

The Attitude of Consumers towards Fashion Online Shop (Case Study in Bandung)

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Abstract - In this modern age, the internet has become a means of exchanging information for humans. Anyone can access the internet for different interests and purposes. The ease got from the use of the internet makes the number of internet users keep increasing. Changes in how to communicate bring lifestyle changes in Indonesia, one of which is consumer behavior in shopping. Consumers no longer need to go to the store and interact directly with the seller and no longer need to make direct payments in the sale and purchase transactions. Online shop is one of the options for the public to make buying and selling transactions. The increasing number of online shop businesses makes online shop competition increasingly tight. Therefore, an online marketer must know how the attitude of consumers towards the online shop business is. By understanding consumers' perspective to online business, a marketer can find out what the consumer needs, how the consumer interest in the product offered, so they can make good planning and strategy in marketing.

Keywords – affective, attitude, Bandung, cognitive, conative, fashion, online shop

INTRODUCTION

Background of Study

In this modern age, the internet has become a means of exchanging information for humans. The development of information technology, especially internet technology, has brought changes in communication between individuals. At present, the internet has become a basic necessity. Many people cannot get out of the internet in their daily lives, ranging from finding information to making transactions through online media.

Anyone can access the internet for different interests and purposes. The internet allows one to communicate with others without being limited by time and place. It makes people can have broader relationships. People can build a digital community; like-minded individuals can exchange views on relevant personal issues [1].

The ease got from the use of the internet makes the number of internet users keep increasing. The increasing number of internet users is possible with the emergence of wireless fidelity, often called Wi-Fi. Wi-Fi is a technology that enables mobile phones and other wireless devices, such as computers and laptops, to connect to the internet through low-power radio signals instead of cables [1]. Here is shown the diagram of internet users in the world according to the continents in 2018:

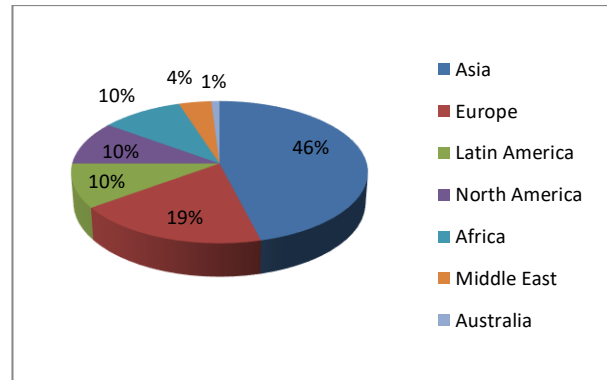


Fig. 1. World Internet User Distribution According to Continents – 2018
Source: Internet World Stats (2018)

The data shows that the population in the Asian Continent is the largest internet user compared to other continental internet users. Factors that cause Asia to become the most prominent internet user globally are three countries in Asia, namely China, India, and Japan, which already have more internet users than the number of internet users in Europe and North America [2].

While the number of internet users in Indonesia reached the number of 88.1 million people from 252 million Indonesian populations, according to Central Bureau of Statistics data in 2014, thus, in terms of population, internet users experienced a growth of 16.2 million users, from 71.9 million to 88.1 million users [3].

Changes in how to communicate bring lifestyle changes in Indonesia, one of which is consumer behavior in shopping. Those opportunities make business people start to make the internet a marketing tool.

Internet marketing is also referred to as e-commerce, e-marketing, online marketing, web marketing, or i-marketing [4]. E-commerce itself is a business model in which products are sold to other businesses (B2B) or directly to consumers (B2C). E-commerce Indonesia was recorded to have the fastest growth in the world in 2013, with a figure of 73% worth US\$ 1.8 billion [5].

The development of the number of internet users who do e-commerce can be seen from the data of e-Marketer in 2013, where the number of Internet users in Indonesia who do e-commerce reached 4.6 million, while the total transaction went US\$ 1.8 million or approximately Rp 21.9 trillion [6].

TABLE I
INTERNET USER DATA IN INDONESIA BY AGE - 2018

Age	Percentage (%)
18-25 years	49
26-35 years	33.8
36-45 years	14.6
46-55 years	2.4
56-65 years	0.2

Source: APJII (2018)

Based on a survey conducted by the Association of Internet Service Users Indonesia in 2018, female internet users have a more significant percentage, 51%, compared to male internet users, which is 49%. The age-based survey also conducted by APJII showed that internet users aged 18-25 years were 49%, age 26-35 years were 33.8%, age 36-45 years were 14.6%, age 46-55 years were 2.4%, and age 56-65 years were 0.2%. This shows that most internet users in Indonesia are 18-25 years old (APJII, 2018).

Examples of e-commerce providers in Indonesia include: OLX (TokoBagus.com), Berniaga (berniaga.com), Lazada (www.lazada.co.id), Elevenia (www.elevenia.co.id), Kaskus (www.kaskus.com), Tokopedia (tokopedia.com), and so forth, as well as online shops that market its products through privately owned social networks.

Not only large companies are using online media in their business strategies. Now people can easily do business by opening an online shop. People who do not have a business background also began to join the online shop.

Consumers no longer need to go to the store and interact directly with the seller and no longer need to make direct payments in the sale and purchase transactions. Sellers only need to create a web blog, or they can use social media that has been available to display the product along with the product details, product prices, and contact person when necessary, making it easier for consumers to choose products. While the buyer must follow the rules that have been made by the seller or both parties can make a deal in the sale and purchase transactions that occur. Payments in buying and selling transactions in online shopping usually use payment method via transfer, or sometimes according to the agreement that has been made. In addition, the seller and buyer can do COD (Cash On Delivery).

Buying and selling online provides benefits to both sellers and buyers. For sellers, selling their products online can save operational costs because they do not need to hire employees, provide space, and provide display equipment. Sellers are only enough to capitalize on computers or laptops equipped with internet networks, or sometimes they just use smartphones for marketing the product. As for buyers, they do not need to visit the store directly and can make payments via transfer. Some people find it uncomfortable to go to a particular location to make payments at certain hours [7].

However, many considerations need to be made by sellers and buyers in buying and selling online because the

sale and purchase transactions via e-commerce still have a weakness compared with offline shopping. Those weaknesses are trust and experience factors. Trust factors include fraud committed intentionally or unintentionally by online shopping in the form of products that are not shipped, and the product quality is not good, the product does not match with the image, and so forth.

The next factor is the experience factor. E-commerce has not been able to provide experience to consumers like shopping at the offline shop. Sometimes consumers feel like they need to shop directly to the store to meet their social needs and entertainment facilities.

From the weaknesses that still exist in online buying and selling transactions, potential buyers need to see the credibility of the online shop to minimize the risk of fraud because by looking at the credibility of the online shop, potential buyers can judge the reputation of the online shop. While from the seller's side, the seller must be able to make the consumers feel comfortable in making the online sale and purchase transactions, such as ensuring the products sold have good quality, delivery of goods have to be on time, to the after-sales service in which the seller must be able to restore the loss received by consumers due to errors caused by the seller.

Many products are sold in the online shop, such as fashion products, gadgets or electronics, furniture, food, books, to secondhand goods. Still, the bustle of Indonesian people, especially those in urban areas, make consumers who want to stay stylish look practical way to buy fashion products through the online shop. This makes fashion products ranked first as the best-selling products most demanded by consumers in Indonesia (Adminalltips, 2015; Info Peluang Usaha, 2014).

Based on the above description, the author wants to research consumer attitudes towards fashion online shopping, especially from demographic factors (gender, age, education level, and monthly income).

Research Issue

Online shop is one of the options for the public to make buying and selling transactions. The increasing number of online shop businesses makes online shop competition increasingly tight. Many online shops strive to continue to improve the quality of service and products sold, but not all online shops have a good reputation. Many people take advantage of the development of online shop business in a negative direction, one of which is fraud. Fraud committed by some online shops makes the level of public confidence in the online shop is reduced. The online shop that is professional in doing business is also affected by the community's distrust towards the online shop. Therefore, an online marketer must know how the attitude of consumers towards the online shop business is. By understanding consumers' perspective to online business, a marketer can find out what the consumer needs, how the consumer interest in the product offered, so he can make good planning and strategy in marketing.

Therefore, the researcher asks: how is the attitude of consumers in Bandung towards online fashion shops?

Research Purposes and Objectives

1. To measure the cognitive of consumers in Bandung towards online fashion shops.
2. To measure the affective of consumers in Bandung towards online fashion shops.
3. To measure the conative of consumers in Bandung towards online fashion shops.
4. To know the relationship between cognitive and affective.
5. To know the relationship between affective and conative.
6. To know the relationship between cognitive and conative.

Research Contribution

Writing this research is expected to provide theoretical and practical benefits.

1. Theoretical benefits

Theoretically, the results of this study are expected to add science in the field of Consumer Behavior, especially regarding the tripartite Theory of attitude. In addition, the results of this study are expected to increase insight for others about consumer attitudes towards online fashion shops. Finally, the results of this research can also be a reference for readers who want to research the same topic.

2. Practical benefits

This research can provide the company's marketers, primarily online fashion shops, to formulate the right marketing strategy. The results of this study can be expected to be one of the considerations in policymaking to create consumer buying desire, which can result in an increased number of companies' sales. In addition, this study is expected to provide input on the right target market for online fashion shops. For consumers, this research is expected to provide information about consumer attitudes towards online fashion shops to help consumers make purchasing decisions.

For the government, this research is expected to help the government make clear rules and regulations about the online fashion shop business so that consumers can be more confident in shopping fashion online.

I. LITERATURE REVIEW

Attitude

Attitude Definitions

Attitudes cannot be observed directly but must be inferred from what people say or what they do. However, there is a general agreement that the attitude is "learned." This means that attitudes related to buying behavior are shaped by direct experience of products, information, orally obtained from others, or exposed by advertising in mass media, the internet, and other forms of direct marketing [8].

There are some definitions of attitude. Schiffman and Kanuk (2010), cited by Sumarwan (2011), mentioned: "attitude is an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some object (e.g., a brand, a service)," further stated: "an attitude is a learned predisposition to behave in a consistently favorable or unfavorable way concerning a given object." Kotler & Armstrong (2008) mentioned attitudes describe a relatively consistent evaluation, feel, and a person's tendency towards an object or idea. Attitudes put people into a frame of mind to like or dislike something, move toward or leave something. Cannon, Perreault, & McCarthy (2008) said attitude is a person's perspective on something. That something could be a product, an advertisement, a salesperson, a company, or an idea. Attitude is essential for marketers because it affects the selective process, learning, and ultimately purchasing decisions. Sumarwan (2011) said consumer attitudes are crucial factors that will affect consumer decisions. The concept of attitude is closely related to the idea of belief and behavior.

