

Exploring the Factors Influencing Consumers' Online Purchase Intention for Luxury Fashion Goods in Jakarta, Indonesia

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Abstract

This paper examined some of the key antecedents that drive the consumer's online purchase intention for luxury fashion goods in Jakarta. Luxury goods sales in Indonesia have growth significantly where Indonesia has become Asia's most massive market for online luxury goods (Rahmiasri, 2016). However, there is a shortage of research on the purchase intention of online luxury fashion goods particularly in Indonesia. The present study aimed to investigate the factors influencing consumer's online purchase intention for luxury fashion products in Indonesia. The findings revealed that brand consciousness and ease of use have a significant impact on online purchase intention of luxury fashion goods. However, no significant relationship exists between website quality and purchase intention of online luxury fashion goods. Besides, there is no significant difference between Generation X and Generation Y consumers' intention to purchase for online luxury fashion goods. This study provides valuable insights for creating effective branding and advertising strategy in e-commerce in order to influence consumer online purchase behaviour towards luxury fashion goods to capture the opportunity of the growth in e-commerce.

Keywords: *Luxury Fashion; Online Purchase Intention; Generation X; Generation Y*

Introduction

Internet increases the opportunity for businesses by its ability to improve the innovation, spread knowledge, builds up network and organize social interactions over the globe (Serdyukov, 2017). Indonesia has around 260 million in population and 132.7 million of them are internet users, which points to a penetration rate of 50% of the population (McKinsey, 2018). Online shopping is available all the time for seven days and week for 24 hours from your devices such as a computer or smartphone, while online payment systems facilitate safe purchasing and transaction during online

shopping. Through internet, consumers can make comparison and make choice more quickly and comfortable.

On the other hand, online shopping also involved risks where some consumers prevent purchase online due to the lack of privacy, credit card fraud, lack of guarantee in the quality of goods and services, and non-delivery risk (Gupta, Bansal, & Bansal, 2013; Dani, 2017; Choudhury & Dey, 2014). This indicated in the study done by Google and Termasek (2018), found that only 18 million (13%) of Indonesian internet users fell into the category of online buyers and most Indonesian still reluctant to purchase online. In other words, internet users in Indonesia may demonstrated different behaviour toward online purchase and there is a need to investigate the factors that motivate or demotivate consumer online purchase intention in Indonesia. Age has proved one of the main factor in consumer acceptance of online purchase (Dholakia & Uusitalo, 2002; Khare et. al., 2012; Lissitsa & Kol, 2016). Viewed by age, half or 50% of shoppers in Indonesia are Gen Y (age 20 – 39), followed by Gen Z (below 20 age) at 31% and Gen X (age 40-59) at 18% (Snapcart, 2018). Hence, this study further examines whether Indonesian from Gen X and Gen Y have different attitude toward online shopping.

Fashion industry contributed about 29% of Indonesia GDP, and it was the second contributor for GDP after culinary industry in Indonesia (Djohan & Brahmana, 2017). The growth of fashion business especially luxury fashion product category is expected to have a great opportunity in the future (Djohan & Brahmana, 2017). In 2017, the luxury fashion market worth almost \$1.2 trillion globally and it remained to be attractive due to its enormous scope. From Indonesia perspective, revenue in the luxury goods market have reached almost US\$2,101million in 2019 and it's expected to grow by 2.7% annually (CAGR 2019-2023).

In addition, online luxury goods sales also showed tremendous growth by 84 percent from 2013-2015, and it's showed the highest online luxury goods sales growth in Asia region (Rahmiasri, 2016). Luxury fashion goods inclusive of clothing, jewellery accessories, handbags, watches, and perfume, which able to satisfy consumers' symbolic needs (i.e. higher status and prestige) aside from functional needs (Vigneron & Johnson, 2004; Ameen & Ahmad, 2013; Isacc & Al- Shibami, 2019). The intention of consumers to purchase luxury product online has become a trend of study recently (Nielsen, 2018). Therefore, the present study aims to explore the factors that influencing consumer online purchase intention for luxury goods in Indonesia.

