DOCUMENT

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SCORE

81 of 100

ISSUES FOUND IN THIS TEXT

214

PLAGIARISM

1%

Contextual Spelling   13

Misspelled Words	11
Mixed Dialects of English	2

Grammar   47

Wrong or Missing Prepositions	32
Determiner Use (a/an/the/this, etc.)	7
Faulty Subject-Verb Agreement	6
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Comma Misuse within Clauses	12
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Passive Voice Misuse	33
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EVALUATING THE CUSTOMER PREFERENCES OF ONLINE SHOPPING: DEMOGRAPHIC FACTORS AND ONLINE SHOP APPLICATION ISSUE

Arlina Nurbaity Lubis, Universitas Sumatera Utara, Medan, Indonesia

ABSTRACT

The growth of online market both from sellers and enthusiasts of online shopping from year to year continues to increase. Consumer shopping preferences are key [1] to successful transactions, both traditionally and online. Sellers need to be aware of their target consumer profile in deciding that sales are developed into the online market and remain within the traditional market.

To analyze the customer preferences of online shopping, a total of 200 respondents in Medan City, North Sumatera Province, participated in this study. The predictor variables proposed in this study are the demographics and ownership of online shopping applications.

The results indicate that online shopping decisions are strongly influenced [2] by sex factors, income levels, and online shopping applications. Factors of everyday life, age and education do not significantly affect shopping preferences both online and traditional.

Keywords: preference, online shopping, traditional market, demographics, application

INTRODUCTION

Increasingly stable and faster internet presence makes fundamental changes in human behavior. Hence, the distance becomes increasingly meaningless. Communication and trade can occur in a short time without any significant pause. The flow of information becomes [3] very fast and can even convey information [4] from any part of the world in a short time. Bourlakis et al. (2008) pointed out that from all aspects of change in the internet age, online shopping behavior change is the most popular and well accepted [5] change by the marketing community today. More specifically, Ali and Sankaran (2011) point out that electronic interactions through the FAQs' program on

[1] Overused word: *key*

[2] Passive voice

[3] Repetitive word: *becomes*

online sites can address various consumer information needs that facilitate decision making in aspects of shopping.

Shanthi and Kannaiah (2015) found that although many consumers have begun switching to online stores, most of consumers [6] still choose to shop directly to traditional markets that have a clear [7] physical presence. A person's preference for buying a product, both online and traditional, is influenced by the personality factor possessed by that person. Hence, consumer shopping preferences are defined as the tastes of the consumers measured by the perceptions of the usefulness and benefits of the products offered (Guleria et al., 2015). Shopping preferences are related to someone likes or dislikes [8] shopping methods and are not influenced [9] by consumers' purchasing power. This [10] generally [11] affects purchasing decisions. The focus in [12] understanding consumers is the key in keeping consumers (retain) and making it loyal to the seller. Lubis et al. (2017) states [13] that consumers will only become loyal when they are satisfied. Satisfaction is sourced [14] when we focus on providing services to consumers. This study was conducted to evaluate demographic factors that affect a person's preference in buying products online. The study of demographic influences on online shopping decisions has taken place since 1995 (Fram and Grady, 1997; Kunz, 1997; Metha and Sivadas, 1995; Sultan and Henrichs, 2000; Stafford et al., 2004; Punj, 2011; Richa, 2012; Rahaman, 2014). This consumer demographic study can help stores make decisions based on the characteristics of their customers whether they should run their businesses online or traditional means. For example, Haver (2008) states that in young age groups called 'green shopper' or beginner generation is more popular to use shopping online. Young people do not want to spend their time going from store to store to make comparisons. They will shop online whenever possible. Richa (2012) in a study indicates that one's shopping preferences are strongly influenced [15] by demographic factors such as age, income, marital status, number of family members and gender. In addition [16], this research involves the presence of online store applications

Repetitive word: *information*

[5] [well accepted → well-accepted]

[6] [the consumers]

[7] Overused word: *clear*

[8] [dislikes → dislike]
[9] Passive voice
[10] Unclear antecedent
[11] [generally]
[12] [in → on]

[13] [states → state]

