendations for further research are to use more methodological work and other variables.

Originality/value – This research is focus on generations who are consumers, each generation has a different behavior where there is a generation X with an age range > 42 years, Generation Y with ages 21-41 years and Generation Z < 21 years

Keywords : Consumer decisions, Demographics, Discriminant analysis.

INTRODUCTION

In the current era it is very different from before this can be seen from the rapid growth of the internet at this time in Indonesia (Suleman, 2018). In this case certainly gives an impact because consumers will get a variety of alternative shopping places, one of which is online shopping or online retail (Suleman, Zuniarti, Setyaningsih, et al., 2019). This choice makes consumers have more variety to offer when going to buy a product or service. Consumers will tend to choose a shopping place that has advantages (Suleman, Zuniarti, & Sabil, 2019). The two shopping places present certainly offer different advantages and also have their own characteristics and types of consumers who choose the shopping place (Suleman, Ali, et al., 2019). This is where there is a struggle for consumers between the two retailers both offline retail and online retail and there may be a third group of consumers who choose to shop at both retails because this type of consumer will only choose a shopping place that is profitable for him (Suleman, Zuniarti, Marginingsih, et al., 2019).

The current market conditions are very diverse because there are also several generations who are consumers, each generation has a different behavior where there is a generation X with an age range > 42 years, Generation Y with ages 21-41 years and Generation Z <21 years (Winasis et al., 2018). Therefore, the presence of a variety of generations coupled with a variety of shopping places will make consumers divided. Where consumers in certain generations will certainly

choose to shop at certain places (Suleman et al., N.d.). Marketers must know very well the behavior of consumers of each generation so that it can be used as a reference in making marketing strategies.

Marketers who are sensitive and can understand this will win the competition because they can see determining targets and segmenting products marketed according to the characteristics of the product. These different consumers will provide a good opportunity to be grouped and adjusted to their behavior and also their shopping choices (Zuniarti et al., 2020). The difference in this case can be seen from the consumer demographic which of course consumers who have differences in age, occupation, income and education can illustrate and later infer from these factors which thing is the most differentiating of each consumer in choosing where to shop. Therefore, in this study the researcher will provide an overview of the diverse conditions of consumers and the different groups of consumers from each generation over their shopping choices. Research from consumer demographic factors that exist from several generations is expected to be able to use the picture by marketers to see their consumers.

RESEARCH METHODS

Samples and Procedures

This research method is quantitative, the population in this study are consumers who have made purchases of fashion products in offline retail and online retail therefore the population in the study is large and the number is not known with certainty. While the sample in this study was conducted with non-probability sampling with the criteria Respondents are consumers who have shopped fashion products through online, Respondents are from the age of 17 years. Respondents are those who live around the City of DKI Jakarta. The technique used in this research is purposive sampling method with the number $n = 195$. Which will be processed with spss 21 software.

By using the analytical method that is discriminant analysis which is a multivariate statistical technique that is included in the dependency method (the relationship between variables where response variables can already be distinguished and which are explanatory variables). Discriminant analysis attempts to group each object into two or more groups based on a number of independent variable criteria (Yamin & Kurniawan, 2019). It can be interpreted that discriminant analysis is a technique for analyzing data when criteria or dependent variables are categorical and predictors or independent variables are intervals.

Measurements

In the analysis of the significance of the discrete function can be seen from the value of Wilk Lamda or Chi Square. Wilk's Lamda numbers range from 0 - 1. If Wilk's Lamda is close to 0, it indicates that the average between groups is getting different, but if Wilk's Lamda is getting closer to 1, the average between groups is close to the same. Then if $F_{\text{arithmetic}} \leq F_{\text{table}}$ shows no mean difference between groups, if $F_{\text{arithmetic}} > F_{\text{table}}$ shows there is an average difference between groups. And if $\text{Sig.} > 0.05$ indicates no difference between groups, if $\text{Sig.} \leq 0.05$ shows that there are differences in the mean between groups. guarantee the accuracy of the discriminant analysis of all the attributes that are still included in further data processing with the first hypothesis testing is done by Chi-Square test at $\alpha = 0.05$ level and is done using the stepwise method. (Wijaya, 2010). Discriminant analysis functions to find the magnitude of the value of the differences between several groups or categories measured from several determinant variables (discriminator) also serves to determine the magnitude of the role of each discrete decision in each category.

Where:

D = discriminant score which describes the dependent variable of the model

b = coefficient of discrimination or weight

X = predictor or independent variable

In this study the dependent variable used is a shopping decision, for respondents grouped into three groups namely offline retail, offline retail and both, offline retail with dummy (0), online retail with dummy (1) and both (2).

Table 1: Independent Demographic Variables

| Dummy | Age | Gender | Education | Jobs | Income | Purchase |
|-------|-------|--------|-----------|------------|----------|-----------|
| 0 | <21 | Wowed | SMA | PNS | ≤ 4 juta | Per bulan |
| 1 | 22-41 | Men | D3/S1 | Swasta | ≥ 4 juta | Per 3 bln |
| 2 | >42 | | S2/S3 | Wiraswasta | | ≥ 6 bulan |
| 3 | | | | Lainya | | |

Source: data processed (2020)

Consumer shopping decisions (DTS) are measured using a Likert scale with the number of questions in the questionnaire as many as 5 indicator items.

RESULT AND DISCUSSION

In this study there are several results of research that have been carried out with discriminant analysis tools as follows and previously the demographics of respondents can be seen in this study.

