

BUYING DECISION THROUGH ONLINE OR OFFLINE

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Introduction

- The internet can be used for various needs, including online shopping.
- Consumers (or potential consumers) will try to find the necessary product information. According to Indonesian Ministry of Communication and Information's 2015 data, 77 % of internet users in Indonesia used the platform to find product information and online shopping.
- Although in Indonesia the number of internet users has been increasing, online shopping is relatively low compared to other countries. Indonesia only had 42% while Malaysia 63% and Korea 92% (Marketing, June 2006 in Samuel, 2006).

Literature Review

- Online shopping or e-commerce is a process of transaction which is done through media in a form of online platform.
- Internet is used a significant platform for online shopping. According to Liang and Lai (in Harahap & Amanah, 2018), online shopping behaviours is a process of buying products or service through internet.
- According to Blackwell, Miniard, and Engel (2006) a buying decision process (or cost-benefit analysis) describes the process a customer goes through when buying a product.
- Dewey (2007) noted the process as follow: 1. Problem/need recognition; 2. Information search; 3. Evaluation of alternative; 4. Purchase decision; 5. Post-purchase behavior

Result

- This research is a descriptive quantitative study.
- The data was obtained through questionnaire that circulated through Google Form.

Table 1. Subjects Demographic Data

No.	Variable	Subject	Percentage
1.	Gender:		
	- Male	234	44
	- Female	298	56
2.	Age:		
	- 20-25 years	217	40.8
	- 26-30 years	129	24.2
	- 31-35 years	55	10.3
	- 36-40 years	48	9.0
	- 41-45 years	28	5.3
	- 46-50 years	55	10.3
3.	Job:		
	- Staff	283	53.2
	- Supervisor	107	20.1
	- Managerial	108	20.3
	- Director	29	5.5
	- Commisioner	5	0.9

⊕ Table 3. Online and offline buying based on income

% buying	Income per month (million Rupiah) Online buying			Income per month (million Rupiah) Offline buying		
	5-15	15-25	Lebih dari 25	5-15	15-25	Lebih dari 25
≤ 20	29 (7,1)	9 (11,0)	7 (15,8)	26 (6,4)	3 (3,7)	4 (9,1)
21 - 40	30 (7,4)	5 (6,1)	4 (9,1)	30 (7,4)	4 (4,9)	5 (11,4)
41 - 60	105 (25,9)	27 (32,9)	8 (18,2)	112 (27,6)	22 (26,8)	11 (25,0)
61- 80	165 (40,6)	29 (35,4)	20 (45,5)	141 (34,7)	31 (37,8)	17 (38,6)
>80	77 (19,0)	12 (14,6)	5 (11,4)	97 (23,9)	22 (26,8)	7 (15,9)
Total	406 {76,3}	82 {15,4}	44 {8,3}	406 {76,3}	82 {15,4}	44 {8,3}

Conclusion

- Based on this study we can conclude:
- There is no significant difference on male and female's shopping pattern, especially from the total.
- Online and offline shopping have no significant differences in the pattern which fell under the category of 61-80% from total purchase.
- Income per month seems used for shopping, to fulfil their needs.
- Most of online shopping subjects are young people.
- Although they did online shopping, subjects kept doing offline purchase. Therefore, conventional offline shopping is still an option for subjects.