

THE EFFECTS OF ATTITUDE, PERCEIVED BEHAVIOURAL CONTROL, AND SUBJECTIVE NORM ONLINE ON SHOPPING BEHAVIOUR IN NORTH SUMATERA

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Abstract

Due to advances in technology, now in – store shopping for our needs is the past; we just stay at home to find our needs. Consumers must have access and knowledge of the internet shop online. Once the infrastructure is ready, the internet can give consumers easy access to information and shopping quickly, 24 hours a day, seven days a week, regardless of their geographic location. The development of shopping through the online system in Indonesia is growing rapidly. Indonesia is becoming one of the trending countries with an online store presence. The emergence of various online stores such as Kaskus, Tokopedia, Bukalapak, Shopee, and Lazada proves the case. The research method used is qualitative - quantitative with descriptive technique. Data collection is questionnaires distributed to 150 people. The results provide empirical evidence that there are significant effects of attitude, perceived behavioural control, and subjective norm variables on online shopping behaviour variable.

Keywords: Attitude, Perceived Behavioural Control, Subjective Norm, Online Shopping Behaviour

1. Introduction (arial 13pt, bold)

Initially, humans knew nothing about the concept of technology. As technology develops, humans gradually acquire it. According to Ellul (Miarso, 2007), technology is a whole method that rationally and efficiently leads human life. The Internet has played an important role in our daily lives where people can talk over the internet to different people directly, send emails at any time, can search for information, play games with others, and even buy goods online. Meanwhile, shopping on the internet has been widely accepted as a way of purchasing products and services. Online shopping has become a popular means in the internet world (Miarso, 2007) (Bourlakis, et al., 2008)

Due to advances in technology, now no longer do we need to go to the store directly; we just stay at home and find our needs and wants. However, consumers must have access and knowledge of the internet if they want to shop online. Once the infrastructure is ready, the internet can give consumers easy access to information and shopping quickly, 24 hours a day, seven days a week, regardless of their geographic location. Online shoppers tend to be younger than traditional shoppers. Although more older people have begun to understand the internet a lot, the younger still dominate the online population. According to (Kim & Ammeter,

2008), the younger generation is not only more familiar with e-commerce, but they also process information from websites five times faster than older generation do. Gen Y refers to a specific generation born between the 1980s and early 1990s. This generation is technologically savvy as they grow up in the information age and tend to use media every day. It is believed to be the largest group of people using the internet as a shopping channel.

Referring to the study titled —The Opportunity of Indonesia initiated by TEMASEK and Google, the growth of Indonesian e-commerce increased as the internet usage grew in Indonesia. In 2015, there were 92 million internet users in Indonesia. In 2020, it is predicted that Indonesian internet users will increase to 215 million people. Of these total internet users, in 2015, there were 18 million online buyers in Indonesia. By 2025, 119 million people are predicted to become online buyers in Indonesia. Thus, unsurprisingly, the increase will increase the market value of Indonesian e-commerce. TEMASEK and Google predict that Indonesia's e-commerce market value will reach \$81 billion by 2025 (Zaenudin, 2017)

The development of shopping through the online system in Indonesia is growing rapidly. Indonesia is becoming one of the trending countries with an online store presence. The emergence of various online stores such as Kaskus, Tokopedia, Bukalapak, Shopee, and Lazada proves the case. The online shopping system develops well due to the growing number of internet users as the internet technology itself also continues to develop. The survey conducted by the Indonesian Association of Internet Service Providers (APJII) revealed that the number of internet users in Indonesia in 2012 reached 64 million people or 24.23 percent of the total population in Indonesia. In 2015, internet users increased to reach 139 million or 50 percent of the total population of Indonesian society.

The growing number of internet users is driving a huge potential to provide online shop or online store services. Online shopping is increasingly trusted and in demand because of its ease when consumers shop. In fact, people grow more trust in the internet, including shopping online. The mushrooming of online shops or online stores gradually transforms the human mindset from doing in – store shopping. Although there have been cases of online shopping fraud, online shops are still believed to satisfy consumers through the sale of goods sold in the website.

2. Literature Review

2.1. Online Shopping Behaviour

Online shopping behaviour refers to the process of purchasing products and services over the internet. Then online purchase has become an alternative to purchasing goods or services. Online sales are growing both in terms of service, effectiveness, security, and also popularity. Nowadays, shopping online is very common. Consumers barely spend energy when shopping online; they only need to go to the website to make a purchase transaction.