Problem Statement and Objectives of Study

Internet usage has increased drastically during the past years. In Indonesia, the trend of shopping has been moving from offline to online shopping. In 2017, e-commerce sales only accounted for 5% of Indonesia total retail sales. However, by 2022, it's expected to rise to 17- 30% and the growth is expected four times faster than offline sales (Lubis, 2018; The Jakarta Post, 2018). In term of online luxury fashion goods, there is a concern whether the purchase intention of online luxury fashion goods is different with online purchase intention for general products. There is need to explore the factor that might influence consumer purchase intention, especially for online luxury fashion goods.

Besides, there is lacked of study done in Indonesia about online purchase behaviour for luxury product. As far as the researcher concern, there is no comparative analysis done in Indonesia on different generation's online purchase intention. To fill the research gap, this study also compared online shopping intention between Generation X (Gen X) and Generation Y (Gen Y) since this two-generation had higher rates of internet usage if compared to the older generation. This study aims to investigate the relationship between the chosen factors on intention to purchase online luxury fashion goods and further examine whether consumers from generation X and generation Y have different perception on the factors that impact their online purchase intention toward luxury fashion product.

Literature Review

The Concept of Online Purchase Intention of Luxury Product

“Intention” is defined as the individual motivation to act to a particular behavior (Samin, Goodarz, Muhammad, Firoozeh, Mahsa, & Sanaz, 2012). Purchase intention is the decision to physiological act or to perform which reflect the consumers' behavior based on the product characteristics (Samin, et al., 2012). Heijdein & Verhagen (2001) define online purchase intention by the threshold at which the consumer is inclined to buy a product or service from a specific website. There are some factors that influence consumers to purchase luxury goods or product online. The present study aims to investigate the influence of brand consciousness, ease of use and website quality toward Indonesian consumer's online purchase intention on luxury fashion products.

The Concept of Brand Consciousness

Brand consciousness refers to consumers' psychological orientation to choose highly advertised, popular brand-name products. (Ghazali, 2011). Brand consciousness has a crucial influence on consumption patterns (LaChance, Beaudoin, & Robitaille, 2003) and brand choice decisions (Vel & Jocelyn, 2013). Consumers utilize brand as a means of expressing their styles and preferences (Liao & Wang, 2009). According to Kapferer & Bastein (2009), the brand name is an essential factor associated with prestige-shopping. In the e-commerce environment, customers tend to use trusted corporate and brand consciousness as the substitute for product information when they desire to make an online purchase (Shahid, et al., 2017). Based on the study done by Kwek (2012), it mentioned that nearly 69 percent of the respondents think that brand consciousness acts as an essential role in influencing their online buying intention. Study done by Sharda & Bhat (2018) also indicated that brand consciousness is one of the leading factors toward luxury consumption among the young Indian consumers. As such, the following hypothesis is formed for further study:

H1: There is relationship between brand consciousness and online purchase intention for luxury fashion goods in Jakarta, Indonesia.

The Concept of Ease of Use

Ease of use refers to the easiness to search or find the information online compared to the traditional ways of purchasing by retail shopping (Qinghe, Wenyan, & Kaiming, 2014). Ease of use also related

to the easiness to browse the product, purchase and way to pay (Gurleen, 2012). Delafrooz et al (2009) stated that online shopping is more comfortable, convenient, and ease to use compare to traditional shopping and that creates customer purchase intention of online shopping. Consumers' desire for ease of use has driven their attention to the Internet as an alternative mean for shopping (Jiang, Yang, and Jun, 2013). Compare to transitional shopping, it is more challenging and time consuming for consumers to make comparison in physical store (Dani, 2017). Based on previous literature, ease of use usually been a significant factor for consumers to shop online. Qinghe et al (2014) mention that online shoppers carry multiple benefits in terms of ease of use, such as less time consuming, flexibility, very less physical effort, etc. Sultan & Uddin (2011) claims that ease of use as one of the most crucial advantages for online shopping. Ease of use also plays an essential role in consumers' online purchase intention in Vietnam (Pham, et al., 2018). Thus, from the past literature arguments, the following hypothesis is formed for further study:

H2: There is relationship between Ease of Use and consumer online purchase intention for luxury fashion goods in Jakarta, Indonesia.