[14] Passive voice

on smartphones from consumers in influencing their preference for online shopping. The presence of the app can make the experience of using the internet to access online shopping easier. Ease of use is the basis in [17] choosing to shop online (Mauldin and Arunachalam, 2002). However, not all online stores are willing to invest in funds to create an online store application. Moreover, it is theoretically stated [18] that people's shopping preferences have begun to shift to online shopping (Shanthi & Kannaiah, 2015). Nevertheless, some people practically still survive in using traditional markets at certain times or types of shopping. Many traditional [19] stores are turning into online stores by using online shopping apps. Now, smartphone ownership in urban society in Indonesia, including Medan, is very high. The market in Medan itself has also started to tend to lead to online shopping. Various business and shopping activities are already connected [20] to the internet, with some already having an online store application. This study examines whether it should invest funds to create an official online store application (including being part of an official online store) or simply [21] move through third parties of social media like facebook [22] or instagram [23] only. To improve the more fundamental understanding [24], this study also uses demographic factor as a determinant of consumer preference. This [26] is driven by the theoretical basis [25] that consumers form the market itself. Hence, demographic factors [27] which are very fundamental, [28] is regarded able to reflect the state of the market. Many marketers have an interest in understanding population growth in the market, including consumer characteristics such as age, educational level, household, economy, and sociocultural issues of society (Kotler & Keller, 2012). Thus, by using demographic factors, this study is expected to gain a deeper understanding of the market, consumer behavior, and other considerations that lead to purchasing decisions and to assist [29] marketers in setting up market penetration strategies.

LITERATURE REVIEW

The presence of online stores today provides many changes

15 Passive voice

16 [In addition → Also]

17 [in → for]

18 Passive voice

19 Repetitive word: *traditional*

20 Passive voice

21

in the buying behavior of the community. The online system makes it easy to communicate and approach customers (Katarawaks & Wang, 2011). Wang et al. (2005) states 30 that online stores are becoming more fun for consumers as it comes to consumers 24 hours a day, 7 31 days a week. Online store applications provide more benefits to consumers. Direct apps help consumers find their options more easily. In addition 32, online applications help address issues such as security and service guarantees to consumers. The interaction between the consumer and the application system helps to cope with direct contact with the salesperson where some people prefer not to interact with the salesperson (Parks, 2008). Online shopping apps can affect consumer shopping preferences to use online shopping. In this drastically altered marketing context, knowledge of demographic factor will lead to understand 33 how the shopping preferences affect 34 market conditions (Kotler and Keller, 2012). Marketing experts always pay attention to major 35 factors such as demographic, economic, socio-cultural, technological, and environmental factors in an effort to 36 understand market conditions. Haver (2009) has shown that younger consumers are more familiar and choose online shopping preferences. Richa (2012) evaluates more demographic aspects and concludes that this preference is influenced 37 by gender, age, income, and marital status. Therefore, demographic factors can affect consumers' preferences 38 in shopping.

An adequate internet network is capable of bringing about revolutionary changes in the goods and services market. Traditional perspective states that the the market 40 is essentially 41 a meeting place between the seller and the buyer (Wahyuni & Ginting, 2017), but with the rapid development of internet, buying and selling no longer has to be done when the seller meets directly with the buyer (Nugroho et al., 2017; Budiharseno, 2017). 39 Along with the development of technology, the understanding of the market began to shift. In the beginning 42 the market happens when the buyer and seller meet in person. The development of the era of communication makes the market happen without having to meet 43 directly, 44 but

through telephone 45 conversation. This activity developed into tele-marketing 46. Internet presence makes sellers and buyers do not have to meet directly, can even happen without any meaningful interaction from the seller or buyer. The presence of an online store makes the buying and selling process simpler. The seller markets the product information on the website or online store, then the buyer can compare the product according to their needs or wishes and make a purchase either in consultation with the seller or not. In the end, the internet presence in marketing and online shopping has resulted in three beliefs, which are time-saving, cost-effective, and 'best match' to the desired product (Punj, 2011).

Attendance of online shops provides various facilities in the aspects of buying and selling. Buyers can easily find information, make comparisons between alternative products and stores in an effort to 47 meet their needs and wants, as well as find 48 the best alternative of all the options available. The buyer does not even have to make purchases outdoors to buy the products he wants from either the local shop or from any hemisphere. Katawetawaraks and Wang (2011) point out that the ease of marketing communication provided by the online market greatly 49 influences consumer decisions in choosing to shop online. The conveniences offered by online stores to consumers make online shopping grows rapidly 50, reaching even 231% in 2007 (Rose et al., 2011). Unfortunately, the presence of online stores also eliminates those aspects that are quite important in the buying process in general. For example, a prospective buyer can choose the fabric or outfit offered by the online store as well as the availability of supplies for the various sizes available on the choice of clothing. They are even possible to pre-order products that are not available. However, potential buyers lost the chance to try the product before buying, to check whether the size of the clothes are in accordance with 51 his or her desire or not, or cannot feel the quality of the fabric used significantly before the transaction occurred. The presence of online stores makes buyers have high expectations for the products they have purchased and can lead to discontent. High expectations alone become a double-

