

FACTORS INFLUENCING ONLINE PURCHASE IN OMNICHANNEL STRATEGY OF X STORE

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Abstract: This research explores the factors influencing online purchasing decisions within the omnichannel strategy of X Clothing Store, focusing on a sample of 100 respondents. Utilizing a combination of univariate until multivariate analyses, the study examines the relationships between various independent variables such as gender, age, promotions/discounts, online stock availability, customer service satisfaction, shipping speed, and product information and the likelihood of making online purchases. Findings reveal that a significant majority of respondents (72%) engage in online purchasing, with key factors such as promotional availability (78%), customer service satisfaction (72%), and clear product information (69%) being crucial determinants of purchasing behavior. The analysis indicates that younger consumers (ages 18-42) are more inclined to shop online, while women exhibit a higher likelihood of making purchases compared to men. Additionally, the results demonstrate that factors such as shipping speed and online stock availability significantly influence purchase decisions. The study underscores the importance of optimizing these factors to enhance customer satisfaction and increase online sales for X Clothing Store. Overall, the findings provide actionable insights that can inform marketing strategies aimed at improving the online shopping experience.

Keywords: Strategy, Market, Omnichannel, Online Purchase

1. Introduction

The digital landscape has transformed consumer shopping behaviors, prompting clothing stores to adopt omnichannel strategies to cater to modern consumer expectations. An omnichannel strategy seamlessly integrates various shopping channels such as websites, mobile applications, and physical stores allowing customers to interact with the brand in a fluid manner. Consumers express a preference for a cohesive shopping experience across multiple channels when purchasing clothing items. This trend underscores the importance for clothing brands like X Clothing Store to effectively harness their online and offline resources. Key factors influencing online purchases within this omnichannel framework include the quality of the online shopping experience, consumer trust, promotional effectiveness, and the impact of social media. First, a well-designed online platform that offers an intuitive user interface, easy navigation, and accessible product information significantly enhances customer satisfaction and increases the likelihood of purchase. Found that improvements in website usability and checkout processes lead to higher conversion rates, making these elements critical to successful online engagement. Trust also plays a crucial role in facilitating online purchases. Trust indicates that consumers are more inclined to complete transactions with brands they perceive as trustworthy. Factors such as transparent policies, responsive customer service, and positive online reviews contribute to establishing this trust, which is especially important in the clothing sector where

size and fit uncertainties often lead to hesitation in purchasing decisions (Hendrawan & Zorigoo, 2019).

Promotional strategies are another essential component influencing online purchases. Targeted promotions and personalized marketing campaigns can significantly enhance customer engagement (Mishra, 2024). Research by Verhoef (2015) reports that tailored discounts and offers based on consumer behavior can lead to notable increases in online sales. By analyzing customer data and preferences, clothing brands can implement effective promotional strategies that resonate with their audience. Moreover, social media engagement is increasingly becoming a pivotal factor in driving online purchases. With over 4.5 billion social media users worldwide (We Are Social, 2022), platforms like Instagram and TikTok serve as significant avenues for fashion inspiration and product discovery. Ellitan & Richard (2022) found that active engagement on social media correlates with increased online purchasing activity, as consumers often rely on these platforms for recommendations and trends.

In summary, to improve online purchase rates, X Clothing Store must prioritize optimizing the online shopping experience, building consumer trust, implementing effective promotional strategies, and leveraging social media engagement. By understanding and addressing these factors, the brand can enhance its omnichannel strategy and effectively meet the demands of today's consumers.

2. Literature Review

Gender

Research indicates that gender significantly influences online shopping behavior and preferences. Women are generally more focused on social interaction and experience when shopping online, while men tend to prioritize product features and pricing. For instance, a study found that female consumers are more likely to engage in social comparison shopping, which can lead to increased online purchases when the environment feels inclusive and supportive (Pradhana & Sastiono, 2019). Understanding these gender-based differences allows X Clothing Store to tailor its marketing strategies and enhance engagement with both male and female consumers.

Age

Age demographics play a critical role in shaping online shopping habits. Younger consumers, particularly Millennials and Generation Z, are more inclined to shop online due to their familiarity with technology and digital platforms. In contrast, older consumers often exhibit hesitation towards online shopping, primarily due to concerns about security and ease of use. However, studies show that when older consumers perceive value, such as exclusive online discounts or simplified navigation, they are more likely to embrace online shopping (Feng & Ivanov, 2023). By catering to different age groups, X Clothing Store can optimize its online shopping experience.