The Concept of Website Quality

Website quality is a vital instrument influencing online shopping (Qinghe et al, 2014). Nwokah & Juliet (2016) claims the better website quality; the higher consumer intends to shop from the internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Sultan and Uddin (2011). Mona et.al (2013), said that the way customers see about website quality is based on features in a website that meet customers' needs and give the security of purchasing also impress the total quality of that website. Attractive and interesting effects in e-commerce websites motivate consumers to engage in online shopping activities (Ganesh, et al., 2010). However, some findings found that website quality is not a significant factor influence consumer's online purchase intention. A study by Octavia & Tamerlane (2017) found that website quality has no significant influence on consumer online purchase intention for hotel and accomodation (Agoda.com). Study done by Hasanov & Khalid (2015) found that website quality is one of the factors, but not an essential factor that could improve consumer's purchase intention. Therefore, the hypothesis is formed for further study.

H3: There is relationship between Website Quality and consumer online purchase intention for luxury fashion goods in Jakarta, Indonesia.

Generation X and Generation Y

Previous literature defines the category people in Generation X is born between the year of 1960 and 1979, whereas Generation Y are those born in the year of 1980 to 1999 (Gurau, 2012). Gen X grew up with both economic uncertainty (the recessions of the early 1980 sand 1990s) and societal uncertainty (e.g., divorce, "latch key kids") (Lissitsa & Kol, 2016). But Generation X are found more multiculturalism and able to think globally (William & Page, 2011). Generation Y are individuals born in the period of reality television, and social media, also economic growth, and impact by the

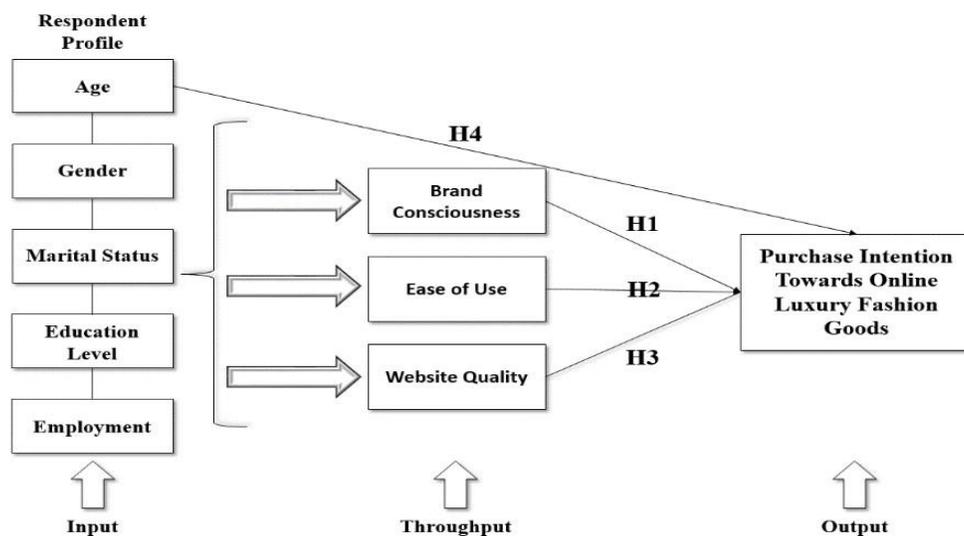
modernist values, also supported a popular culture which created internationalization (2016; Parment, 2011).

Generation Y are usually technologically, competent optimistic, fun-loving, and casual (Gursoy et al., 2008; Lissitsa & Kol, 2016). In term of internet consumption, Generation Y is organized of 'computerized locals' contrasted with Gen X, who is considered as 'digital immigrants' (Bennett, Kervin, and Maton, 2008). Generation Y and Generation X do have difference in term of their consumption behaviour. However, there are some study found that both generation don't have significant difference in term of online shopping purchase intention. Chakraborty and Balakrishnan (2017) indicated there is no difference tendencies in term of risk taking, brand switching, and interpersonal communication in consumer behaviour to purchase online product for gen x, gen y, and also baby boomers for consumer in four major cities in India. Therefore, the hypothesis is formed for further study.