According to (Liang & Lai, 2002), online purchasing behaviour is the process of buying products or services through internet media. The online purchasing process has different steps compared to the physical purchasing behaviour. The peculiarity of the process of buying through internet media is when potential consumers use the internet and search for information related to the goods or services they need.

Marketers (manufacturers) who understand their consumer behaviour will be able to estimate how consumers' tendency to react to the information they receive, so that marketers (manufacturers) can devise appropriate marketing strategies. Therefore, online businesspeople must have and carry out the right strategies in order to get internet users who have not made online purchases interested in making purchases online and can retain the customers they already have. The right strategy can be created by knowing in advance the behaviour of online purchase consumers. (Sumarwan, 2014)

Previously, several studies have been conducted on regular online shopping behaviour ((Kahn & Schmittlein, 1989); (John & Ariely, 2000); (Fox & J. Hoch, 2005); (Chu & Cebollada, 2008); (Chintagunta & Cebollada, 2012)). They found that great trips to supplies are done online and these mainly involve heavy goods. In addition, online baskets (€155.80) average 3.5 times larger than offline baskets (€44.90). Furthermore, researches show that consumers buy more unique categories and unique items online compared to offline. Averagely, consumers bought 29.3 categories exclusively online, compared with 32.4 categories that were exclusively purchased offline. The fact that online variations are less common can be explained by the more regular nature of online shopping. (Kahn & Schmittlein, 1989) (John & Ariely, 2000) (Fox & J. Hoch, 2005) (Chu & Cebollada, 2008) (Chintagunta & Cebollada, 2012)

One of the factors that influences consumers' online purchasing behaviour is the perception of benefits. According to (Kim, et al., 2008), the perception of benefits is the consumer 's confidence about the extent to which they will get the better of online transactions with certain websites. The concept of the word "benefit" refers to the extent to which an innovation is considered better to replace an existing idea (Rogers, 2003). For example, the benefits of shopping through the website reflect consumer recognition that this new shopping method provides certain benefits as an alternative shopping format. (Karayanni, 2003) says that if a customer believes that they will benefit more when buying online than buying through a conventional store, then they certainly prefer this shopping option in fulfilling his needs. (Forsythe, et al., 2006) found a positive and significant relationship between the perception of the benefits of purchasing over the internet, the frequency of purchases, and the time used for online searches. (Farag & Lyons, 2009) found that online search and benefit perception had a positive effect on shopping frequency, and this had a positive effect on online purchases. This indicates that the perception of benefits towards online purchases will affect the behaviour of purchases made by consumers.

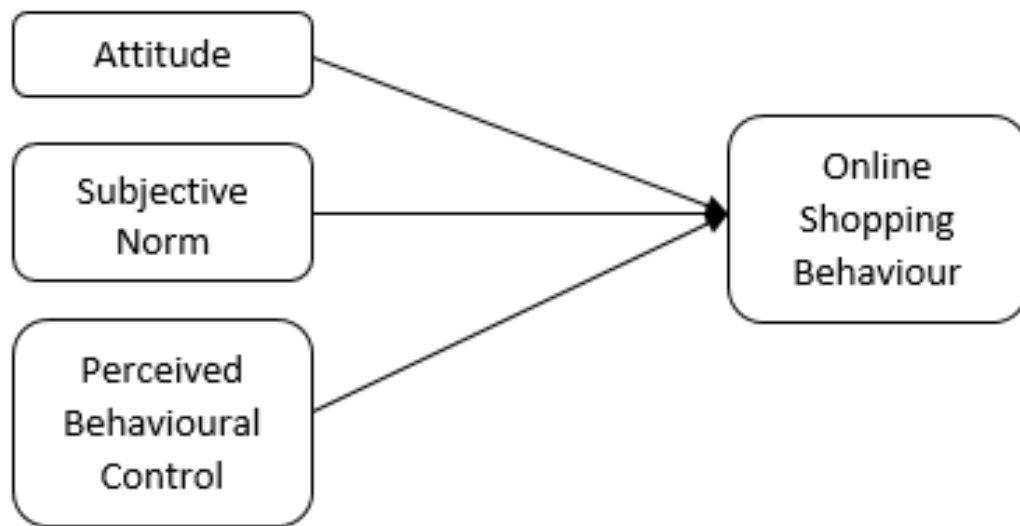
2.2. Theory of Planned Behaviour

Theory of Planned Behaviour (TPB) or planned behavioural theories is the continuation of the Theory of Reasoned Action (TRA) which had been studied by Ajzen and Feshebian in 1975 then developed until 1980. Theory of Reasoned Action has limitations on its inability in dealing with individual behavioural controls. Planned behaviour theory is an individual's intention to do something given by practice.