33 [understand → understanding]
34 Repetitive word: *affect*

35 Overused word: *major*

36 [in an effort to → to]

37 Passive voice

38 Repetitive word: *preferences*

39 Wordiness
40 [the market]
41 Overused word: *essentially*

42 [beginning,]

43 Repetitive word: *meet*
44 [directly,]
45 [a telephone or the telephone]
46 [tele-marketing → telemarketing]

edged sword that can be both advantage and weakness. Expectations, however, is closely related to satisfaction and loyalty (Teviana et al., 2017). This 52 can lead to satisfaction 53 or dissatisfaction depending on the level of product evaluation received. The slightest condition that no physical interaction occurs in online transactions also makes it difficult 54 to conduct consumer behavior studies directly on online shopping activities (Jiang et al., 2008). A review of the side of online transactions shows that buyers generally 55 have to pay first the products they want to buy before the products are delivered 56 to them. This 57 is in contrast to traditional markets where generally 58 the handover of goods occurs simultaneously 59 with the handover 60 of money to be paid (Wahyuni & Ginting, 2017). This gap makes the act of fraud in online transactions is quite high. In many cases, buyers receive goods that are not in accordance with 61 the goods 62 they buy. Some cases 63 that occur in online shopping community itself occurs 64 when purchasing pots online, goods received by consumers just cover the pan. Good online stores accept complaints and fix existing errors, but not all behave the way they do. Even the seller can simply 65 close the store and open a store with a new name and a new identity.

Online transactions on some online stores ask prospective customers to enter credit card information that is very confidential (Nugroho et al., 2017). A good store will include third party 66 security on its site. However, such information may be misused by others who have particular ability to process data information on the internet or by phishing, creating a similar predatory site whose primary purpose is to gain access to personal information and commit other crimes. In this aspect, trust plays a role in the smoothness of transactions on online stores. Lusiah et al. (2017) argue that beliefs can moderate behaviors that lead to a person's loyalty level. Traditional markets (some call them offline stores today) and online stores each has 67 its own 68 pros and cons, advantages and disadvantages. Until now, traditional 69 markets are still the choice of many people in the transaction behind the rapid growth of online market and buyers who make online transactions 70. The

47 in an effort to → to

48 Repetitive word: *find*

49 Overused word: *greatly*

50 Weak verb

51 in accordance with → by

main advantage of traditional markets is the strong ₇₁ physical interaction that occurs between the seller, the buyer, and the products offered. Direct service becomes an important factor in shaping the decision and loyalty of the buyers (Lubis & Lumbanraja, 2016). Today, shops that initially move on traditional markets are beginning to switch and run online stores. This decision needs to be evaluated ₇₂ since not all consumers prefer to conduct transactions online. The study of online shopping preferences by Vijay and Balaji (2009) indicates that behind the ease with which online shopping is offered ₇₃, people still prefer to shop traditionally. Rahaman (2014), Budiharseno (2017) identifies that although student participation in shopping shows changes to online shopping, there are still many who still do not choose to shop online at their own ₇₄ discretion.

RESEARCH METHOD

Participants

Participants in this study amounted to 200 respondents consisting of 119 men and 81 women who already had their own ₇₅ income and could decide to make a purchase ₇₆ on their own. The study was conducted ₇₇ in Medan, North Sumatra, involving visitors of big ₇₈ cafes in Medan City to narrow the scope of the participant's search in accordance with ₇₉ the needs of this study.

Demographic Classification of Participants

Participants in this study are also grouped ₈₀ according ₈₁ some classifications. First, based on the income level, the participants' income levels are categorized into three main groups:

Low income: Participants who have an income level below the regional minimum wage of Medan City.

Medium income: Participants who have an income level above the minimum wage but cannot be used ₈₂ for savings.