Promotions/Discounts

Promotional strategies, including discounts and special offers, are significant motivators for online purchases. Research shows that consumers are highly responsive to promotional messages, often resulting in increased conversion rates. For example, a study found that the presence of discounts not only boosts immediate sales but also enhances customer loyalty

(Lichtenstein et al., 1993). Therefore, implementing targeted promotions at X Clothing Store can effectively drive traffic to its online platform and encourage higher purchase rates.

Online Service

The quality of online service is a crucial determinant of customer satisfaction and purchasing decisions. Research by Rita (2019) indicates that prompt customer support and personalized online interactions significantly influence consumers' likelihood to purchase. A seamless online service experience, characterized by easy navigation, live chat support, and personalized recommendations, fosters trust and encourages repeat purchases. For X Clothing Store, investing in quality online service can enhance customer loyalty and satisfaction.

Online Stock

Product availability is a critical factor in influencing online purchasing decisions. Studies indicate that consumers are less likely to complete a purchase when faced with stock shortages or unclear inventory information (Qisthina, 2020). Study conducted revealed that online shoppers abandoned their carts due to product unavailability. Ensuring accurate and transparent online stock information is vital for X Clothing Store to minimize cart abandonment and enhance the overall shopping experience.

Shipping Experience

The shipping experience significantly impacts consumer satisfaction and loyalty. A study found that consumers are more likely to repurchase when they have fast delivery (Ellitan & Richard, 2022). For X Clothing Store, optimizing shipping logistics and providing transparent information about shipping times can lead to higher customer satisfaction and repeat purchases.

Product Information

Comprehensive and accurate product information is crucial in shaping consumers' online purchase intentions. A study found that detailed descriptions, high-quality images, and customer reviews significantly enhance consumer confidence in making purchases. Additionally, product information that addresses customer questions and concerns can reduce uncertainty and encourage decision-making (Mokobombang & Kusumawati, 2023). For X Clothing Store, providing robust product information on its website can improve the online shopping experience and increase conversion rates.

3. Method

This study employs a quantitative research approach to investigate the Factors Influencing Online Purchases in The Omnichannel Strategy of X Store. Primary data will be collected through a structured questionnaire distributed to a sample of X Clothing Store customers who have made or considered making online purchases. The questionnaire will focus on measuring the independent variables such as gender, age, promotions/discounts, online service, online stock, shipping experience, and product information. Respondents' online purchase decisions (whether they made a purchase or not) will serve as the dependent variable. Based on the total number of users who have shopped online, which is 78,500, the researcher used Slovin's formula to determine the sample size. Using Slovin's formula, the sample size was calculated to be 100 individuals and random sampling ensure the diversity of the customer base.

After data collection, the dataset will be analyzed using logistic regression in SPSS 20. Logistic regression is chosen because the dependent variable (online purchase decision) is binary (0 = no purchase, 1 = purchase). This method will allow the study to estimate the probability of making an online purchase based on the independent variables.

The results from the logistic regression analysis will include odds ratios ($\text{Exp}(B)$) and significance levels (p-values), which will help determine the effect and importance of each factor in influencing online purchase behavior. The significance level will be set at $p < 0.05$ to determine whether the relationships between the independent variables and the purchase decision are statistically significant. This method will help X Clothing Store identify key factors driving online purchases, enabling the business to optimize its omnichannel strategy.