According to (Ajzen & Fishbein, 1991), the intention is assigned in capturing motivational factors to influence behaviour. They are an indication of how difficult it is for someone to try new things and how much effort has been planned to behave. Generally, if the stronger a person's intention is to engage in behaviour, the more likely it is to perform real, and the greater is the progress towards success.

Behaviour is under the will when a person is able to decide when to perform or not to perform.

According to (Miniard & Cohen, 1981), the theory of planned behaviour distinguishes between three types of beliefs, namely behavioural belief, normative belief, and control belief, where they are related to attitude construction, subjective norms, and perceived behaviour control. The need for these differences, especially the difference between attitude and normative beliefs (and between attitude and subjective norm) is sometimes



H1 = The Effect of Attitude on Online Shopping Behaviour

H2 = The Effect of Subjective Norm on Online Shopping Behaviour

H3 = The Effect of Perceived Behaviour Control on Online Shopping Behaviour

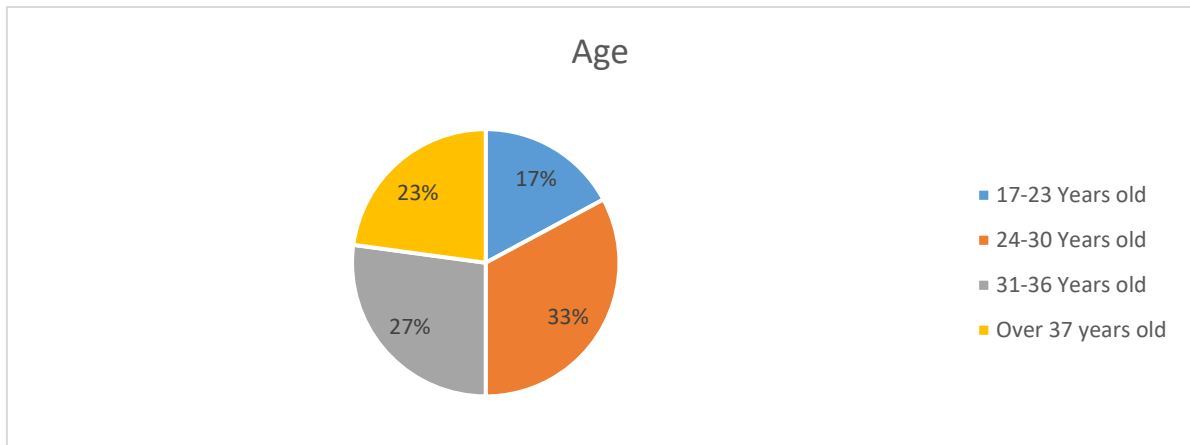
H4 = The Effect of Attitude, Subjective Norm, and Perceived Behaviour Control on Online Shopping Behaviour

3. Research Methods

The research method used is associative with descriptive techniques. Data collection was conducted by distributing questionnaires to 150 people who made online shopping and residing in North Sumatra. Hypothetical testing uses linear regression analysis.