H4: There is significant different between Generation X and Generation Y consumers' intention to purchase for online luxury fashion goods in Jakarta, Indonesia.

From the above review of literatures regarded all the constructs of study, the following research framework was formed:

Figure 1: Research Framework



Methodology

Research Design

In this study, researchers adopted quantitative approach through a cross-sectional study using questionnaire to collect the data. Review from past literature found that most researches on marketing and social science study are using quantitative research through self-administrated questionnaires (Finch, Hamilton, Baldwin, & Zehnar, 2013). The data collected are quantified to examine the relationship between independent variables (brand consciousness, ease of use, and website quality) and dependent variable (online purchase intention) for luxury fashion goods in Indonesia.

Population and Sampling

The population is referring to the online users in Indonesia, age range from 20 - 59. A sufficient number of samples were recommended between 100 and 200 in use of SPSS as statistical analysis tool (Rospigliosi & Greener, 2014; Hair et al., 2014). Therefore, the researcher fixed the sample size of 216 and almost 400 set of questionnaires distributed through convenience sampling in order to collect the feedback from the identified respondents

Instruments and Measures

An instrument refers as a tool to measure and to document quantitative data that contains specific questions and response possibilities that are established or developed by the researcher before the real study (Creswell, 2014). The instruments used in this study are adapted from various established past researches. All questions were structured based on five-point Likert scale to each of the respective variables: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree and (5) Strongly Agree. The questionnaires design includes four sections as listed in Table 1:

Table 1: Questionnaire Section

Section	Variable	Adapted from
1	Demographic	Profile of the respondent
2	Independent variable	Ease of Use & Website Quality (Dani, 2017) Brand Consciousness (Kim & Zhang, 2015)
3	Dependent variable	Online Purchase Intention (Dachyar & Banjarnahor, 2018)

Analysis of Data

The numerical data collected from the respondents are analysed based on Statistical Package for

Social Sciences (SPSS) version 25.0. Prior to data analysis, validity and reliability of the variables (constructs) should be established (Chua & Chua, 2017) and it is reported in the next section. Followed by examining the statistical analyses on each of the main research hypotheses of this research study.

Results and Findings

Preliminary Analysis, Measurement of Variables Reliability

Reliability test was performed prior to data collection in order to ensure that the measures are reliable and free from irregular mistakes (Pallant, 2016). The reliability of items in the questionnaire was analyzed and justified using Cronbach’s alpha (α). Hair et al. (2015) did mention that Cronbach’s alpha (α) is the most common reliability indicator connecting with multiple scale questions (multi-scale items). To justify the reliability of the items, Cronbach’s alpha value should be higher than 0.7 and if the value is closer to 1, it means the reliability is higher (Sekaran and Bougie, 2016; Pallant, 2016). A total of 70 samples were used to test the reliability of the items and all measures’ Cronbach alpha are >0.7 as indicated in Table 2.

Table 2: Measurement of Reliability

<i>Latent variables</i>	<i>Items</i>	<i>Reliability</i>	<i>Indication</i>
Brand Consciousness	4 items	0.788	Good Reliability
Ease of Use	4 items	0.759	Good Reliability
Website Quality	5 items	0.868	Very Good Reliability
Online Purchase Intention	5 items	0.813	Very Good Reliability

*** significant at $p < 0$.

Correlation Analysis

The correlation analysis was conducted to testify the relationship between the three independent variables (brand consciousness, ease of use, and website quality) with the dependent variable (online purchase intention). As listed in Table 3, the correlation coefficient ‘r’ for brand consciousness, ease of use, and website quality are 0.614, 0.444, and 0.273, with significant value 0.00 (<0.05) respectively. The results show that brand consciousness is the major factors that influence consumers online purchase intention of luxury goods ($r=0.614$) following by ease of use ($r=0.444$), and website quality ($r=0.273$) which consider having a weak relationship with online purchase intention.

Table 3: Correlations Results

Independent variables	Pearson correlation (r)	Sig .(2-tailed)
Brand Consciousness	0.614**	0.000

Ease of Use	0.44**	0.000
Website Quality	0.273**	0.000

**Correlation is significant at the 0.01 level (2-tailed)

Dependent variable: online purchase intention

Multiple Regression Analysis

Multiple regression analysis indicated the total effects of independent variables on the dependent variable. The results are presented model summary, ANOVA and coefficient table.