Hence, after reviewing many attitude definitions, it is generally accepted that attitude represents the negative or positive neural and mental readiness towards an event, thing, place, or person.

Attitude Models

Different scholars have proposed various attitude models. Here, the author presents some of the well-recognized and relevant models below.

- Tripartite Model

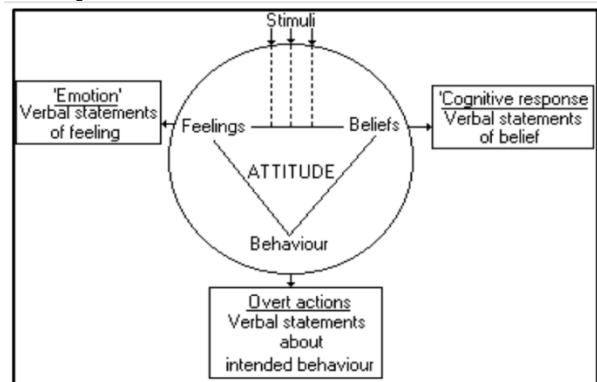


Fig. 2. Tripartite Model

Source: <http://www.garph.co.uk/IJARMSS/Mar2014/1.pdf>

- Technology Acceptance Model

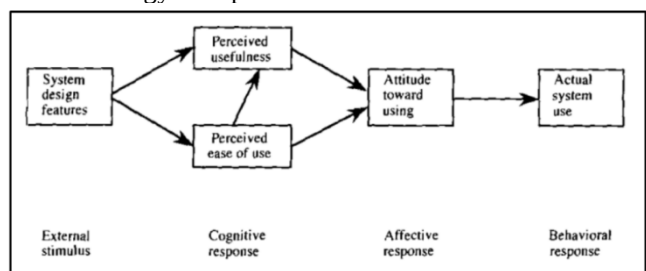


Fig. 3. Technology Acceptance Model

Source: <http://www.garph.co.uk/IJARMSS/Mar2014/1.pdf>

- Cognitive-Affective-Conative Model

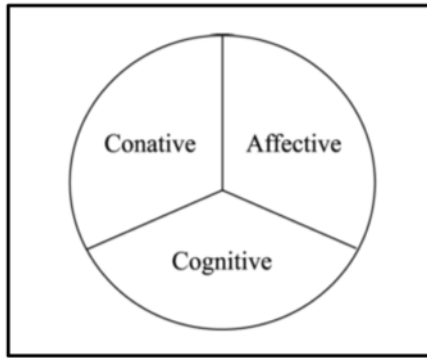


Fig. 4. CAC Model

Source: <http://www.garph.co.uk/IJARMSS/Mar2014/1.pdf>

Components of Attitude

Now, after reviewing various models of attitude, we can see that attitude consists of three components:

- Cognitive Component (Mental) (Belief/Evaluation)
- Affective Component (Neural) (Feeling/Emotion)
- Behavioral Component (Readiness) (Response/Action)

To sum up, the cognitive components are the knowledge and perceptions obtained based on a combination of direct experience with perceptions obtained based on direct experience with attitude objects and related information from various sources. This knowledge and the perception it generates usually take the form of trust. The consumer believes that attitude has multiple attributes and that particular behavior will produce specific results. The affective components are consumer emotions and feelings about a particular product or brand. Consumer researchers often perceive these emotions and feelings as highly evaluative, which includes an individual's judgment of the object of attitude directly and thoroughly (or to what extent a person judges the thing of attitude "fun" or "unpleasant," "nice" or "ugly"). Finally, the conative component relates to the likelihood or the tendency that the individual will take a specific action or behave in a certain way towards a particular attitude object.

Online Shop

An online shop is a store that sells goods and services online. In general, an online shop has a web-based site that sellers and buyers can access via the internet. Payment in online shopping is made with a payment system that has been determined and agreed by the seller and buyer, then the goods will be sent through freight service, or the buyer and seller can do Cash on Delivery.

Online Shop Development in Indonesia

Online shops in Indonesia became famous in 2006. At the end of 2008, Indonesia's online shops increased tens to hundreds of percent from the previous year. The supporting factor is more training and education in the online shop making at very affordable prices. Another factor that causes it is the more accessible and cheaper internet connection in Indonesia and the increasing

number of internet users in Indonesia, only about 2,000,000 users in 2000 to 25,000,000 users in 2008 [9].

Online shopping is now increasingly crowded with various products ranging from gadgets, household appliances, food, fashion, etc. Currently, it is estimated that the number of online shops in Indonesia has amounted to hundreds. In addition to online shops with official sites, many sellers also market their products through social networks, such as Facebook, Twitter, Instagram, etc.

The growing number of e-commerce (services for online selling/buying facilities) that flourish in Indonesia, making many changes in the pattern of community spending that initially was conventional, is now becoming more modern: shopping simply by selecting products on the web/blog/social media. The Ministry of Communication and Informatics website already has an information system page of Indonesian e-commerce mapping, but the system is not running correctly. Some online shops have web data that is continuously updated and have clear contact information. Still, some online shops do not edit the data (last information is data between 1 month to 12 months earlier). As a result, some do not have clear contact information and incomplete e-commerce features.

Online shop is very synonymous with MSMEs, both in terms of capital to management. What distinguishes is only the medium alone, SMEs adhere to offline media, while online shop uses online media [10].

Online Shopping System

- Payment
To make payments, a PayPal account or a credit card is usually used by online shoppers. However, users are allowed by some systems to create reports and pay in an alternative way, such as:
 - a. Direct debit in some countries
 - b. Debit card
 - c. Cash on Delivery (COD)
 - d. Billing to phone and landline
- Delivery of Product
After payment has been received, services or goods may be submitted in the following manner:
 - a. Digital distribution/download: frequently used methods for digital media products such as images, movies, music, or software.
 - b. Dropshipping: orders will be forwarded to third-party distributors or manufacturers, who then ship the goods directly to consumers, passing through the physical location of the retailer to save time, money, and space.
 - c. Customers choose local stores using tracking software and retrieve products delivered at selected locations in the pick-up shop. This is a method often used in brick-and-click business models.
 - d. Prints: done by sending an e-mail to the buyer, then the buyer can immediately print to the official counter by showing proof of payment made.

- e. Delivery: Items will be delivered to the address of the intended consumer.

The Advantages of Online Shop

- Comfort
In general, an online shop is accessible 24 hours a day. Therefore, consumers who have a busy life will still be able to access the online shop whenever and wherever they are, without being limited by time. Another thing that adds to the convenience of consumers is the easy internet access obtained, such as free Wi-Fi in restaurants, cafes, the shopping center. In contrast, visiting conventional retail stores takes considerable time as consumers need to take the time to visit the store directly.
- Information and Reviews
An online shop should be able to explain all the information about the product being sold. The online shop may also display links to additional product information, such as instructions, safety procedures, demonstrations, or factory specifications. Through the online shop, people can also see reviews, feedback, or testimonials provided by previous buyers. This can help consumers make purchasing decisions. As in conventional retail stores, where services for direct inquire about products being sold are available, the online shop also provides real-time chat features. This feature can be used to conduct questions and answers between sellers and buyers via chat. An online shop that does not have this feature usually uses e-mail, phone, or other contacts to handle customer inquiries.
- Selection and Price
One advantage of online shopping is quickly searching for offers of goods or services provided by many different sellers. In addition, search engines on the internet can search online price comparisons and search for sellers of specific products or services. Another significant advantage for retailers or resellers is locating other suppliers and vendors if previous suppliers or vendors are not satisfactory.

Fashion Online Shop

Fashion online shop is an online-based fashion store. Through the sites that the company has provided, consumers can quickly get information about the fashion products they want, such as trends, prices, and models of clothing and accessories, without directly coming to the offline store.

Here are some examples of an online fashion shop that consumers often access in Indonesia:

- a. Zalora Indonesia
Zalora Indonesia is a shopping website that provides fashion clothing needs of various brands, both locally and internationally. Zalora Indonesia, founded in 2012 by Catherine Sutjahyo, is part of the Zalora Group in Asia comprising Zalora Philippines, Zalora Thailand, Zalora Taiwan, Zalora Vietnam, Zalora Malaysia, and Zalora Singapore.

Zalora is a subsidiary of Zalando's online shopping site. Zalando is a project of Rocket Internet. In Indonesia, Zalora is under shelter and managed by PT Fashion Eservices Indonesia.

Customers who shop through this site are not subject to shipping costs all over Indonesia and the return warranty if they are not satisfied with the product they receive.

This site has simple and intuitive navigation that accelerates and simplifies the shopping process. Once the desired product is placed into the shopping bag, the buyer will get some options for the payment method. Upon successful booking, a report on the buyer's order status will immediately be provided by Zalora. In addition, all buyers will receive a product tracking number that allows the buyer to track their product until the item reaches the buyer's hand.

On April 16, 2014, Zalora launched a new service under the name Zalora marketplace. This service is found in three countries: Indonesia, the Philippines, and Vietnam [11].

- b. Berrybenka

Berrybenka is an online store that sells fashion products, especially for women and children. The products sold are still affordable for all people. Fashion products sold by Berrybenka include clothing, bags, shoes and accessories, pants, skirts, cardigans, and blazers.

Since August 2011, Berrybenka operates. To ease promotion and efficiently manage their consumers, Berrybenka ventured to build their e-commerce platform. Previously, Berrybenka used Facebook as a medium for selling its products. This online shop site with the tagline "Fashion is just a click away" promises prospective and existing customers a cheap, easy, and fun shopping experience. They believe that consumers will not be difficult to be fashionable with this e-commerce. Products sold are in the range of Rp 100,000.00 - Rp 300,000.00 and are still affordable.

With Berrybenka building its e-commerce platform, it is expected to increase its credibility as e-commerce trusted by consumers and increase the existence of Berrybenka itself. A start for Berrybenka that they will seriously work on a loved business is the grand launching conducted in Jakarta on March 28, 2013. For the rest, Berrybenka has to work hard in improving the shopping experience at Berrybenka, product sales service, and customer engagement.

The shipping system used by Berrybenka is below Rp 500,000.00 purchase the postage is still calculated, above that is considered free shipping. By using JNE services, the delivery is done. The delivery of Berrybenka products is only on workdays. So, it will be sent on Monday if there is a transaction other than the workdays. If still within the scope of Jakarta, the delivery takes 1-2 days. The shipping process could be more than that day (2-6 days) if outside the scope of Jakarta. The shipping costs will be calculated directly [12].

Review of Past Studies

The literature review is a brief description of the research that has already been done around the problem under study (Suhartanto, 2014), so this study will not be a repetition or duplication of existing research.