High income: Participants who have a sufficient level of income to meet all the basic needs and can be used to save

Participants in this study are also grouped ₈₃ according to the highest level of education they get, that are ₈₄ the level of senior high school, diploma level, graduate level, and

52 Unclear antecedent
53 Repetitive word: *satisfaction*

54 Overused word: *difficult*

55 [generally]

56 Passive voice
57 Unclear antecedent
58 [generally]
59 Weak verb
60 Repetitive word: *handover*

61 [in accordance with → **by**]
62 Repetitive word: *goods*
63 Repetitive word: *cases*
64 Repetitive word: *occurs*

65 Overused word: *simply*

66 [third party → third-party]

master degree. The education level indicates the maturity of the education pattern is expected to become the reference in a person's decision-making process so this classification can help in evaluating whether the level of education acquired influences the decision-making process. Moreover, participants were grouped ₈₅ within the age range as a reference in looking at the age effect of shopping preferences from participants. Age ranges are grouped ₈₆ into four classes with a five-year age range ranging from 21 years old, ie ₈₈ ₈₇ 21-25; 26-30; 31-35; and 36-40 years old.

Participants are also grouped ₈₉ according to their daily life in choosing a place to live. Preference as part of decision making can be influenced by the participants' daily lives ₉₀. This grouping is based on whether they live alone or with their families, namely:

Participants live alone: Participants who live daily by renting a house, away from family, not married or have been married but choose to divorce
Participants with family: Participants who live daily with family, or have a family.

Participants are grouped ₉₁ by ownership of online store applications in their smartphones. The online store application is a smartphone app that contains various information from products sold by online stores and payment methods in one touch. In other words, an online store application allows transactions to occur without the need to access the browser from participating smartphones.
Research Procedure
Researchers visited popular ₉₂ cafes in Medan City. Researchers invite visitors to participate in short research. The study begins with a brief extension of the advantages and disadvantages of traditional markets and online markets, including the benefits and risks of each of these markets. It is used ₉₃ so that participants have the same understanding of both forms of the market. Furthermore, this research uses questionnaires as a tool to collect research data. Researchers directly distributed questionnaires to prospective participants. Screening

67 [has → have]
68 [own]
69 Repetitive word: *traditional*

70 Repetitive word: *transactions*
71 Overused word: *strong*

72 Passive voice

73 Passive voice

74 [own]

75 [own]
76 [make a purchase → purchase]
77 Passive voice
78 Unusual word pair

79 [in accordance with → by]

80

question is given to prospective 94 participants whether they have a smartphone that is always connected 95 to the internet network.

The questionnaire given relates to respondent's preference in doing shopping activities, whether online or traditionally. The questionnaire 96 evaluates the characteristics of respondents who will become the basic 97 reference in assessing the influence of characteristics 98 and application on the tendency or preference of expenditure from participants.

Data Processing

Shopping preferences from participants in the conversion in the form of binary data with a classification of 0 to explain traditional shopping preferences and 1 for online. Dummy variables are used to convert nominal and ordinal data of demographic characteristics of participants in this study. Data were evaluated using a logistic regression model that could predict a participant's tendency in choosing shopping methods.

Data Analysis

This study employed logistic regression in predicting shopping preferences from participants of this study. Predictive variables in this study are ownership of applications and demographic factors covering gender, daily, income level, education level, and age group of participants. Ownership 99 of online store applications, gender, and daily 100 respondents are dichotomous variables. The level of education, age group, and income level are categorical variables and codified with dummy variables according to each data set. Logistic regression was used in this study because researchers attempted to see the simultaneous effects of predictor variables in predicting consumer shopping preferences.

The research instrument is validated using face validity method, with 30 respondents involved in the preliminary study. Face validity ensures that the questionnaire is appropriately understood by the respondents 101. The questionnaire 102 in this study is a single item construct which means it does not require consistency like reliability test. Thus, content validity is not used 103 in this study. Validation is done by directly asking the respondents'

81 Passive voice
according to

82 Passive voice

83 Passive voice

84 are → is

85 Passive voice

86 Passive voice
87 ie → i.e.
88 ie,
89 Passive voice
90 Passive voice

response in an item of question 104 asked. The results show that out of 30 respondents, 105 all have been able to measure the variables used.

RESULTS

Demographic Characteristics of Respondents

The demographic characteristics of respondents in this study were classified 106 by sex, income level, age group, and online store application in participating smartphones. This demographic is cross tabulated 107 with participants' preference on shopping activity. The results of this cross-tabulation are summarized 108 in Table 1.