Model Summary Table

Table 4 showed that the R Square of 0.43, means the relationship between a dependent variable and independent variables is considered moderate. The predictor variables of brand consciousness, ease of use, and website quality contributed almost 43 % of online purchase intention of luxury fashion product, which mean that there are still 57 % which contributed by other variables that this study did not cover.

Table 4: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.656 ^a	.430	.422	.53786
a. Predictors: (Constant), Website Quality, Brand Consciousness, Ease of Use				
b. Dependent variable: Online Purchase Intention of Luxury Fashion Goods				

ANOVA Table

Table 5 indicated the analysis of variance where F statistic (F=53.263) was found significant (p=0.000) at the level 0.05. It concluded that there was a significant interaction between all of the three independent variables (brand consciousness, ease of use, and website quality) with the dependent variable (online purchase intention). In other words, this model (consists of brand consciousness, ease of use, and website quality) is statistically significant and fix to predict the online purchase intention of luxury fashion goods.

Table 5: ANOVA Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.225	3	15.408	53.263	.000 ^b
	Residual	61.329	212	.289		

Total	107.554	215		
a. Dependent Variable: Online Purchase Intention of Luxury Fashion Goods				
b. Predictors: (Constant), Website Quality, Brand Consciousness, Ease of Use				

Coefficient Table

Table 6 showed the accumulated effects of the three variables (predictors), brand consciousness, ease of use, and website quality toward online purchase intention of luxury fashion goods (dependent variable). Brand consciousness with beta value is 0.522 ($p < 0.05$) indicated that brand consciousness has the strongest impact on the online purchase intention, followed by ease of use (beta = 0.322, $p < 0.05$), while website quality was found not significant ($p > 0.05$) influencing online purchase intention of luxury fashion goods (dependent variable).

Table 6: Coefficient Results

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.616	.273		2.252	.025
	Brand Consciousness	.572	.062	.522	9.199	.000
	Ease of Use	.378	.092	.321	4.122	.000
	Website Quality	-.140	.087	-.121	-1.616	.108

Two (2) Sample Independent T-Test Analysis

Table 7 showed Levene's test, indicated the sig value of 0.126, which is > 0.05 means the two variable being studied are equal or no significant different. In other words, there is no significant difference in the online purchase intention of luxury fashion products between the generation X and generation Y.

Table 7: Independent Sample Test (Age)

		Levene's Test for Equality of Variance	t-test for Equality of Means
		Sig.	Sig. (2-tailed)
Online Purchase Intention	Equal variance assumed	.126	.738
	Equal variances not assumed		.741

Summary of Results Based on the Hypotheses

Table 8 showed the summary of the findings in justify the hypotheses being studied.

Table 8: Summary of Developed Hypotheses

Developed Hypotheses	Association / Degree of Association ¹	Impact ²	Developed Hypothesis
H ₁ : There is relationship between Brand Consciousness and consumer online purchase intention for luxury fashion goods in Jakarta, Indonesia.	Positive/strong	Positive impact	Supported
H ₂ : There is relationship between Ease of Use and consumer online purchase intention for luxury fashion goods in Jakarta, Indonesia.	Positive/Moderate	Positive impact	Supported
H ₃ : There is relationship between Website Quality and consumer online purchase intention for luxury fashion goods in Jakarta, Indonesia.	Positive/weak	Negative impact	Not Supported
<i>Notes:</i>			
¹ Association /degree of association: based on the result of correlation analysis.			
² Impact: based on the result of multiple regression analysis			

Developed Hypotheses	2 Sample Independent T-Test	Developed Hypothesis
H ₄ : There is significant different between Generation X and Generation Y consumers' intention to purchase for online luxury fashion goods in Jakarta, Indonesia.	No Significant Different	Not Supported

Discussions

The main purpose of this study is to analyze the impact of the chosen factors on the online purchase intention of luxury fashion product or goods of Indonesia consumers. Besides, comparative analysis was performed to investigate if there any different in purchase intention between generation X and generation Y in Indonesia. From the finding, it shows that brand consciousness has a strong positive

relationship with online purchase intention of luxury fashion product or goods ($r=0.614$, $p<0.05$). Similarly, multiple regression analysis also supported the significant positive impact of brand consciousness toward online purchase intention ($\beta= 0.522$; $\text{sig}=0.000$ at $p < 0.05$).