Some researches related to attitude that have been published are:

1. The Attitude of Consumers in Denpasar City towards Online Fashion Shops [13].

The research objectives are to measure the cognitive, affective, and conative of consumers in Denpasar City towards online fashion shops; and to know the relationship between those components of attitude. The research variables are cognitive, affective, and conative. The research results show that the respondents' cognitive, affective, and conative towards online fashion shops are high; and that there is a relationship between components of attitude.

2. The Attitude towards Fashion Online Shop among Teenagers in Denpasar City [14].

The research objectives are to measure the cognitive, affective, and conative of teenagers in Denpasar City towards online fashion shops; and to know the relationship between those components of attitude. The research variables are cognitive, affective, and conative. The research results show that the respondents' cognitive, affective, and conative towards online fashion shops are high; and that there is a relationship between components of attitude.

3. The Attitude of Patients in South Tangerang City General Hospital towards Generic Drugs [15].

The research objectives are to measure the cognitive, affective, and conative of patients in South Tangerang City General Hospital towards generic drugs; and to know the relationship between those components of attitude. The research variables are cognitive, affective, and conative. The research results show that the respondents' cognitive, affective, and conative towards generic drugs are low; and that there is a relationship between components of attitude.

4. The Attitude of People in Ciputat Center of Public Health in 2009 towards Prenatal Care [16].

The research objectives are to measure the cognitive, affective, and conative of people in Ciputat Center of Public Health in 2009 towards prenatal care; and to know the relationship between those components of attitude. The research variables are cognitive, affective, and conative. The research results show that the respondents' cognitive, affective, and conative towards prenatal care are good; and that there is a relationship between components of attitude.

5. The Attitude towards Scuba Diving among College Students in Bandung [17].

The research objectives are to measure the cognitive, affective, and conative of college students in Bandung towards scuba diving; and to know the relationship between those components of attitude. The research variables are cognitive, affective, and conative. The

research results show that the respondents' cognitive, affective, and conative towards scuba diving are high; and that there is a relationship between components of attitude.

Therefore, after reviewing various researches about attitude, we can see a positive relationship between components of attitude. The higher the cognitive, the higher the affective and conative are. Also, the higher the affective, the higher the conative is.

Research Model

The research model is a conceptual model of how Theory relates to various factors that have been identified as important issues. Cooper and Schindler define it in the book *Marketing Research Method* (Suhartanto, 2014) as a representation of a system built to understand some aspects of the system as a whole. From the above explanation, we can create a conceptual framework about the "The Attitude of Consumers towards Fashion Online Shop." The conceptual framework can be described as follows:

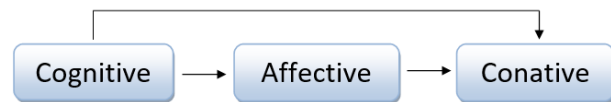


Fig. 5. Research Model

Research Hypothesis

According to Arikunto (2006), the hypothesis is interpreted as a quick correct answer to the research problem, until proven through the accurate temporary data to the research problems, until proven through the data collected. Meanwhile, Sugiyono (2006) put forward the notion of hypothesis: the hypothesis is a temporary answer to the formulation of research problems. It is temporary because the solutions obtained will be based on facts obtained through data collection.

Based on experts' opinions, it can be concluded that the hypothesis is a quick answer that the answer is not final because it must be proven true through research.

The hypotheses proposed in this study are:

H₀ 1 = Cognitive has no relationship with affective.

H_A 1 = Cognitive has a positive relationship with affective.

H₀ 2 = Affective has no relationship with conative.

H_A 2 = Affective has a positive relationship with conative.

H₀ 3 = Cognitive has no relationship with conative.

H_A 3 = Cognitive has a positive relationship with conative.

Research Variable

Variables are anything that can be used to differentiate values. Value is an element that distinguishes an object from another object and is categorical. Sekaran and Bougie say this in the book *Marketing Research Method* [18].

Variables can be grouped into five parts, namely:

- Dependent variable: variables that become the main focus of the researcher. The primary purpose of the researcher is to explain and predict the variation of the dependent variable.
- Independent variable: variables that affect the dependent variable either positively or negatively.
- Moderating variable: variables that have a contingent effect in the relationship between independent and dependent variables.
- Mediating variable: variable that bridges the independent variable's effect on the dependent variable.
- Extraneous variable: variable that is not included in the research.

Of the five variables above, the author determines two variables: dependent and independent variables. The dependent variables in this research are affective and conative. The independent variables in this research are cognitive and affective.

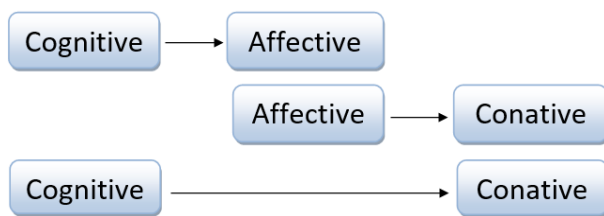


Fig. 6. Research Variables

Variable Operationalization

Table II represents the variable operationalization.

II. METHODOLOGY

Research Design

Research design is a plan on how the research will be done [18]. In the book *Marketing Research Method* (Suhartanto, 2014), Malhotra defines research design in marketing as a blueprint or framework to do marketing research. Furthermore, the research design also explains the procedures needed to solve the problem of marketing research.

In this study, the author has determined the required data and how large the sample size before the data is collected. The data will then be used to describe something, especially the market characteristics or a particular function. So, the type of research design used by the author in this research is a descriptive design. According to Heir et al. in the book *Marketing Research Method* [18], descriptive design is a kind of inclusive research design whose primary purpose is to describe something, especially a particular function or the characteristics of the market.

Moreover, this study was conducted once and in less than one semester, so the cross-sectional method was used. According to Umar (2003), a cross-sectional method is a research method by studying the object within a specific period (not continuous in the long term). According to Sekaran (2006), the cross-sectional method is a research method conducted with data collected only

TABLE II
VARIABLE OPERATIONALIZATION

No.	Variable	Definition	Items
1.	Cognitive	Cognitive is the perceptions and knowledge acquired by combining related information from various sources and direct experience with the attitude object. These resulting perceptions and knowledge commonly take the form of beliefs [19].	Fashion online shops use the internet media to conduct transactions Fashion online shops sell a wide range of products, including clothing, bags, shoes, and accessories Fashion online shops are accessible 24 hours a day Fashion online shops offer relatively lower prices compared to conventional fashion stores Fashion online shop explains all the information about the product being sold Fashion online shop makes it easy for consumers to find offerings of goods provided by many different sellers Fashion online shops usually use a credit card or PayPal account as a payment method Products purchased at online fashion shops are delivered by way of delivery, i.e., the product will be delivered to the address of the intended consumer
2.	Affective	The affective component is constituted by a consumer's feelings or emotions about a particular brand or product. Consumer researchers frequently treat these feelings and emotions as primarily evaluative [19].	I love the fashion online shop I feel happy when looking for fashion products in the online shop I am enthusiastic about the online fashion shop I am not interested in shopping for fashion products in the online shop Fashion online shop is a credible shopping place
3.	Conative	Conation is concerned with the tendency or likelihood that an individual will behave in a particular way or undertake a specific action about the attitude object. The actual behavior itself may be included in the conative component [19].	I will use an online shop to meet my fashion needs I will shop for fashion products at the online shop I would recommend to friends and family to shop at an online fashion shop I will inform others about the online fashion shop I will not use an online shop to find information about the fashion product I want

once, perhaps daily, weekly, or monthly, to answer the research questions.

Time and Place

The research is conducted from January 2021 to April 2021 in Bandung, West Java, Indonesia.

Research Subject and Criteria

The subjects used in this research are the people of Bandung, West Java, Indonesia. Therefore, the criteria for inclusion in this study are the people of Bandung aged more than or equal to 17 years, whether male or female, who are willing to participate in filling and returning the questionnaire.

Type and Source of Data

The source of data is anything that can provide information about the data. According to the source, there are two types of data: primary data and secondary data. Primary data is new data collected for specific purposes or specific research projects. According to Sekaran (2006), primary data is data collected for research from the actual occurrence of events.

Secondary data is data collected for other purposes, and the information already exists in a particular place. According to Sekaran (2006), secondary data is data obtained through existing sources or data that do not need to be collected by the researchers themselves because it already exists. Secondary data sources include the internet, websites, online data, library documents and case studies, data available from previous research, unpublished or published information from outside or within the company, government publications, and statistics bulletins.

This study uses primary data and secondary data, which are further explained in Table III below:

TABLE III
TYPE AND SOURCE OF DATA

No.	Data	Type	Source
1.	Internet user in Indonesia by age - 2018	Secondary	APJII (2018)
2.	Responses of respondents regarding their attitudes towards online fashion shop	Primary	Consumers
3.	The total population of Bandung City	Secondary	Disdukcapil Bandung (2015)

For primary data, the data collected is quantitative. According to Istijanto in Awaludinsyah (2011), quantitative data is a variety of data obtained from the source that tends to have a pattern that is easier to read by researchers or patterned or structured. The primary data gathered is directly taken from the consumers who were given the questionnaires to fill. Using the SPSS application, the data were then being input into the computer and processed. The advantage the author can get from this source of data is it directly comes from the personal opinion and belief of respondents, which confidentiality of the information is assumed to be safe.

Data Collection Method

The data collection method collects the data needed in research with the collected data used to test the hypothesis formulated. In this research, the data collection methods are:

1. Study of literature

The literature study attempts to use information relating to theories that relate to the problem and the variables studied, consisting of cognitive, affective, and conative.

2. Survey

Data collection techniques concerning disseminating a set of lists of written questions to the respondents who were members of the sample.

For more details about data collection methods in this study, the researcher collects and presents it in the following Table IV:

TABLE IV
DATA COLLECTION METHOD

No.	Data Collection Method	Data Source
1.	Study of literature	Tripartite Theory of attitude
2.	Survey	The people of Bandung, West Java, Indonesia

For the survey method in this research, the researcher uses a questionnaire consisting of specific questions. From strongly disagree to strongly agree (on a scale of 1 to 5), the statements are required to be judged by the respondents.

Population and Sample

According to Sugiyono (2006), a population is a generalization region consisting of subjects or objects with specific characteristics and qualities set by the researcher to be learned and then drawn conclusions. According to Sekaran (2006), a population is a whole group of things, events, or people that the researcher is investigating.

Determination of the population should begin with a precise determination of the population that becomes the target of the study, called the target population, which is the population that will be the scope of research conclusions. So, if research results are issued decisions, then the conclusion is only applicable to the target population determined according to research ethics.

Based on the above explanation, in this study, the target population is people of Bandung, West Java, Indonesia, who are older than or equal to 17 years, with 2,378,627 people [20].

Based on Sugiyono (2006), a sample is part of some characteristics a particular population possesses. According to Arikunto (2006), the sample is representative, or part of the population studied.