Table 1

CROSS-TAB PREFERENCES WITH PARTICIPANT DEMOGRAPHICS

Preference

Traditional Market
Online Market
Total
Online_Shop_App
Do Not Have App
Count
12
3
15

% within Online_Shop_App
80.0%
20.0%
100.0%

% within 109 Preferences

15.4%

2.5%

7.5%

Have App

Count

66

119

185

% within Online_Shop_App

35.7%

64.3%

100.0%

% within 110 Preferences

84.6%

97.5%

92.5%

Livelihood

Single

Count

43

61

104

% within 111 Livelihood

41.3%

58.7%

100.0%

% within 112 Preferences

55.1%

50.0%

52.0%

Family

Count

35

61

96

107 [cross tabulated → cross-tabulated]

108 Passive voice

% within 113 Livelihood

36.5%

63.5%

100.0%

% within 114 Preferences

44.9%

50.0%

48.0%

Income

High Income

Count

24

39

63

% within 115 Income

38.1%

61.9%

100.0%

% within 116 Preferences

30.8%

32.0%

31.5%

109 [within → of]

Medium Income

Count

36

72

108

% within 117 Income

33.3%

66.7%

100.0%

% within 118 Preferences

46.2%

59.0%   110 [within → of]

54.0%

Low Income

Count

18

11

29

% within 119 Income

62.1%

37.9%   111 [within → of]

100.0%

% within 120 Preferences

23.1%

9.0%   112 [within → of]

14.5%

Age_Group

21-25 yo

Count

18

27

45

% within Age_Group

40.0%

113

60.0%

100.0%

% within [121] Preferences

23.1%

22.1%

22.5%

25-30 yo

Count

33

40

73

% within Age_Group

45.2%

54.8%

100.0%

% within [122] Preferences

42.3%

32.8%

36.5%

31-35 yo

Count

14

38

52

% within Age_Group

26.9%

73.1%

100.0%

% within [123] Preferences

17.9%

31.1%

26.0%

36-40 yo

Count

13

17

30

% within Age_Group

43.3%

56.7%

100.0%

% within 124 Preferences

16.7%

13.9%

15.0%

Gender

Male

Count

12

107

119

% within 125 Gender

10.1%

89.9%

100.0%

% within 126 Preferences

15.4%

87.7%

59.5%

Female

Count

66

15

81

% within [127] Gender

81.5%

18.5%

100.0%

% within [128] Preferences

84.6%

[within → of] [122]

12.3%

40.5%

Education

High School

Count

33

32

65

% within Education

50.8%

49.2%

100.0%

% within [129] Preferences

42.3%

[within → of] [123]

26.2%

32.5%

Diploma

Count

8

18

26

% within Education

30.8%

69.2%

100.0%

% within 130 Preferences

10.3%

14.8%

13.0%

[within → of] 124

Graduate

Count

33

61

94

% within Education

35.1%

64.9%

100.0%

[within → of] 125

% within 131 Preferences

42.3%

50.0%

47.0%

[within → of] 126

Postgraduate

Count

4

11

15

% within Education

26.7%

73.3%

100.0%

[within → of] 127

% within ₁₃₂ Preferences

5.1%

9.0%

7.5%

Table 1 provides information that out of the 200 participants in this study, there were 59.5% of participants with male sex and the remaining 40.5% were female. Based on the ownership classification of online store applications, 92.5% of participants have an online store application and understand how to use the application ₁₃₃. Thus, there are only 7.5% of respondents who do not have an online store application. Based on the classification of daily life, as many as 52% of participants generally ₁₃₄ perform various activities alone while the remaining 48% live with spouse or family. Classification by income level, the majority of participants are classified middle-income (54%), followed by high-income (31.5%), and 14.5% low-income earners. Classification by education level indicates that the majority of participants are at the highest education level of bachelor (47%), followed by high school (32.5%), diploma (13%), and master (7.5%).

The tendency of shopping preferences from participants can also be presented based on how much of the research samples tend to be in their shopping activities, both online and traditional. Table 2 summarizes the percentage of respondents in general shopping preferences.

Table 2
PERCENTAGE OF SHOPPING PREFERENCES BASED ON DEMOGRAPHICS AND APPLICATION OWNERSHIP

Scenario

Preference

Sig.