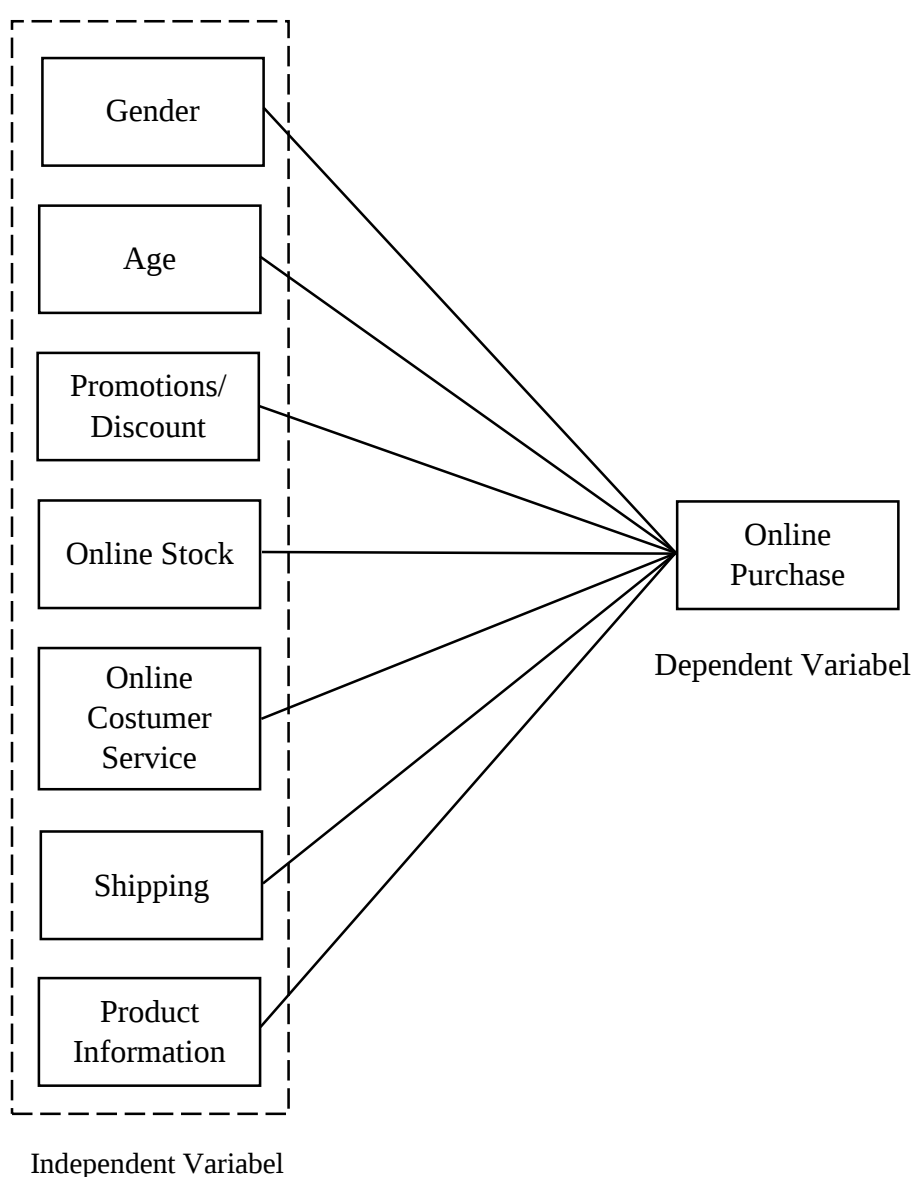


Figure 1. Framework

4. Result and Discussion

This study investigated the factors influencing online purchasing decisions within the omnichannel strategy of X Clothing Store. The results reveal several significant relationships between key factors such as gender, age, promotions, online stock availability, customer service, shipping speed, and product information that making online purchases.

Respondent Characteristics

Table 1. Univariate Model for Summarize and Describe

Characteristic	Frequencies (n=100)	Percentage (%)
Online Purchasing		
No	28	28
Yes	72	72
Gender		
Male	39	39
Female	61	61
Age		
43-58	28	28
27-42	43	43
18-26	29	29
Promotions/Discount		
Unavailable	22	22
Available	78	78
Online Stock		
Unavailable	29	29
Available	71	71
Online Customer Service		
Unsatisfying	28	28
Satisfying	72	72
Shipping		
Slow	59	59
Fast	41	41
Product Information		
Unclear	31	31
Clear	69	69

The univariate analysis focuses on examining each variable independently to understand the distribution and characteristics of the respondents in this study. This analysis provides a foundational understanding of the sample's demographic and behavioral patterns related to online purchasing decisions.

The results show that 72% of respondents made online purchases, while 28% did not. This indicates that a majority of respondents are inclined toward online shopping, suggesting that online purchasing is becoming a preferred method, especially within the context of clothing retail. Additionally, the gender breakdown reveals that 61% of respondents were female and 39% were male, which aligns with previous findings that women are more active in online shopping, particularly for clothing.