In one study, all populations couldn't be studied. This is due to several factors, including the limited cost, effort, and time available. Thus, the researcher can take a portion of the population object specified with the notion that the accepted part represents the unexamined. According to Sugiyono (2006), if the population is large and researchers are unlikely to study everything in the population, the

researchers can use samples taken from that population due to limited funds, energy, and time. The conclusions examined from the sample will apply to the population. For that, the sample of the population must be truly representative. The sample in this study is some of the people of Bandung mentioned.

Sample Size

In this research, the author refers to Malhotra approach as follows:

TABLE V
MALHOTRA APPROACH

No.	Type of Study	Minimum Sample Size	Range of Sample Size
1.	Focus Group	6/groups	6-12 groups
2.	Market Auditing	10 stores	10-20 stores
3.	TV, Radio, or Print Media Advertisement	150	200-300
4.	Marketing Test	200	300-500
5.	Product Testing	200	300-500
6.	Problem Solving Research	200	300-500
7.	Problem Identification	500	1000-2500

Source: Malhotra in the book Marketing Research Method [18]

Based on the Malhotra approach, the minimum number of respondents that become a sample is 200 people. In this research, the author successfully obtained 310 respondents.

Sampling Technique

The sampling technique is a technique to take samples (Sugiyono, 2006).

In conducting this research, a non-probability sampling technique is used by the author. Thus, the population has an unequal probability of one another to be selected as samples since the author does sampling without calculating how much the likelihood of the population selected as samples. Based on Suhartanto (2014), in non-probability sampling, the sampling error cannot be measured. It is because how likely an element to be selected as a sample is unknown.

Furthermore, in conducting this research, samples are obtained through convenience sampling. Convenience sampling is a sampling method by acquiring the most accessible units or people.

Survey Instrument Development

According to Gentry & Kalliny (2008), since survey instrument enhances the validity of measurements, it needs to be developed well.

In this study, a questionnaire is used by the author as the survey instrument. All questions in the questionnaire are in the form of closed questions.

There are three parts to the questionnaire. The first part is eight closed questions to see how the cognitive level of society is towards online fashion shops. The second part is ten closed questions that illustrate the affective and conative of respondents towards online fashion shops. Finally, the third part of this questionnaire

contains some questions about the identity of respondents in general.

The author developed the questionnaire by using the Likert scale. The Likert scale is a method of expressing an attitude, which uses the distribution of responses as the basis for determining the value of the scale [21]. The reason for using the Likert scale is to ask respondents to indicate their level of agreement to statements about an object.

This research uses a Likert scale of 1 to 5, with the perception statement under the following Table VI:

TABLE VI
LIKERT SCALE

Likert Scale	Perception Statement
1	Strongly disagree / never / very negative
2	Disagree / almost never / negative
3	Hesitant / sometimes / neutral
4	Agree / often / positive
5	Strongly agree / always / very positive

Once the questionnaire is completed, the author performs a preliminary test. The initial test was conducted by distributing the questionnaires that have been made to 20 people who have similar characteristics to the respondents. The preliminary test aims to determine whether the language used in the questionnaire can be understood easily by the respondents or not. It can be seen from the results of the respondents' answers related to the questions in the questionnaire. If the answers are not clear, then the sentences in the questionnaire can be changed and adjusted, so that respondents understand and can provide solutions that are expected in this research.

Data Processing and Data Analysis Procedures

The data processing process consists of 3 types of activities, namely editing, coding, and tabulating data. First, editing is done to check the completeness of respondents' answers in the questionnaire. Completed data then entered in the coding phase, which simplifies the solution by providing codes and transferring data coded by entering it into the computer statistics program. Then, the author does tabulation of data arranging and organizing data to be presented in a table or graph [22].

Data analysis is performed with SPSS 21 using descriptive statistics (frequency, percentage, median) and correlation. Descriptive statistics analysis is performed to describe the socio-demographic and economic characteristics of the respondents and the research variables. Correlation analysis is conducted to prove the relationship between the independent and dependent variables. To determine the degree of correlation, the author will use the Pearson correlation coefficient.

Before the correlation analysis is carried out, the author first tests the normality of the data to check whether the obtained data is normally distributed or not. If the acquired information is normally distributed, then the analysis is performed by the parametric method. In contrast, if they obtained data is not normally distributed, the research is done by the non-parametric approach. Data

distribution is normal if it gets the significance value of each variable over 0.05 [23].

The author will also test the reliability and validity of the data. In this research, the validity test used is the construct validity, which determines the validity by correlating the scores obtained on each item with the total score. The total score is the value obtained from the sum of all scores of articles. Based on statistical measures, when scores of all the items (that are arranged according to the concept's dimensions) correlate with the total score, it can be said that the gauge has validity. The reliability is found using the alpha formula or Cronbach's alpha (α). This is because the instrument used ranges between values, a Likert scale of 1 to 5. If Cronbach's alpha coefficient is higher than 0.6, the data is said to be reliable.

Finally, the author will use one-way ANOVA and independent sample t-test as the two additional analysis tools for this research. Independent sample t-test is aimed to see whether there is any significant difference between the means of two separate (unrelated) groups. One-way ANOVA is desired to see any significant differences between three or more independent (unrelated) groups.

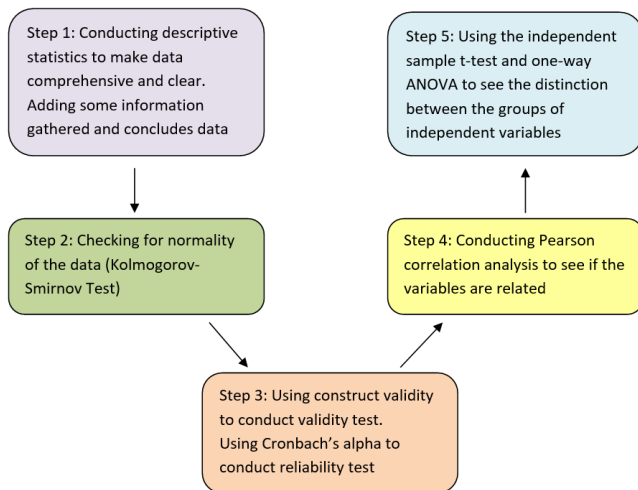


Fig. 7. The Flow of Data Analysis Procedures to Follow

III. ANALYSIS

Respondent Profiles

In this study, the characteristics of respondents to be discussed include gender, age, education level, and income per month.

Gender

TABLE VII
GENDER OF RESPONDENTS

		Freq.	%
Valid	Male	105	33.9
	Female	198	63.9
	Total	303	97.7

Based on the study results (Table VII), of the 303 respondents willing to fill out the questionnaire, 198 respondents are female, and 105 respondents are male. Therefore, female respondents are 30 percent more than males. Thus, the percentage does not balance.

Age

In this study, the research subjects designated as inclusion criteria were research subjects aged more than or equal to 17 years. According to Law No. 12 the Year 2006 on the Citizenship of the Republic of Indonesia, 17 is the age limit of a person's maturity age.

The study results found a range of ages, ranging from less than 25 years to over 45 years (see fig. 8.), with the median age of respondents was 29 years. According to the Center for Data and Information Ministry of Health of the Republic of Indonesia in 2011, a productive age group is a group of people aged 15-44 years, and the pre-elderly group is 45-59 years old, the elderly group is more than 60 years, while the high-risk age group is 70 years and over. Therefore, most of the respondents in this study were in the range of productive age.

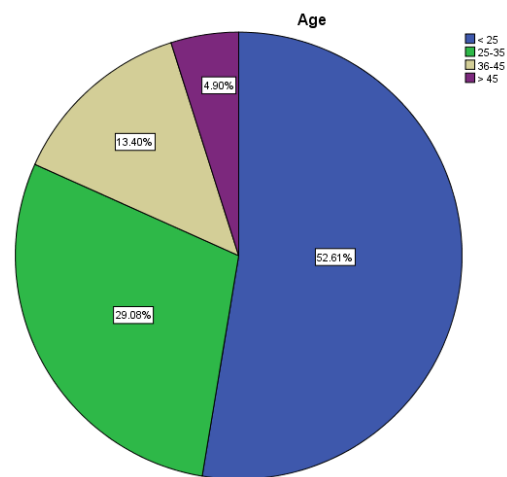


Fig. 8. Age of Respondents

This pie chart shows that the age group with the highest frequency is less than 25 years old with 52.6%. This was followed by the 25-35 years aged respondents with 29.1% and the 36-45 years old respondents with 13.4%. The purple part of the chart represents the 45 years olds and above with only 4.9%.

Education Level

Based on the result of the research (Fig. 9.), it is found that most respondents (56.7%) are Bachelor/Diploma graduates. In addition, there are respondents with the highest education level: high school by 30.5%, postgraduate by 6.9%, and less than high school by 5.9%.

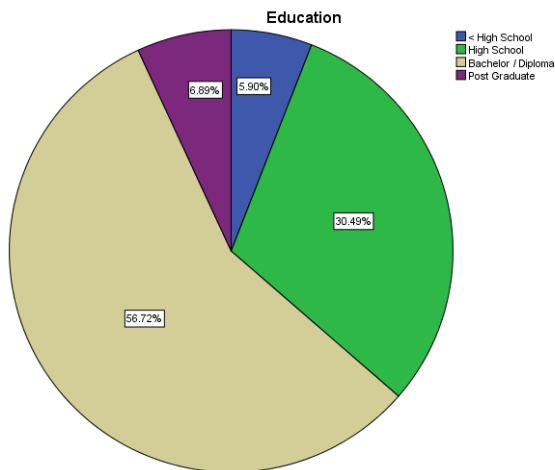


Fig. 9. Education Level of Respondents

Monthly Income

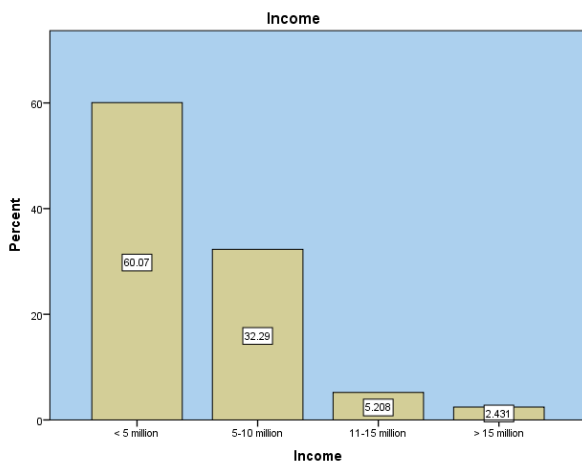


Fig. 10. Monthly Income of Respondents

Based on the results of the study (Fig. 10.), most respondents (60.1%) earn less than Rp 5,000,000.00 per month. Then as many as 32.3% earned between Rp 5,000,000.00 to Rp 10,000,000.00; 5.2% earned between

Rp 11,000,000.00 to Rp 15,000,000.00; and 2.4% earned more than Rp 15,000,000.00.