Online Shopping

Traditional Market

128 [within → of]

129 [within → of]

130 [within → of]

Own Online Store Application

61%

39%

0.001

Gender:

0.000

Men

89.9%

10.1%

Women

18.5%

81.5%

within → of

Marital Status:

0.479

Single

58.7%

42.3%

With Spouse / Family

63.5%

36.5%

Age Group:

0.201

21-25 yo

60%

within → of

40%

26-30 yo

54.8%

45.2%

31-35 yo

73.1%

16.9%

36-40 yo

56.7%

43.3%

Income Level:

0.019

Low

37.9%

62.1%

Medium

66.7%

33.3%

High

61.9%

38.1%

Education:

0.108

High school

49.2%

50.8%

Diploma

69.2%

30.8%

Bachelor

64.9%

35.1%

Master

73.3%

26.7%

Table 2 generally [135] indicates that the majority of participants in this study had a tendency [136] to choose to shop online. Moreover, it also indicates [137] that women, on contrary [138] with men in this study [139] prefer to shop [140] traditionally.

Logistic Regression Results

This study employed logistic regression in predicting shopping preferences, by using predictive variables of applications ownership and demographic factors of respondents covering gender, daily, income level, education level, and age group of participants. The research model was evaluated based on the full model and the intercept-only model and found that the models were statistically significant, [141] $\chi^2=$, 24.84, sig. = 0.002. This research model can accurately predict and classify 88.5% of participants who have traditional shopping preferences and 86.9% of participants who have online shopping preferences. The false-positive error rate of online shopping preferences is 11.5% and [142] the traditional false-negative shopping preferences are 13.1%. In general, the model success rate in predicting consumer shopping preferences is 87.5%. The result of logistic regression of predictor variable in this study is summarized [143] in Table 3.

Table 3

LOGISTIC REGRESSION PREDICTING SHOPPING PREFERENCE BASED ON DEMOGRAPHIC AND APPLICATION ONLINE STORE

Predictor

B

SE

Wald

df

Sig.

Odd Ratio

Online Shop Aplication

3.142

.931

11394

1

.001

23.160

Livelihood (0 = Single)

1.177

.679

3.003

1

.083

3.246

Income (0 = Low Income)

8.235

2

.016

High Income

2.449

.888

7,615

1

.006

11,578

Medium Income

2.108

.784

7.226

1

.007

8.231

Age_Group (0 = 21-25 yo)

.116

3

.990

generally

26-30 yo

-.102

.765

.018

1

.894

.903

31-35 yo

.120

.709

.028

1

.866

1.127

36-40 yo

.110

.731

.022

1

.881

1.116

Gender (0 = Male)

-4.190

.537

60844

1

.000

.015

Educational Attainment (0 = Highschool)

1.556

3

.670

Diploma

-420

.826

.259

1

.611

[had a tendency → tended]

Repetitive word: *indicates*

[on contrary → on the contrary]

[study,]

Repetitive word: *shop*

[significant,/]

[, and]

Passive voice

.657

Graduate

.344

.528

.424

1

.515

1.410

Master

.778

.983

.627

1

.428

2.177

Constant

-3.078

1.294

5.661

1

.017

.046

Traditional or Online Market?

As Table 2 indicates that only by female sex preferring traditional shopping, the majority of respondents prefer to shop online (61% of participants). [144] Apart from the various risks of online shopping that have been put forward by researchers on research activities, the majority of respondents still prefer to do shopping online. Significance level in Table 2 indicates that a distinct preference difference occurs when a person has an online store application, between the sexes of both men and women, as well as at their income level.

Table 3 shows the logistic regression results, Wald's test, and the odd-ratio ratio of each predictor variable in predicting shopping preferences. The significance level used in this study is 5%. At this level, ownership of online shop applications, gender, and income level of participants have a significant effect in predicting online shopping preferences. While the variables of age, daily, and level of

education have no significant effect in 146 145 the proposed model.

The odd-ratio rate of ownership of the online shop application is 23.16 which indicates that under conditions where other variables in this study are the same, customers who have an online shop application 23.16 times more likely than those who are not in choosing to shop online. These results indicate that it is important 148 for online shops to 147 have an online shopping app or join an online store application. Transactions are more common in those listed in the online store application. 149

In the daily aspect, the odd-ratio level is 3,246 indicating that those who are with their families or with their partners have a greater 150 chance of 3,246 times more than those who are alone. Table 2 indicates 151 that these predictors do not make a significant difference between themselves and their families. Although there is a greater 152 tendency in using online shopping for those who are married, this difference is not always the case at the 5% level of significance. The income predictors in this study are ordinal data divided into three categories converted into two dummy variables. Table 2 indicates a significant difference between the income groups. Table 3 shows that the odds ratio of the intermediate income group is 8,321, which means that those with middle-income tend to be 8,321 times more likely than those in 153 low incomes. The high-income group's odds ratio is 11,578 indicating that there is an 11,578 times greater chance of online shopping transactions on high-income people than those with low incomes. Thus, those with high income are 1.39 times more likely than those with middle-income. The greater 154 the income of consumers, the greater 155 their tendency to shop online. Predictors by age group indicate that no specific age group significantly predicts a consumer's shopping preferences. Each of the age group members of a fishing opportunity is almost as great both for shopping as well as shopping online.