In terms of age, most respondents were in the 27-42 age group (43%), followed by the 18-26 age group (29%) and the 43-58 age group (28%). This distribution indicates that younger consumers, especially those between 18 and 42 years old, are more engaged in online purchasing, possibly due to their greater familiarity with digital platforms. This trend highlights the importance of targeting younger demographics in online marketing strategies.

Furthermore, other factors such as promotions, stock availability, online customer service, shipping speed, and product information show varying distributions. For example, 78% of respondents reported that promotions were available during their purchase, and 72% were satisfied with online customer service, suggesting that promotional offers and customer service quality are important drivers for online purchases. Moreover, 59% of respondents experienced slow shipping, and 69% found product information to be clear, emphasizing the need for improvements in shipping logistics and providing comprehensive product details to enhance the online shopping experience. These univariate findings set the stage for deeper analyses of how these factors interact to influence purchasing behavior.

Direct Effect

Table 2. Bivariate Model to Analyze the Direct Effect between Factors and Online Purchase Decisions

Characteristic	Online Purchasing				Odd Ratio	p	[95% Conf. Interval]	
	No		Yes					
	n	%	n	%				
Gender								
Male	19	48.7	20	51.3	1			
Female	9	14.8	52	85.2	5.489	0.001	2.131	14.136
Age								
43-58	16	57.1	12	42.9	1			
27-42	10	23	33	76.7	4.400	0.005	1.571	12.324
18-26	2	6.9	27	93.1	18.000	0.001	3.563	90.922
Promotions/Discount								
Unavailable	15	68.2	7	31.8	1			
Available	13	16.7	65	83.3	10.714	0.001	3.650	31.449
Online Stock								
Unavailable	16	55.2	13	44.8	1			
Available	12	16.9	59	83.1	6.051	0.001	2.318	15.798
Online Customer Service								
Unsatisfying	28	71.4	8	28.6	1			
Satisfying	8	11.1	64	88.9	20.000	0.001	6.650	50.151
Shipping								
Slow	25	42.4	34	57.6	1			
Fast	3	7.3	38	92.7	9.134	0.001	2.580	33.627
Product Information								
Unclear	20	64.5	11	35.5	1			
Clear	8	11.6	61	88.4	13.845	0.001	4,893	39.99

In this research, direct effects refer to the immediate impact that independent variables (such as gender, age, promotions/discounts, online stock, customer service, shipping speed, and product information) have on the dependent variable, which is the online purchase decision. A

direct effect means that these factors individually and directly influence whether a respondent makes an online purchase or not, without being mediated by other variables.

Indirect Effect

Table 3. Multivariate Model to Analyze the Indirect Effect between Factors and Online Purchase Decisions

Characteristic	First Model		Last Model	
	OR	p	aOR	p
Gender				
Male	1		1	
Female	39.504	0.26*	29.127	0.017*
Age				
43-58	1		1	
27-42	6.234	0.134	8.299	0.068
18-26	52.731	0.042*	51.319	0.029*
Promotions/Discount				
Unavailable	1		1	
Available	52.575	0.003*	51.319	0.028*
Online Stock				
Unavailable	1			
Available	7.766	0.960		
Online Customer Service				
Unsatisfying	1		1	
Satisfying	52.575	0.003*	41.473	0.003*
Shipping				
Slow	1		1	
Fast	57.429	0.008*	35.811	0.009*
Product Information				
Unclear	1		1	
Clear	15.820	0.023*	14,384	0.018*

In this research, indirect effects suggest that factors such as gender, age, or shipping speed may influence online purchase decisions not only on their own but also through their interactions with other variables like promotions, customer service, and stock availability. The multivariate model reveals these indirect relationships by showing how the influence of a variable changes when other factors are accounted for. Indirect effects provide deeper insights into the complex interactions among variables, helping X Clothing Store understand how a combination of factors rather than a single one affects online purchase decisions.

1. Gender

The results indicate a significant effect of gender on online purchasing behavior. Female respondents were 85.2% likely to make online purchases, compared to 51.3% of male respondents, with an adjusted odds ratio (aOR) of 29.127 ($p = 0.017$). This suggests that women are more inclined to shop online for clothing, potentially due to factors such as convenience and the availability of more options, supporting previous research that highlights gender differences in online shopping behavior (Pradhana & Sastiono, 2019).