Descriptive Statistics

One of the descriptive statistics' main uses is to summarize a data set in a clear and comprehensible way [24].

Descriptive analysis that has been done is as follows.

Cognitive

Table VIII measures how much the knowledge of respondents is towards online fashion shops. It is derived that more than half of the respondents recognize online fashion shops. However, they might not know it well, as the total_cog points out the mean of 3.66, composed by the most respondents who tend to agree that online fashion shops use the internet media to conduct transactions and that they sell a wide range of products, including clothing, bags, shoes, and accessories.

Affective

The feeling of respondents, whether they like online fashion shops or not, is represented in Table IX. It is derived from Table IX that some people are primarily neutral. However, mainly relying on the respondents agree that they feel happy when looking for fashion products in the online shop and are enthusiastic about it.

Conative

The conative aspect of the statistic shows how respondents' actions and behavior towards online fashion shops. Table X explains that the respondents would like to shop in an online fashion shop, represented by the total_con of 3.33. Primarily the factor supporting it is that they will use an online shop to meet their fashion needs.

Normality Test

Data normality is tested using the Kolmogorov-Smirnov.

TABLE VIII
COGNITIVE DESCRIPTIVE

Variable	Item description	N	Min	Max	Mean	Std. Dev
cog1	Fashion online shop use the internet media to conduct transactions	310	1	5	4.14	0.781
cog2	Fashion online shops sell a wide range of products, including clothing, bags, shoes, and accessories	310	1	5	4.10	0.803
cog3	Fashion online shop are accessible 24 hours a day	310	1	5	3.52	0.783
cog4	Fashion online shops offer relatively lower prices compared to conventional fashion stores	310	2	5	3.69	0.683
cog5	Fashion online shop explains all the information about the product being sold	310	1	5	3.70	0.841
cog6	Fashion online shop makes it easy for consumers to find offerings of goods provided by many different sellers	310	1	5	3.52	0.898
cog7	Fashion online shops usually use a credit card or PayPal account as a payment method	310	1	5	3.41	1.016
cog8	Products purchased at online fashion shops are delivered by way of delivery, i.e., the product will be delivered to the address of the intended consumer	310	1	5	3.22	0.806
total_cog	Sum of cog1 until cog8				3.662	0.4364

TABLE IX
AFFECTIVE DESCRIPTIVE

Variable	Item description	N	Min	Max	Mean	Std. Dev
af1	I love the fashion online shop	310	1	5	3.53	1.004
af2	I feel happy when looking for fashion products in an online shop	309	2	5	3.85	0.763
af3	I am enthusiastic about the fashion online shop	310	1	5	3.83	0.737
af4	I am <u>not</u> interested in shopping for fashion products in online shop	310	1	5	3.52	0.971
af5	Fashion online shop is a credible shopping place	310	1	5	3.70	0.841
total_af	Sum of af1 until af5				3.687	0.5629

TABLE X
CONATIVE DESCRIPTIVE

Variable	Item description	N	Min	Max	Mean	Std. Dev
con1	I will use an online shop to meet my fashion needs	310	1	5	3.65	0.864
con2	I will shop for fashion products at an online shop	310	1	5	2.86	1.145
con3	I would recommend to friends and family to shop at an online fashion shop	307	1	5	3.49	0.923
con4	I will inform others about the online fashion shop	310	1	5	3.41	1.016
con5	I will <u>not</u> use an online shop to find information about the fashion product I want	310	1	5	3.22	0.806
total_con	Sum of con1 until con5				3.324	0.5855

According to the normality test results, the significance value of the cognitive variable is 0.018, the affective variable is 0.002, and the conative variable is 0.000. This shows that the data is not normally distributed since all variables have a significance value less than 0.05. Thus, the correlation analysis between the three variables must use a non-parametric test.

TABLE XI
KOLMOGOROV-SMIRNOV TEST

	Total Cognitive	Total Affective	Total Conative
N	310	309	307
Kolmogorov-Smirnov Z	1.539	1.877	2.180
Asymp. Sig. (2-tailed)	0.018	0.002	0.000

However, even though the data is not normally distributed, the author can still use a parametric test such as Pearson correlation analysis. The sample size in this research is considered to be significant, that is more than 30.

Validity Test Cognitive

TABLE XII
VALIDITY TEST FOR COGNITIVE VARIABLE

Item	Pearson Correlation with total_cog
cog1	0.527**
cog2	0.455**
cog3	0.663**
cog4	0.580**
cog5	0.624**
cog6	0.650**
cog7	0.560**
cog8	0.152**

The Table XII shows that all cognitive items are positively correlated with the total cognitive. Hence, we can say that the data for measuring the cognitive variable is proven to be valid.

Affective

The Table XIII shows that all affective items are positively correlated with the total affective. Hence, we

can say that the data for measuring the affective variable is proven to be valid.

TABLE XIII
VALIDITY TEST FOR AFFECTIVE VARIABLE

Item	Pearson Correlation with total_af
af1	0.781**
af2	0.815**
af3	0.763**
af4	0.374**
af5	0.573**

Conative

TABLE XIV
VALIDITY TEST FOR CONATIVE VARIABLE

Item	Pearson Correlation with total_con
con1	0.732**
con2	0.787**
con3	0.776**
con4	0.506**
con5	0.199**

The table above shows that all conative items are positively correlated with the total conative. Hence, we can say that the data for measuring the conative variable is proven to be valid.

Reliability Test

The range of Cronbach's alpha reliability coefficient is usually between 0 and 1. The higher the internal consistency of the questions or items, the close that the alpha is to 1. The cognitive 0.624 and affective 0.652 derive that the data is consistent and reliable for the two factors relating to attitude. The conative 0.580 derives that the information is inconsistent and unreliable for the other factor relating to attitude.

However, some sources suggest that Cronbach's alpha reliability coefficient should be higher than 0.7 (instead of higher than 0.6) to judge that the data is reliable. If so, the author will exclude "cog8", "af4", and "con5" items from the data analysis. The purpose of deleting those items is to increase the Cronbach's alpha reliability coefficient for the cognitive, affective, and conative variables so that the author can have more reliable data for measuring the three variables.

TABLE XV
 RELIABILITY TEST FOR COGNITIVE, AFFECTIVE, AND CONATIVE
 VARIABLES

Variable	Construct	Item	# of items	Cronbach's alpha
Cognitive	Use internet media	cog1	8	0.624
	Sell various products	cog2		
	24 hours a day	cog3		
	Lower price	cog4		
	Clear information	cog5		
	Ease consumers	cog6		
	Payment method	cog7		
	Delivery	cog8		
Affective	Love	af1	5	0.652
	Happy	af2		
	Enthusiastic	af3		
	Not interested	af4		
	Credible	af5		
Conative	Will use	con1	5	0.580
	Will shop	con2		
	Will recommend	con3		
	Will inform	con4		
	Will not use	con5		

Based on Table XVI, Table XVII, and Table XVIII above, the Cronbach's alpha reliability coefficient becomes: 0.692 for cognitive, 0.777 for affective, and 0.698 for conative after the author excludes 'cog8', 'af4', and 'con5' items from the data analysis.

TABLE XVI
 CRONBACH'S ALPHA FOR COGNITIVE IF ITEM DELETED

Item	Cronbach's Alpha if Item Deleted
cog1	0.589
cog2	0.612
cog3	0.542
cog4	0.569
cog5	0.557
cog6	0.549
cog7	0.600
cog8	0.692

TABLE XVII
 CRONBACH'S ALPHA FOR AFFECTIVE IF ITEM DELETED

Item	Cronbach's Alpha if Item Deleted
af1	0.513
af2	0.479
af3	0.516
af4	0.777
af5	0.639

TABLE XVIII
 CRONBACH'S ALPHA FOR CONATIVE IF ITEM DELETED

Item	Cronbach's Alpha if Item Deleted
con1	0.419
con2	0.383
con3	0.379
con4	0.611
con5	0.698

Correlation Test

The correlation test method used is bivariate because the three variables are not made in a permanent state of one. Therefore, the hypotheses can be formulated as follows:

$H_0 1$ = Cognitive has no relationship with affective.

$H_A 1$ = Cognitive has a positive relationship with

affective.

$H_0 2$ = Affective has no relationship with conative.

$H_A 2$ = Affective has a positive relationship with conative.

$H_0 3$ = Cognitive has no relationship with conative.

$H_A 3$ = Cognitive has a positive relationship with conative.

TABLE XIX
 PEARSON CORRELATION TEST

Correlations				
		Cognition	Affection	Conation
Cognition	Pearson Correlation	1	0.532**	0.569**
	Sig. (2-tailed)		0.000	0.000
	N	310	309	307
Affection	Pearson Correlation	0.532**	1	0.579**
	Sig. (2-tailed)	0.000		0.000
	N	309	309	306
Conation	Pearson Correlation	0.569**	0.579**	1
	Sig. (2-tailed)	0.000	0.000	
	N	307	306	307

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

The table above shows that the significance value for all three variables is under 0.05 (cut-off value of 5%), so $H_0 1$, $H_0 2$, and $H_0 3$ are rejected. Thus, it is concluded that the three variables have a significant relationship with each other. The correlation between cognition and affection is 0.532, which means any activity that affects cognition will increase the affection by 0.532 positively significant. The correlation between affection and conation is 0.579, which means any action involving affection will increase the conation by 0.579 positively significant. Finally, the correlation between cognition and conation is 0.569, which means any activity that affects the cognition will increase the conation by 0.569 positively significant.

As we can see, conducting correlation test is aimed to know whether there is relationship between some variables, to see if they are correlated. The rule of thumb usually used in analyzing the correlation between variables is: $|r| > 0.7$ = strong correlation; $0.3 < |r| < 0.7$ = moderate correlation; $0 < |r| < 0.3$ = weak correlation.

In this case, as every variable is positive correlated, they are correlated with each other. The affection and conation relationship toward cognition are categorized as moderate correlation ($|r| = 0.532$, $|r| = 0.569$). The strongest correlation is between affection and conation aspects ($|r| = 0.579$).

Attitude Based on Respondent Profiles

Attitude Based on Gender

Females do not affect the attitudes of males, and males do not influence the female's attitudes. Because the variable in question is gender, unbound, and free, the test method used is the independent sample t-test. The hypotheses can be formulated as follows:

$H_0 1$ = Male respondents have no cognitive difference from female respondents.

H_A 1 = Male respondents have a cognitive difference from female respondents.

H₀ 2 = Male respondents have no affective difference from female respondents.

H_A 2 = Male respondents have an affective difference from female respondents.

H₀ 3 = Male respondents have no conative difference with female respondents.

H_A 3 = Male respondents have a conative difference from female respondents.