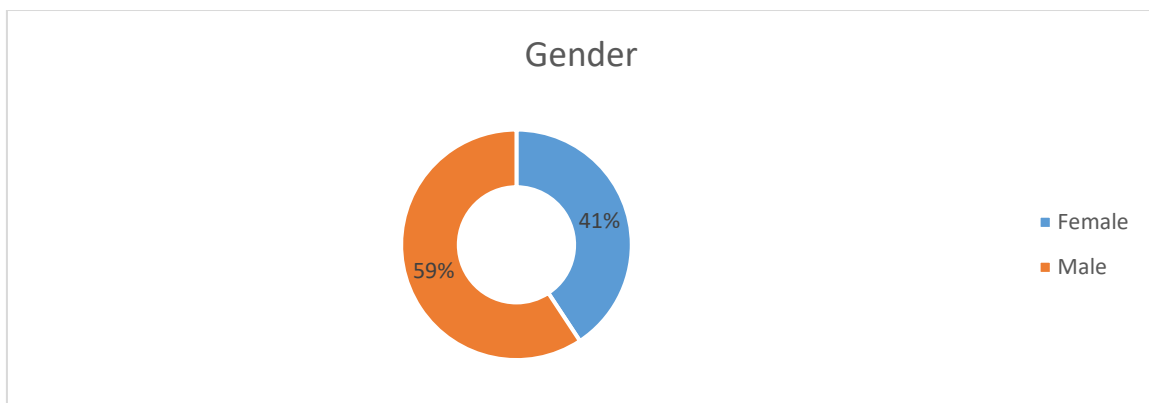
4. Result and Discussion

4.1. Descriptive Analysis



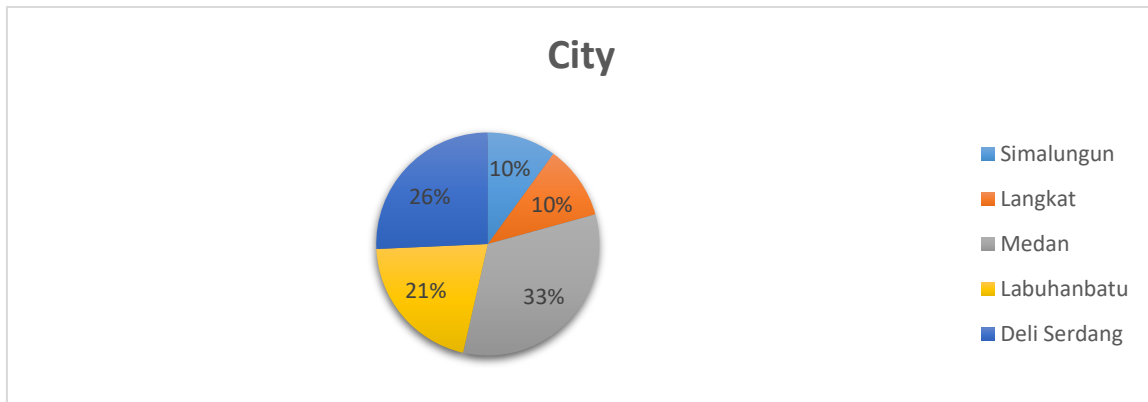
Respondents by Age

The image above shows that the majority of online shoppers, comprising 33% or 46 respondents, are aged 24-30, which indicates that the productive age is very fond of doing the shopping online. According to (Hernández & Jiménez, 2011), as time passes, the average age of online shopping consumers increases, so the generation who know technology at the age of 30 - 40 will be replaced by the generation aged 20 - 30 who have better technological knowledge. Thus, older individuals show a reluctance to adopt new technologies, due to the distrust they have of the internet, which is more due to their lack of experience.



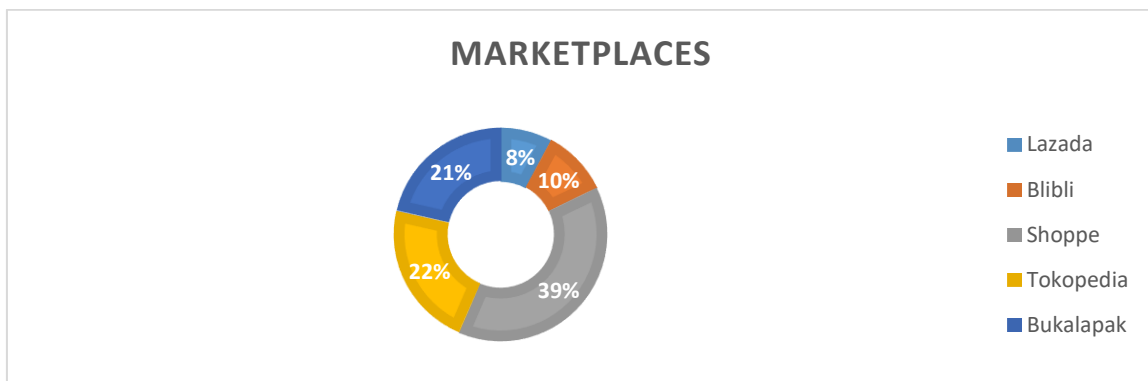
Respondents by Gender

The picture above shows the online shoppers are predominantly 59% or 83 female respondents. According to (Kumar, 2014), the motives of women's shopping are based on hedonism and benefit factors. Hedonistic factors are performed by women only for pleasure alone, while benefit factors arise when women need something.