Predictors by sex provide a negative beta value with reference ratings being male. The inverse value of the odd-ratio of sex predictors is 6.67 which indicates that males tend to be 6.67 times larger in choosing online shopping.

Predictors based on the last level of education do not give a significant influence between each group of levels of education. Although there is a tendency for higher online shopping opportunities with higher levels of education, this influence is not significant.

DISCUSSION

In general, the study found that 61% of participants preferred to shop online rather than traditionally, even after understanding the risks of online shopping. According to participants, the risks [156] of online shopping can be avoided [157] by being more careful when shopping. However, the fact that the lack of physical interaction that occurs in online shopping makes participants prefer to shop [158] traditionally. The decision to choose the method of shopping [159] from participants based on this research is partially affected by demographic factors and ownership of online shopping applications. Punj (2011) and Richa (2012) suggest that consumer demographic variables affect [160] their shopping preferences. The results partially support the research. Table 3 explains that although online shopping preferences are significantly influenced [161] by the gender and income per month of participants, their decisions are not significantly influenced [163] [162] by recent educational levels, age ranges, and daily life of respondents.

144   Sentence fragment

By comparing the Wald's test score of each of the predictors in this study, gender plays the greatest [164] role in influencing consumer decisions in online shopping. Table 3 indicates that the chances of men choosing to shop online are 6,67 times greater than women. This result is very stable in the observations made. Previously, Donthu and Garcia (1999) found that there were no significant differences between online shopping actors by sex. The situation is interesting [165] and continues to grow from year to year. In this study, the differences are more pronounced and [166] this is in line with previous research literature indicating that men are more inclined toward online shopping than women (Rodgers and Harris, 2003; Slyke et al. 2002; Stafford et al., 2004). Stafford et al. (2004) found that men do more online shopping transactions, and prefer to shop online (Slyke et al., 2002). Shopping [167] online

makes physical interactions in the shopping process less and less even zero. According to Rodgers and Harris (2003), women prefer the direct interaction 168 that occurs between the seller, the buyer, and the product offered. Women also prefer to directly bid and try the product first before deciding to buy the product. In other words, women are more skeptical of online shopping than men. On the other hand, men pay less attention to details such as size, materials, and even the quality of the product purchased during the product according to the minimum purchase criteria a man has. The buying decision process of men is simpler 169 than women. Table 3 indicates that the monthly income level of consumer consumers has a significant effect on online shopping preferences. In addition 170, the higher the income of consumers, the greater 171 their tendency to shop online. Punj (2011) states that the income level is closely related to the consumer's decision to buy online. In his research 172 Punj conveyed that when income is increasing, their focus in shopping is how shopping activities can become faster and more time saving 173. The most noticeable advantage of shopping online is the ease of searching for alternative product information and the ease 174 of the transaction. Along with the increase in consumer income, they increasingly pay less attention to the problem of 'best match' of needs and products satisfying those needs. Expensive 175 prices are perceived to be cheaper as earnings increase.

Daily 176 life of respondents has a significant effect on the level of 10%. In other words, at the 10% significance level 177 there is a marked difference between those living alone with the family in shopping preferences. Those with families are more likely to choose to shop online. Richa (2012) in his research indicates that marital status has no significant effect on shopping preferences, but the larger the number of families, the more chance they choose to conduct transactions online. When consumers have colleagues to discuss, the accuracy of discussion becomes easier and time-saving if they use online shopping. Conversely, when sharing their partner's opinion does not exist, they tend to prefer to go directly to the market, evaluate the goods directly 178, then make a purchase.