TABLE XX
INDEPENDENT SAMPLE T-TEST

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Total Cognitive	Equal variances assumed	-1.460	301	0.145
Total Affective	Equal variances assumed	-1.428	300	0.154
Total Conative	Equal variances assumed	0.559	298	0.577

The table above shows that the significance value for all the components of attitude is above 0.05 (cut-off value of 5%), so H₀ 1, H₀ 2, and H₀ 3 are not rejected. Thus, it is concluded that the female and male respondents have the same cognitive, affective, and conative (attitude) towards online fashion shops.

Attitude Based on Age

The test method used is the analysis of variance (ANOVA). The hypotheses can be formulated as follows:

H₀ 1,2,3 (cognitive, affective, conative) = there is no group means that are significantly different from each other.

H_A 1,2,3 (cognitive, affective, conative) = there are at least 2 group means that are significantly different from each other.

TABLE XXI
ANOVA FOR AGE

		df	F	Sig.
Total Cognitive	Between Groups	3	2.802	0.040
Total Affective	Between Groups	3	2.705	0.046
Total Conative	Between Groups	3	20.847	0.000

From the table above, it is found that the significance value for the cognitive, affective, and conative components of attitude is below 0.05 (cut-off value of 5%), so H₀ 1, H₀ 2, and H₀ 3 are rejected, and H_A 1, H_A 2, and H_A 3 are accepted. Thus, it can be concluded that the younger respondents have a different attitude from the older respondents towards online fashion shops.

To know specifically which age groups have different means, we have to perform Post Hoc Tests.

It can be seen from the post hoc tests that the respondents who are 36-45 years old have a different cognitive from the respondents who are less than 25 years old. And the respondents who are 36-45 years old have a different conative from the respondents who are less than 35 years old.

TABLE XXII
POST HOC TESTS FOR AGE

Multiple Comparisons					
Dependent Variable		Age (I)	Age (J)	Mean Difference (I-J)	Sig.
Total Cognitive	Tukey HSD	< 25	36-45	-0.20006*	0.07474
Total Conative	Tukey HSD	< 25	25-35	-0.25675*	0.07100
			36-45	-0.71950*	0.000
		25-35	36-45	-0.46275*	0.10127

*. The mean difference is significant at the 0.05 level.

Attitude Based on Education Level

The test method used is an analysis of variance (ANOVA). The hypotheses can be formulated as follows:

H₀ 1,2,3 (cognitive, affective, conative) = there is no group means that are significantly different from each other.

H_A 1,2,3 (cognitive, affective, conative) = there are at least 2 group means that are significantly different from each other.

TABLE XXIII
ANOVA FOR EDUCATION LEVEL

		df	F	Sig.
Total Cognitive	Between Groups	3	0.959	0.413
Total Affective	Between Groups	3	0.768	0.513
Total Conative	Between Groups	3	1.228	0.300

The table above shows that the significance value for all the components of attitude is above 0.05 (cut-off value of 5%), so H₀ 1, H₀ 2, and H₀ 3 are not rejected. Thus, it can be concluded that the respondents from all education levels have the same cognitive, affective, and conative (attitude) towards online fashion shops.

Attitude Based on Monthly Income

The test method used is an analysis of variance (ANOVA). The hypotheses can be formulated as follows:

H₀ 1,2,3 (cognitive, affective, conative) = there is no group means that are significantly different from each other.

H_A 1,2,3 (cognitive, affective, conative) = there are at least 2 group means that are significantly different from each other.

TABLE XXIV
ANOVA FOR MONTHLY INCOME

		df	F	Sig.
Total Cognitive	Between Groups	3	2.368	0.071
Total Affective	Between Groups	3	0.713	0.545
Total Conative	Between Groups	3	5.866	0.001

The table above shows that the significance value for attitude's cognitive and affective components is above 0.05 (cut-off value of 5%), so H₀ 1 and H₀ 2 are not rejected. Thus, it can be concluded that the respondents from all monthly income levels have the same cognitive and affective towards online fashion shops.

However, from the table above, it is also found that the significance value for the conative component of attitude

is below 0.05 (cut-off value of 5%), so H_0 3 is rejected and H_A 3 is accepted. Thus, it can be concluded that the lower-income respondents have a different conative from the higher-income respondents.

To know specifically which monthly income groups have different means, we have to perform Post Hoc Tests.

TABLE XXV
 POST HOC TESTS FOR MONTHLY INCOME

Multiple Comparisons						
Dependent Variable		Income (I)	Income (J)	Mean Difference (I-J)	Std. Error	Sig.
Total Conative	Tukey HSD	< 5 million	5-10 million	-0.24199*	0.07388	0.006
			> 15 million	-0.57895*	0.22034	0.045

*. The mean difference is significant at the 0.05 level.

It can be seen from the post hoc tests that the respondents with less than Rp 5 million monthly income have a different conative from the respondents with more than Rp 5 million monthly income.

Discussion

This section supports and validates the hypotheses and data in the previous chapter. It also discusses the information gathered from the previously stated data analysis.

The discussion makes deductions based on the theory developed and data findings so far in this paper. Moreover, the debate also tells the extent to which the hypotheses developed in the literature review are supported and can be justified.

The research conducted a normality test to check whether the data is normal or not. The result is that the data in this research is not normal. However, it is assumed that it happened because of the sampling technique used by the author.

The research conducted validity and reliability tests to justify whether the data is valid and reliable or not. The result is that the data in this research is excellent and reliable for almost all variables (cognition, affection, and conation). It is assumed that it happened because the respondents would answer the questionnaire honestly. Another reason might be that the questionnaire had passed the preliminary test and was correctly filled by the respondents.

The hypotheses that assumed that cognitive, affective, and conative are related to each other are true. Furthermore, with a significant number of two-tailed correlations, the affective and conative variables are justified to be strongly correlated; and the cognitive and affective, cognitive, and conative variables are clarified to have a moderate correlation. Thus, the affective and conative have the highest role in determining the attitude of respondents towards online fashion shops.

Some explanations about the results of the correlation test are as follow. It makes sense that the respondents who know about fashion online shops do not automatically like

it. It also makes sense that the respondents who know about fashion online shops are not automatically willing to use it. However, respondents who like online fashion shops usually want to use it.

The primary data shows that demographical factors such as gender, education level, and monthly income do not stimulate respondents' knowledge, feeling, and intended behavior towards online fashion shops. In other words, the demographic factors do not determine the attitude of respondents towards online fashion shops. This can happen because both males and females can use online fashion shops. Also, it can be used by people from all education levels and from all monthly income levels.

However, the primary data obtained shows that age and income could influence respondents' intended behavior towards online fashion shops. This can happen because young people tend to be more tech-savvy than older people. Thus, they are more prone to use online fashion shops. And people with less income tend to buy their fashion needs in a more traditional way, such as going to the market to do the price bargaining.

1. Cognitive

From the data processed, online fashion shop is perceived to use the internet media to conduct transactions. Then it also perceived to sell a wide range of products, including clothing, bags, shoes, and accessories. Where not many people think products purchased at online fashion shops are delivered by way of delivery, i.e., the product will be delivered to the address of the intended consumer. The cognitive is related to the affective and conative in this research. Thus, the people who know about fashion online shops tend to like and use it when they need it.

The cognition is not depending on the respondents' gender, education level, and income. Instead, cognitive is proven to be an essential factor determining attitude. For the implication of it, an online fashion shop must advertise and educate its target markets. Mainly to keep it up by using internet media and strengthening the perceptions that fashion online shops sell a wide range of products, including clothing, bags, shoes, and accessories. Thus, it can stimulate them to show an attitude of interest.

2. Affective

The feelings and emotions aspect are derived that most people feel happy when looking for fashion products online. It points out that online fashion shop is trendy. The affective is related to the cognitive and conative in this research. Thus, the people who have good feelings about online fashion shops usually know and use it when needed.

The affection is not determined by the respondents' gender, education level, and income. Instead, affective is proven to be an essential factor determining attitude. To make the marketing strategy effective, an online fashion shop might need to conduct some campaigns, trials, and promotions in its product so that the target markets can experience the quality and feel the product's benefit.

3. Conative

More than half of the respondents intended to use online fashion shops when they need. Some of them even think to recommend others to use online fashion shops when they need. So the correlation is strong between the intended behavior and the feeling. So it shows a positive relationship between the two factors. The conative aspect is not depending on the respondents' gender and education level. It is more related to their age and income. Conative is proven to be an essential factor determining attitude.

An online fashion shop can do many things, from promotional activity, expo, campaigns, free trials, and discounts to an effective marketing strategy. Also, changing its advertisement by modifying the content stimulates more conation aspects from the target markets.

Practically, a fashion online shop's advertisement needs to target younger people (below 25 years). However, it also needs to focus more on targeting middle-to-high income people. Moreover, when a company chooses its endorser, it should select a not too older person.

V. CONCLUSION

Conclusion

Based on data analysis and discussion in the previous chapter, it can be concluded that:

1. Some respondents know what an online fashion shop is rough, not detail. They think it uses internet media for transactions and perceives it to sell a wide range of products.
2. Some respondents like online fashion shops. They feel happy when looking for fashion products in the online shop, and they are enthusiastic about it.
3. Some respondents would like to use an online fashion shop when they need it.
4. In this study, cognitive is positively related to affective.
5. In this study, affective is positively related to conative.
6. In this study, cognitive is positively related to conative.

Research Limitations

This study has some limitations, among others:

1. The sampling technique is done in a non-random because the researcher only recruited people of Bandung that are incidentally encountered and met the criteria for being respondents. Therefore, every member of the population does not have the same opportunity to become a research subject.
2. The research results cannot be generalized, limited to the study of attitude towards online fashion shops among respondents.
3. Extracting information using a questionnaire in which the whole questions are closed questions so that the results obtained are limited to the questions in the questionnaire.

Recommendation

Based on the research limitations, the author recommends the following:

1. Use random sampling for further research so that every member of the population has the same opportunity to become a research subject. Hence, the results of the study can be generalized.
2. Use interviews for further research so that the results obtained are not limited to the questions in the questionnaire.

In addition, for further research, others should research online shops that sell other product categories, such as books, used goods, and gadgets, as a comparison tool of the results of this study. Other more varied variables to be studied can also be added in the following research, such as marital status, employment status, or lifestyle.