2. Age

Age also played a significant role, with younger age groups showing a higher likelihood of making online purchases. Respondents aged 18-26 were 93.1% likely to purchase online, with an aOR of 51.319 ($p = 0.029$), compared to those aged 43-58, who were the least likely to make online purchases (42.9%). This finding is consistent with prior studies that suggest younger consumers, particularly Millennials and Generation Z, are more comfortable and familiar with digital shopping platforms (Feng & Ivanov, 2023).

3. Promotions and Discounts

Promotions and discounts were found to have a significant impact on purchasing behavior, with respondents who had access to promotions being 83.3% likely to purchase online (aOR = 51.319, $p = 0.028$). This aligns with the well-established understanding that promotions are a strong motivator for consumers, particularly in the competitive online clothing market (Lichtenstein et al., 1993).

4. Online Stock Availability

The availability of online stock was another critical factor. Respondents who encountered available stock were 83.1% likely to make purchases, compared to 44.8% when stock was unavailable (OR = 7.766, $p = 0.96$). The importance of accurate and transparent stock information cannot be overstated, as stockouts often lead to cart abandonment and customer dissatisfaction (Rita et al., 2019).

5. Customer Service

Customer service quality also had a significant effect, with respondents reporting satisfying customer service being 88.9% likely to make online purchases (aOR = 41.473, $p = 0.003$). High-quality customer service, particularly in resolving issues promptly, fosters trust and repeat business. This reinforces the need for X Clothing Store to maintain excellent online customer support to enhance the customer experience (Qisthina, 2020).

6. Shipping Speed

Shipping speed was found to be another significant determinant, with fast shipping increasing the likelihood of purchase to 92.7% (OR = 35.811, $p = 0.009$). Consumers expect prompt delivery, and delays can negatively impact satisfaction and future purchasing behavior (Ellitan & Richard, 2022). Improving shipping logistics can thus provide a competitive edge.

7. Product Information

Clear product information significantly influenced purchasing decisions, with 88.4% of respondents more likely to buy when product details were clear (OR = 14,384, $p = 0.018$). Detailed descriptions, high-quality images, and comprehensive reviews reduce uncertainty and enhance consumer confidence in the online environment (Mokobombang & Kusumawati, 2023). X Clothing Store should ensure that product information is thorough and easily accessible to improve online conversion rates.

Table 4. Clasification Table

Characteristic	Predicted		
	No	Yes	Percentage Correct (%)
Online Purchasing			
No	24	4	85.7
Yes	2	70	97.2
Overall Percentage			94.0

The accuracy of classification is determined after obtaining the logistic regression model and aims to assess the likelihood of classification errors made by a classification function. Based on Table 4, it can be seen that the estimation results can classify consumers who did not make online purchases at X Clothing Store with an accuracy of 85.7%, and consumers who purchased Samsung brand smartphones with an accuracy of 97.2%. Overall, the classification accuracy of purchase decisions in this study is 94%, meaning that the model can provide correct classification for 94% of the total observations.

5. Conclusions

This study aimed to analyze the factors influencing online purchasing decisions in the omnichannel strategy of X Clothing Store. Based on the findings from both univariate and multivariate analyses, several key conclusions can be drawn.

Firstly, promotions and discounts emerged as one of the most significant factors driving online purchase behavior. Consumers are highly responsive to promotional offers, as evidenced by the high likelihood of making a purchase when promotions are available. This suggests that X Clothing Store should continue to leverage promotional strategies to boost online sales and attract more customers.

Secondly, customer service quality and shipping speed were found to be critical in determining whether customers complete an online purchase. Satisfying customer service and fast shipping increased the likelihood of purchase significantly. Therefore, improving customer service responsiveness and optimizing shipping logistics will be crucial for enhancing the customer experience and retaining loyalty in the competitive online marketplace.

Lastly, clear product information and stock availability also had strong impacts on purchasing decisions. Consumers prefer accurate, detailed descriptions and transparent inventory information to reduce uncertainty during the shopping process. X Clothing Store should ensure that product listings are thorough and that stock levels are maintained to minimize cart abandonment and encourage conversions.

In conclusion, by addressing these factors promotions, customer service, shipping, product information, and stock availability X Clothing Store can improve its online purchase rates and refine its omnichannel strategy to better meet the needs and preferences of its customers.

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