145 Repetitive word: *effect*

146 [in → on]

147 Unoriginal text: 8 words
www.globalsources.com/NEWS/Bank-...
148 Overused word: *important*
149 Incomplete comparison

150 Overused word: *greater*

151 Repetitive word: *indicates*

152 Overused word: *greater*

153 [in → with]

154 Overused word: *greater*
155 Overused word: *greater*

The age group and level of education in this study did not indicate preference in a particular direction. The literature of previous research indicates 179 that age plays an important 180 role in the online shopping preferences (Punj, 2011). Schiffman and Kanuk (2003) stated that young age is more sensitive to innovation so 181 they are more instrumental in using online shopping innovation. Safitri et al. (2017) states 183 182 that the Y generation or millennial generation is not yet fully aware of the presence of online stores. This 184 indicates that age differences do not guarantee acceptance of good 186 185 technology. Studies conducted by Richa (2012) in line with the study's findings that age does not play a major 187 role in consumer shopping preferences. Along with the time, consumer adaptation to technology is already very high. Now the majority of consumers have a smartphone connected to the Internet. Trial and error in everyday use as well as learning that occurs every time makes age is no longer a limitation in the use of technology. In addition to demographic factors, the application plays an important 188 role in helping decision-making shop online. Punj (2011) convey an important 189 factor in shopping online is the convenience of saving time, costs, 190 and find the best product to meet consumer needs. Applications online store is very helping in achieving such easiness. In addition 191, the official application has features that enhance the online shopping security and minimize the risks that may occur in shopping online. As a result, people will increasingly choose to shop online with the support of the official app of the online shop.

CONCLUSION

This study results demonstrate that shopping preferences of an individual both online and traditional are influenced 192 by the demographic and proprietary aspects of an online shopping app. The study concluded that male more prefer to shop online than female. Moreover, the study reveals that the higher the income is, the more the chance they will choose to shop 193 online. Those who have an online store application will tend to opt for online shopping. Put simply 194, the online consumer profile of shopping is a middle-class or high-income male, 195 and having an online

156
Repetitive word: *risks*
157
Passive voice

158
Repetitive word: *shop*
159
Repetitive word: *shopping*

160
Repetitive word: *affect*

161
Passive voice

162
Passive voice
163
Repetitive word: *significantly*

store application on their smartphone. Furthermore, no significant difference in any age and education level group is revealed [196]. As [197] implications, this study identifies consumers' shopping preferences and their tendency toward online shopping. Thus, sellers can prepare themselves to move in traditional markets as well as expanding into the online market by setting target consumers and market segments accordingly. Product marketing strategies can be better prepared by producers and sellers in accordance with [198] their target market so that the products offered are more targeted and are able to [199] increase product sales. There are some limitations in this study that can be considered by future research. This study addresses the general shopping preferences for products. The preference [201] based [200] on product categories is not in depth discussed [202] in this study. Further research is needed to identify the specific shopping preferences of [203] products. Moreover, it is probably very interesting [204] to investigate how consumers also allow to opt for online shopping for local products, [205] and to examine the degree of online shopping capable of influencing the local [206] product demand.

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173 [time saving → time-saving]

174 Repetitive word: *ease*

175 [Expensive → High]

176 [The daily]

177 [level,]

178 Repetitive word: *directly*

179 Repetitive word: *indicates*

180 Overused word: *important*

181 [, so]

182 Repetitive word: *states*

183 [states → state]

184 Unclear antecedent

185 Overused word: *good*

186 [the good]

187

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Overused word: *major*

188
Overused word: *important*

189
Overused word: *important*

190
[costs,]

191
[In addition → Also]

192
Passive voice

193
Repetitive word: *shop*

194
Overused word: *simply*

195
[male,]

196
Passive voice
197
[As for]

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198 [in accordance with → by]

199 [are able to → can]

200 [preference based → preference-based]
201 Repetitive word: preference
202 Passive voice
203 Unoriginal text: 8 words

204 Weak adjective: interesting

205 [products, /]

206 Repetitive word: local

207 Unoriginal text: 8 words
researchonline.jcu.edu.au/39753/1/Dr....

208 [behaviour → behavior]
209 Unoriginal text: 8 words
www.igi-global.com/chapter/consumer...

210 Unoriginal text: 5 words
www.iaeme.com/MasterAdmin/upload...

211
[today → Today]

212
[with → to]

213
Missing verb

214
Unoriginal text: 8 words
www.sciencedirect.com/science/articl...

215
Missing verb

216
Unoriginal text: 6 words
www.iaeme.com/MasterAdmin/upload...

217
[articlesbase → ArticlesBase]

218
[behaviour → behavior]

219
Missing verb

220
[on → of]

221
Missing verb

222
Unoriginal text: 9 words
www.iaeme.com/MasterAdmin/upload...

223
Unoriginal text: 5 words
www.iaeme.com/MasterAdmin/upload...

224
[the consumer]