Table 2: Demographics of Respondents

| Demographic | Criteria | Total | Retail | | |
|-----------------------|-----------------|------------|---------|--------|------------|
| | | | Offline | Online | Off dan On |
| Responden | | 195 | 65 | 65 | 65 |
| | | Prosentase | | | |
| Age | ≤ 21 Tahun | 27.7 | 23.1 | 44.6 | 15.4 |
| | 22 thn – 41 thn | 53.8 | 50.8 | 52.3 | 58.5 |
| | ≥ 42 Tahun | 18.5 | 26.2 | 3.1 | 26.2 |
| Gender | Laki-Laki | 36.4 | 43.1 | 36.9 | 29.2 |
| | Perempuan | 63.6 | 56.9 | 63.1 | 70.8 |
| Education | SLTA/ | 39.5 | 27.7 | 66.2 | 24.6 |
| | Diploma/S1 | 26.7 | 27.7 | 20 | 32.3 |
| | S2/S3 | 33.8 | 44.6 | 13.8 | 43.1 |
| Jobs | PNS/BUMN | 4.1 | 6.2 | 0.0 | 6.2 |
| | Swasta | 54.9 | 56.9 | 30.8 | 76.9 |
| | Wiraswasta | 14.4 | 21.5 | 20.0 | 1.5 |
| | Mahasiswa | 26.7 | 15.4 | 49.2 | 15.4 |
| Income | ≤Rp.4million | 40.5 | 33.8 | 67.7 | 20.0 |
| | ≥Rp.4million | 59.5 | 66.2 | 32.3 | 80.0 |
| Frequency of Purchase | Per bulan | 44.1 | 33.8 | 55.4 | 43.1 |
| | Per 3 bulan | 31.3 | 36.9 | 24.6 | 32.3 |
| | ≥ per 6 bulan | 24.6 | 29.2 | 20.0 | 24.6 |

Source: data processed (2020)

**Table 3: Test of Equality of Group Means
 Significance Test of Differential Variables The three choices for shopping**

| Variabel Independen | Wilks' Lambda | F | df1 | df2 | Sig. |
|---------------------|---------------|--------|-----|-----|------|
| D_Age | .883 | 12.767 | 2 | 192 | .000 |
| D_Gender | .986 | 1.349 | 2 | 192 | .262 |
| D_Education | .851 | 16.833 | 2 | 192 | .000 |
| D_Jobs | .814 | 21.882 | 2 | 192 | .000 |
| D_Income | .883 | 19.180 | 2 | 192 | .000 |
| D_Purchase | .976 | 2.400 | 2 | 192 | 0.93 |

Source: data processed (2020)

The data in Table 3 above shows the results, using the F test at an error rate of 5%, the variables of age, education, occupation, income significantly vary between the choice of offline retail groups, online retailers and those who choose both, while the gender and frequency of purchase there is no significant difference between the choice of offline retail groups, online retailers and those who choose in both.

Table 4: Classification Function Coefficients

| Shopping Options | Retail Offline | Retail Online | Both |
|------------------|----------------|---------------|--------|
| Education | 1,246 | ,411 | 1,025 |
| Income | 2,158 | 1,226 | 3,029 |
| (Constant) | -2,541 | -1,395 | -2,917 |

Source: data processed (2020)

Table 4 above shows the coefficient of discriminant equation for the group of customers who shop at offline retail, online retail and the group of customers who shop at both retails. Can be interpreted without differences in education and consumer income, the decision of consumers shopping offline retail is negative 2,541. With an increase in the level of consumer education by one unit, the decision of consumers shopping at offline retail will increase by 1,246 units and subsequently with an increase in the level of consumer income by one unit, the decision of consumers shopping at offline retail will increase by 2,158 units.

And for online retailing is interpreted without differences in education and consumer income, the decision of consumers shopping online is negative 1,395. With an increase in the level of consumer education by one unit, the decision of consumers to shop at online retail will increase by 0.411 units and subsequently with an increase in the level of consumer income by one unit, the decision of consumers to shop at online retail will increase by 1,226 units.

Whereas for consumers who choose to shop at the two retails the numbers above can be interpreted without differences in education and consumer income, the decision of consumers to shop at both retails is negative 2,197. With an increase in the level of consumer education by one unit, the decision of consumers to shop at both retails will increase by 1,025 units and subsequently with an increase in the level of consumer income by one unit, the decision of consumers to shop at both retails will increase by 3,029 units.

CONCLUSIONS

In this study it can be concluded that the decision to choose where to shop for fashion products is strongly influenced by age, education, employment and income if the meaning of the output is drawn. These factors are caused by how a group of consumers who are accustomed to making purchases in offline retail according to the era they are generation X and part of millennial Y generation. So that the presence of alternative online retail shopping places is still new and needs to be adapted in its use. It can also be seen that for generation Z who really doesn't like to communicate directly, they will choose to shop at online retail. And about those who chose the two retailers, this is also a picture of some generation X and millennial generation (Y) who want

to try new things but have not completely been able to leave their old way of shopping in offline retail.

There are seen two variables, namely income and education, thus means the decision to make purchases through Retail Online, Retail Offline, and through both are influenced by the characteristics of respondents in terms of income and education. that the higher the level of education can be representative of the level of generation, the higher the current level of education means entering the category of generation X or millennials that are still less adaptable to the presence of new shopping places so that and still use their old shopping methods that are already trusted in the transaction process.

Respondents with income above the regional minimum wage in Jakarta generally have an adult age and enter the millennial generation and generation X, who have a long way to shop for their fashion products, namely in offline stores and only some are turning to online stores but do not fully make shopping choices. Their online stores still compare with offline stores due to several separate considerations.

It can be concluded in this study that the decision of consumers to choose where to shop was influenced by factors of consumer characteristics namely education and income. Can be indicated that the two factors are influenced to exist because of differences in generation. In research sampling from different groups of respondents will make the results of the study, because each group has a choice of places and different shopping patterns.

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