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- Tripartite Model

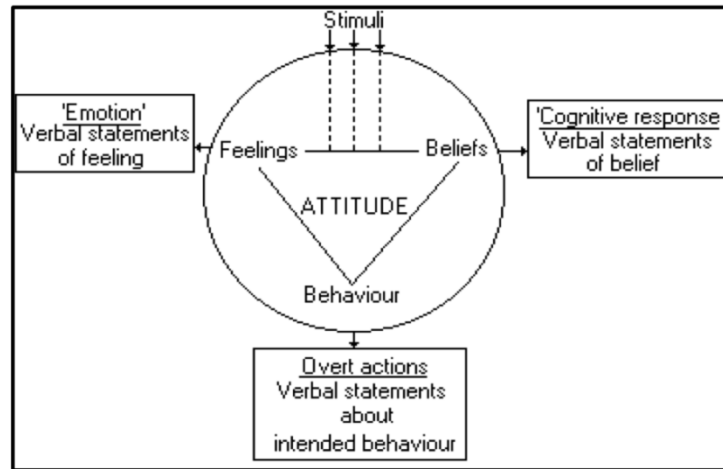


Fig. 2. Tripartite Model

Source: <http://www.garph.co.uk/IJARMSS/Mar2014/1.pdf>

- Technology Acceptance Model

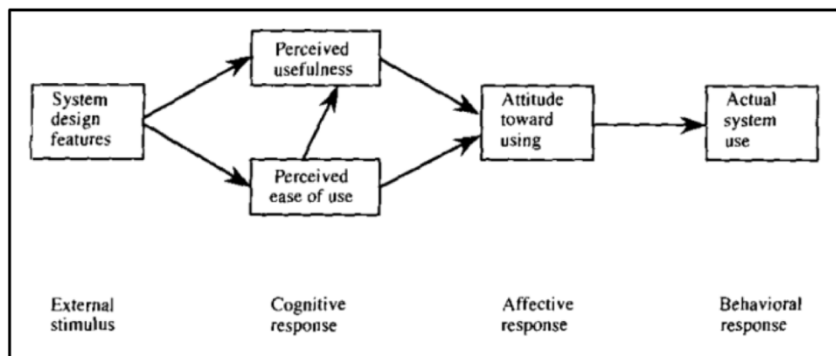


Fig. 3. Technology Acceptance Model

Source: <http://www.garph.co.uk/IJARMSS/Mar2014/1.pdf>

- Cognitive-Affective-Conative Model

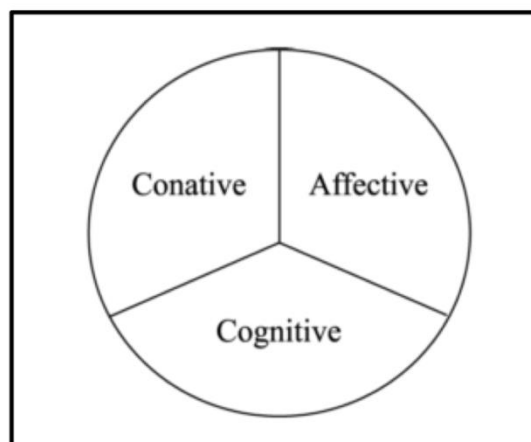


Fig. 4. CAC Model

Source: <http://www.garph.co.uk/IJARMSS/Mar2014/1.pdf>

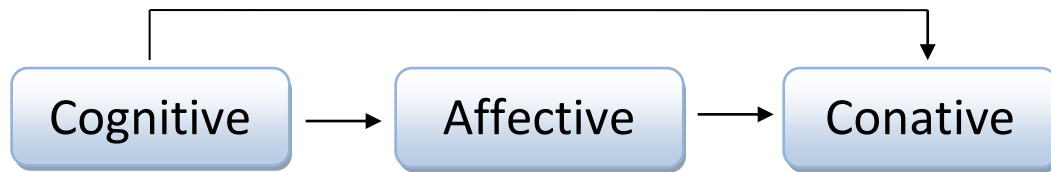


Fig. 5. Research Model

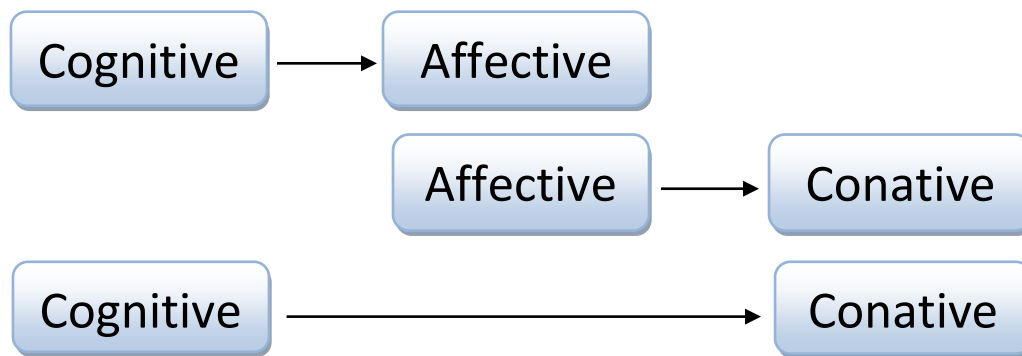


Fig. 6. Research Variable

Variable Operationalization

TABLE II
VARIABLE OPERATIONALIZATION

No.	Variable	Definition	Items
1.	Cognitive	Cognitive is the perceptions and knowledge acquired by combining related information from various sources and direct experience with the attitude object. This resulting perceptions and knowledge commonly take the form of beliefs [19].	Fashion online shops use the internet media to conduct transactions
			Fashion online shops sell a wide range of products, including clothing, bags, shoes, and accessories
			Fashion online shops are accessible 24 hours a day
			Fashion online shops offer relatively lower prices compared to conventional fashion stores
			Fashion online shop explains all the information about the product being sold
			Fashion online shop makes it easy for consumers to find offerings of goods provided by many different sellers
			Fashion online shops usually use a credit card or PayPal account as a payment method
			Products purchased at online fashion shops are delivered by way of delivery, i.e., the product will be delivered to the address of the intended consumer
2.	Affective	The affective component is constituted by a consumer's feelings or emotions about a particular brand or product. Consumer researchers frequently treat these	I love the fashion online shop
			I feel happy when looking for fashion products in the online shop
			I am enthusiastic about the online fashion shop
			I am not interested in shopping for fashion products in the online shop
			Fashion online shop is a credible shopping place

		feelings and emotions as primarily evaluative [19].	
3.	Conative	Conation is concerned with the tendency or likelihood that an individual will behave in a particular way or undertake a specific action about the attitude object. The actual behavior itself may be included in the conative component [19].	I will use an online shop to meet my fashion needs I will shop for fashion products at the online shop I would recommend to friends and family to shop at an online fashion shop I will inform others about the online fashion shop I will not use an online shop to find information about the fashion product I want

TABLE III
TYPE AND SOURCE OF DATA

No.	Data	Type	Source
1.	Internet user in Indonesia by age - 2018	Secondary	APJII (2018)
2.	Responses of respondents regarding their attitudes towards online fashion shop	Primary	Consumers
3.	The total population of Bandung City	Secondary	Disdukcapil Bandung (2015)

TABLE IV
DATA COLLECTION METHOD

No.	Data Collection Method	Data Source
1.	Study of literature	Tripartite Theory of attitude
2.	Survey	The people of Bandung, West Java, Indonesia

TABLE V
MALHOTRA APPROACH

No.	Type of Study	Minimum Sample Size	Range of Sample Size
1.	Focus Group	6/groups	6-12 groups
2.	Market Auditing	10 stores	10-20 stores
3.	TV, Radio, or Print Media Advertisement	150	200-300
4.	Marketing Test	200	300-500
5.	Product Testing	200	300-500
6.	Problem Solving Research	200	300-500
7.	Problem Identification	500	1000-2500

Source: Malhotra in the book Marketing Research Method [18]

TABLE VI
LIKERT SCALE

Likert Scale	Perception Statement
1	Strongly disagree / never / very negative
2	Disagree / almost never / negative
3	Hesitant / sometimes / neutral
4	Agree / often / positive
5	Strongly agree / always / very positive