This finding is in line with the study conducted by Kwek (2012), who said that nearly 69 percent of the respondents think that brand consciousness acts as the most important factors influencing their online buying intention. Petahiang, Mekel, & Worang (2015) conducted the similar study in Manado, Indonesia and Sharda & Bhat (2018) study on consumption behavior of luxury products in India, also found that brand consciousness is the leading factors of luxury product consumption. The higher the brand consciousness/aware, the higher the online purchase intention (Chi, Chien, & Yang, 2009).

Ease of use appeared to be a moderate contributor toward online purchase intention of luxury fashion goods for consumers in Indonesia ($r=0.444$, $< p$ of 0.05). Consistent with the result in multiple regression analysis, ease of use was positively and significantly impacted the online purchase intention of luxury fashion goods in Indonesia ($\beta=0.321$, $p< 0.05$). This result was consistent with the previous studies. Jiang et al (2013) and Pham et al. (2009) study on online purchase intention in China and Vietnam, also found that ease of use is one of main factors that affecting customers' willingness to purchase through online. Besides, research from Delafrooz, Paim, Sharifah, Samsinar and Ali (2009) concluded that online shopping is more convenient than traditional in-store shopping and significantly influence customer online purchase intention.

Website quality demonstrated a weak relationship with the online purchase intention of luxury fashion goods for consumers in Indonesia ($r=0.273$, $0.000 < p$ of 0.01) and showed a non- significant impact on online purchase intention in multiple regression analysis ($\beta= -0.121$, $\text{sig}=0.108 < p$ of 0.05). Although some studies are against this finding and showed that website quality is one of the factor influencing online purchase intention, there are also numerous studies showed the similar result as this study. Octavia & Tamerlane (2017) said that website quality is an insignificant factor for online purchase intention in online hotel booking (Agoda.com). Similarly, Hasanov & Khalid (2015) also found that website quality is significant but weak factor that could impact consumer online purchase intention. Since there is no previous study regarding the purchase intention of online luxury fashion goods, consumer might have demonstrated different perception on the important of website quality during online purchase for luxury fashion goods in comparison with general products.

Theoretically, there is different between generation x and generation y purchase behavior since both generations have different characteristics and personality. However, the finding in this study indicated that there is no significant difference in term of online purchase behaviour between the two-generation. Although both generation X and generation Y do have different characteristics, study from Chakraborty and Balakrishnan (2017) also indicated that there are no difference tendencies in term of risk taking, brand switching, and consumer online purchase intention for gen X, gen Y, and also baby boomers from India. Consistently, Loesing (2016) also found out that that transaction risk is the only predictor for online shopping behavior that remain stable for both generation X and generation Y online shopping intention.

Recommendation for Future Studies

With reference to results from the present study, the marketers and policymakers in e-commerce sectors should focus more in building the brand awareness and brand identify for their product, particularly luxury fashion product since brand consciousness was found the most influence on consumers' online purchase intention of luxury fashion product or goods. Besides, ease of use also considered a major factor influencing consumer's online purchase intention, therefore to provide more user friendly features and convenient during consumer shopping and purchase online should be one of the main consideration for online businesses or companies.

It is also recommended for future researcher to extend this study and define other factors that influence consumer online purchase intention for luxury fashion product since the present study only able to identify 43% of the variance in online purchase behavior. Correspondingly, the researcher recommends to extend the study into another industry other than fashion goods.

Conclusion

In conclusion, this study provides better understanding regards the factors influencing online purchase intention particularly for luxury fashion goods. Brand consciousness and ease of use is the main factors identified in this research, while website quality is not significantly influencing consumer online purchase intention for luxury fashion product in Indonesia. Furthermore, the finding also showed that there is no significant different between generation X and generation Y consumer in term of their online purchase intention of luxury fashion goods.

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