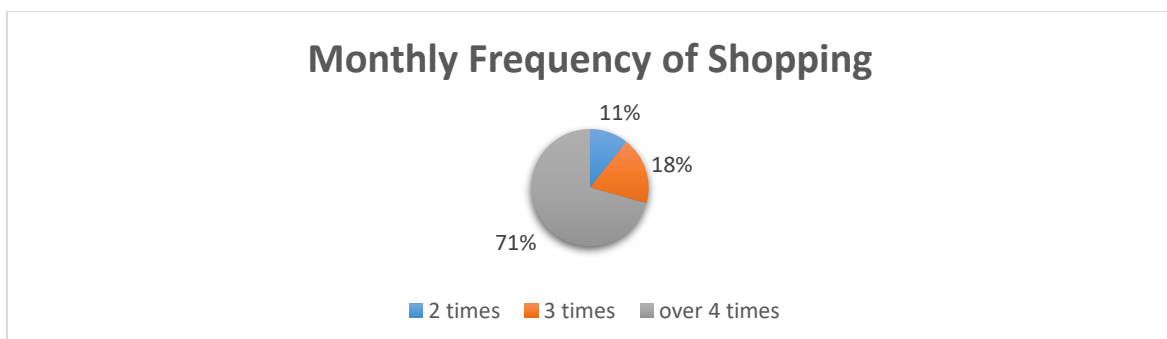
Respondents by City/District

The image shows that the majority of online shoppers, comprising 33% or 46 respondents, reside in Medan city. Medan, the capital of North Sumatra province, is the 4th biggest city in Indonesia, the home to a population of 2.2 million people, with 994,000 internet users (Masril, 2020).



Respondents by Marketplaces

The image above shows that the majority of online shoppers prefer Shopee, comprising 54 respondents or 39%. Shopee, is one of the important players in Indonesia, especially in the "mobile - first" country. Shopee is a diversified and leading online marketplace that also provides a regular web shopping experience. This online shopping platform is available throughout Southeast Asia such as in Singapore, Philippines, Malaysia, Thailand, Vietnam. Shopee is also available in Taiwan. (Artaya & Purworusmiardi, 2019)



Respondents Based on Monthly Frequency of Shopping

The picture above shows that the majority of monthly online shoppers are 99 respondents or 71%.

4.2. Inference Analysis

The study used path analysis using the SPSS application to evaluate the influence of attitude, subjective norm, and perceived behavioural control variables on online shopping behaviour.

The R value and the adjusted R-squared value are used to evaluate the strength in the relationship between the predictor variable and the bound variable. The summary model provides information regarding the coefficient of determination as shown in the Coefficient of correlation (R) Table explaining the strength between the association of free variables with bound variables while adjusted R-Squared explains the amount of variance described through the research model.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.616 ^a	.379	.366	3,05922

a. Predictors: (Constant), perceived behavioural control, attitude, subjective norm

The table above shows that the contribution of variations in the value of attitude, subjective norms, and perceived behavioural control variables in influencing variations in online shopping behaviour is 37.9% and the remaining 62.1% is the contribution of other variables excluded from this research model.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,059	2,681		3,753	,000
	attitude	,209	,083	,195	2,517	,013
	subjective norm	,444	,091	,404	4,893	,000
	perceived behavioural control	,197	,095	,158	2,080	,039

a. Dependent Variable: online shopping behaviour

The table above shows that attitude, subjective norm, and perceived behavioural control variables have a significant influence on North Sumatra's online shopping behaviour variables, with a variable perceived behavioural control of 0.013, a subjective norm variable of 0.000, and a perceived behavioural control variable of 0.039.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	777,944	3	259,315	27,708	.000 ^b
	Residual	1272,799	136	9,359		
	Total	2050,743	139			

a. Dependent Variable: online shopping behaviour

b. Predictors: (Constant), perceived behavioural control, attitude, subjective norm

The table above shows that attitude, subjective norm, and perceived behavioural control variables simultaneously have a significant influence on North Sumatra's online shopping behaviour variables.

The Effect of Attitude on Online Shopping Behaviour

The results of this study show that attitude variable has a positive and significant influence. This is in line with past researches by (Ariff, et al., 2014)(Javadi, et al., 2012) (Yang, et al., 2007). Customer attitude is an important factor that will influence their decisions regarding the transaction process performed in shopping. Attitude is a concept that has been studied by many behavioural researchers. Attitude is considered a factor that determines a person's behaviour. Practically, all marketing activities relate to the important task of influencing consumer attitudes.

Online shopping is a new way to make transactions. In this activity, buyers and sellers do not meet in person as in the usual sales process. Time efficiency and effectiveness in the transaction process are what make consumers interested in doing online shopping (Safitri, et al., 2017). Sellers will use the internet to display the site they own as a store with all products offered to consumers. Then, consumers as buyers will see and decide to buy products offered on the site. According to the research by (Yang, et al., 2007), many consumers still doubt online shopping, but the advantage of online shopping is that buyers can make transactions anytime, which makes it a very strong selling point especially in buying clothes and groceries.

Subjective Norm Effect on Online Shopping Behaviour

The results of this study are in line with the research by (Marzieh, et al., 2015), (Khare & Sadachar, 2014), and (Singh & Srivastava, 2018) which showed that subjective norm variable has a positive and significant influence on online shopping behaviour. The study by (Noor, et al., 2020) recommends that online shopping sites maintain the confidentiality and security of customers as they can increase their confidence in online shopping. Shopping sites should not ask for excessive information from consumers, especially if the consumer may find unnecessary personal details to provide when making the transaction.

The influence of subjective norms on consumer behaviour has increased on social networking sites such as Facebook, Myspace, and Twitter which have gained phenomenal popularity in recent years and have become subjects that are increasingly in demand in the scientific and practitioner worlds, so it is important to understand the important drivers of the adoption and use of technology. (Tan, et al., 2012)

Subjective norms are a person's perception or view of other people's beliefs that will influence the intention to perform or not to conduct the behaviour being considered. (Bhattacharjee, 2000), (Gong, 2009), and (Aqila, et al., 2016) viewed subjective norms as two forms of influence, namely interpersonal influence and external influence. Interpersonal influences are the influence of friends, family members, colleagues, bosses, and individual experiences that are seen as potential adopters. While external influence is the influence of outside organizations such as external reports in the media of the time, experts' reports and opinions, and other non-personal information considered by individuals in behaving.

The Effect of Perceived Behavioural Control on Online Shopping Behaviour

The results of this study are in line with the research by (George, 2004) showing that perceived behavioural control variable has a positive and significant influence. According to TPB, a person's beliefs about his or her ability to conduct such behaviour also affect whether or not he or she actually performs the behaviour. If two individuals with the same intention are engaging in a behaviour, a person with stronger beliefs about his or her abilities or perceived behavioural control, is more likely to succeed.

Attitude is an individual's positive or negative evaluation of a particular behaviour, and subjective norms are a person's perception of social pressure whether or not to perform certain behaviours (Fishbein, et al., 1975), whereas perceived behavioural control is an individual's perception of the control it has with respect to certain behaviours (Ajzen, 1991). This factor, according to (Ajzen, 1991), refers to an individual's perception of the ease or difficulty of bringing up certain behaviours and is assumed to be a reflection of past experiences as well as anticipated obstacles. According to (Ajzen, 1991), these three factors of attitude, subjective norm, and perceived behavioural control can predict an individual's intent in performing certain behaviours. (Bo, et al., 2013) in his research suggested that the internet shopping experience will lower the risk in shopping over the internet to increase the intent of greater purchases over the internet. The research by (Forsythe & Shi, 2003) further stated that positive experiences in shopping online affect shoppers' perception and intent in shopping online.

5. Conclusions and suggestions

The results provide empirical evidence that attitude, perceived behavioural control, and subjective norm variables have a significant effect on the variable of online shopping behaviour in North Sumatra.

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