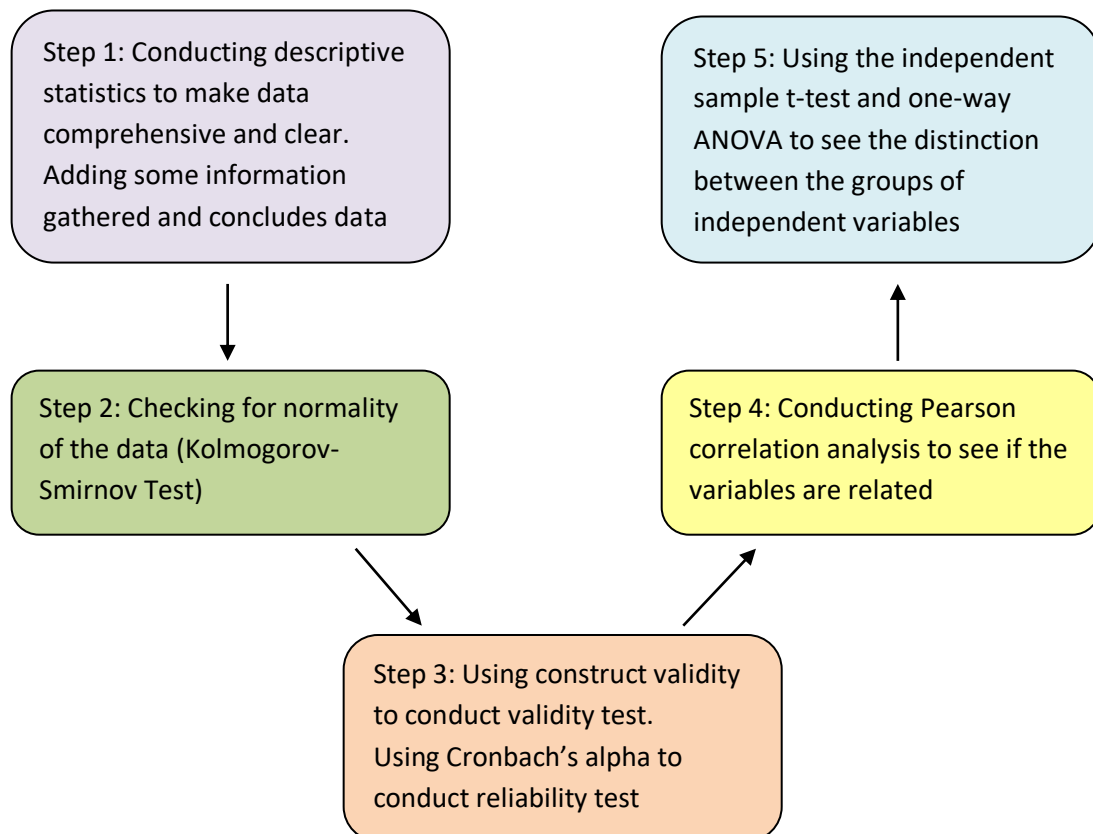


Fig. 7. The Flow of Data Analysis Procedures to Follow

TABLE VII
GENDER OF RESPONDENTS

		Freq.	%
Valid	Male	105	33.9
	Female	198	63.9
	Total	303	97.7

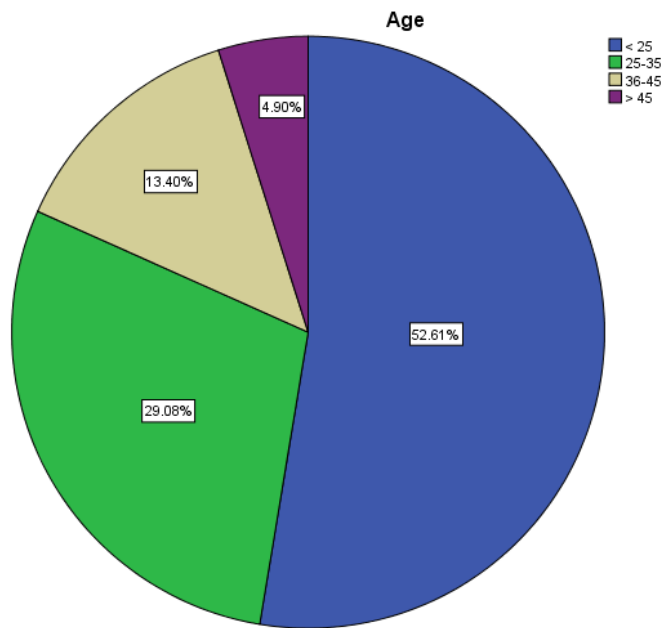


Fig. 8. Age of Respondents

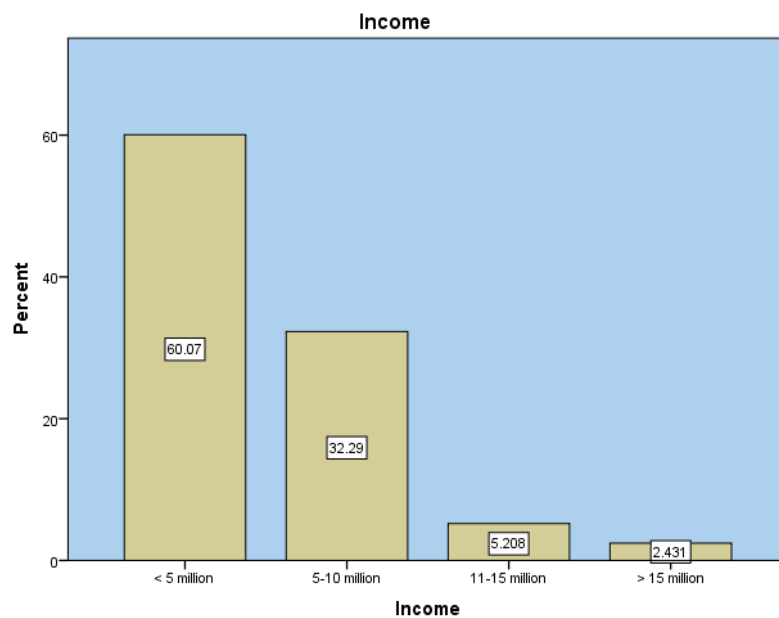
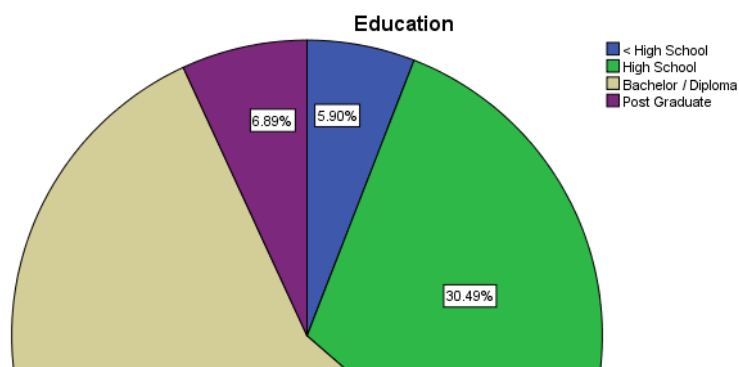


Fig. 9. Education Level

of Respondents

Fig. 10. Monthly Income of Respondents

TABLE VIII
COGNITIVE DESCRIPTIVE

Variable	Item description	N	Min	Max	Mean	Std. Dev
cog1	Fashion online shop use the internet media to conduct transactions	310	1	5	4.14	0.781
cog2	Fashion online shops sell a wide range of products, including clothing, bags, shoes, and accessories	310	1	5	4.10	0.803
cog3	Fashion online shop are accessible 24 hours a day	310	1	5	3.52	0.783
cog4	Fashion online shops offer relatively lower prices compared to conventional fashion stores	310	2	5	3.69	0.683
cog5	Fashion online shop explains all the information about the product being sold	310	1	5	3.70	0.841
cog6	Fashion online shop makes it easy for consumers to find offerings of goods provided by many different sellers	310	1	5	3.52	0.898
cog7	Fashion online shops usually use a credit card or PayPal account as a payment method	310	1	5	3.41	1.016
cog8	Products purchased at online fashion shops are delivered by way of delivery, i.e., the product will be delivered to the address of the intended consumer	310	1	5	3.22	0.806

total_cog	Sum of cog1 until cog8				3.662	0.4364
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TABLE IX
AFFECTIVE DESCRIPTIVE

Variable	Item description	N	Min	Max	Mean	Std. Dev
af1	I love the fashion online shop	310	1	5	3.53	1.004
af2	I feel happy when looking for fashion products in an online shop	309	2	5	3.85	0.763
af3	I am enthusiastic about the fashion online shop	310	1	5	3.83	0.737
af4	I am <u>not</u> interested in shopping for fashion products in online shop	310	1	5	3.52	0.971
af5	Fashion online shop is a credible shopping place	310	1	5	3.70	0.841
total_af	Sum of af1 until af5				3.687	0.5629

TABLE X
CONATIVE DESCRIPTIVE

Variable	Item description	N	Min	Max	Mean	Std. Dev
con1	I will use an online shop to meet my fashion needs	310	1	5	3.65	0.864
con2	I will shop for fashion products at an online shop	310	1	5	2.86	1.145
con3	I would recommend to friends and family to shop at an online fashion shop	307	1	5	3.49	0.923
con4	I will inform others about the online fashion shop	310	1	5	3.41	1.016
con5	I will <u>not</u> use an online shop to find information about the fashion product I want	310	1	5	3.22	0.806
total_con	Sum of con1 until con5				3.324	0.5855

TABLE XI
KOLMOGOROV-SMIRNOV TEST

	Total Cognitive	Total Affective	Total Conative
N	310	309	307
Kolmogorov-Smirnov Z	1.539	1.877	2.180
Asymp. Sig. (2-tailed)	0.018	0.002	0.000

TABLE XII
VALIDITY TEST FOR COGNITIVE VARIABLE

Item	Pearson Correlation with total_cog
cog1	0.527**

cog2	0.455**
cog3	0.663**
cog4	0.580**
cog5	0.624**
cog6	0.650**
cog7	0.560**
cog8	0.152**

TABLE XIII
 VALIDITY TEST FOR AFFECTIVE VARIABLE

Item	Pearson Correlation with total_af
af1	0.781**
af2	0.815**
af3	0.763**
af4	0.374**
af5	0.573**

TABLE XIV
 VALIDITY TEST FOR CONATIVE VARIABLE

Item	Pearson Correlation with total_con
con1	0.732**
con2	0.787**
con3	0.776**
con4	0.506**
con5	0.199**

TABLE XV
 RELIABILITY TEST FOR COGNITIVE, AFFECTIVE, AND CONATIVE VARIABLES

Variable	Construct	Item	# of items	Cronbach's alpha
Cognitive	Use internet media	cog1	8	0.624
	Sell various products	cog2		
	24 hours a day	cog3		
	Lower price	cog4		
	Clear information	cog5		
	Ease consumers	cog6		
	Payment method	cog7		
	Delivery	cog8		
Affective	Love	af1	5	0.652
	Happy	af2		
	Enthusiastic	af3		
	Not interested	af4		
	Credible	af5		
Conative	Will use	con1	5	0.580
	Will shop	con2		
	Will recommend	con3		
	Will inform	con4		
	Will not use	con5		

TABLE XVI
 CRONBACH'S ALPHA FOR COGNITIVE IF ITEM DELETED

Item	Cronbach's Alpha if Item Deleted
cog1	0.589
cog2	0.612
cog3	0.542
cog4	0.569
cog5	0.557
cog6	0.549
cog7	0.600
cog8	0.692

TABLE XVII
 CRONBACH'S ALPHA FOR AFFECTIVE IF ITEM DELETED

Item	Cronbach's Alpha if Item Deleted
af1	0.513
af2	0.479
af3	0.516
af4	0.777
af5	0.639

TABLE XVIII
 CRONBACH'S ALPHA FOR CONATIVE IF ITEM DELETED

Item	Cronbach's Alpha if Item Deleted
con1	0.419
con2	0.383
con3	0.379
con4	0.611
con5	0.698

TABLE XIX
 PEARSON CORRELATION TEST

Correlations				
		Cognition	Affection	Conation
Cognition	Pearson Correlation	1	0.532**	0.569**
	Sig. (2-tailed)		0.000	0.000
	N	310	309	307
Affection	Pearson Correlation	0.532**	1	0.579**
	Sig. (2-tailed)	0.000		0.000
	N	309	309	306
Conation	Pearson Correlation	0.569**	0.579**	1
	Sig. (2-tailed)	0.000	0.000	
	N	307	306	307
**. Correlation is significant at the 0.01 level (2-tailed).				

TABLE XX
 INDEPENDENT SAMPLE T-TEST

		t-test for Equality of Means		
		t	df	Sig. (2-tailed)
Total Cognitive	Equal variances assumed	-1.460	301	0.145
Total Affective	Equal variances assumed	-1.428	300	0.154
Total	Equal variances	0.559	298	0.577

Conative	assumed			
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TABLE XXI
ANOVA FOR AGE

		df	F	Sig.
Total Cognitive	Between Groups	3	2.802	0.040
Total Affective	Between Groups	3	2.705	0.046
Total Conative	Between Groups	3	20.847	0.000

TABLE XXII
POST HOC TESTS FOR AGE

Multiple Comparisons						
Dependent Variable		Age (I)	Age (J)	Mean Difference (I-J)	Std. Error	Sig.
Total Cognitive	Tukey HSD	< 25	36-45	-0.20006*	0.07474	0.039
Total Conative	Tukey HSD	< 25	25-35	-0.25675*	0.07100	0.002
			36-45	-0.71950*	0.09369	0.000
			25-35	-0.46275*	0.10127	0.000

*. The mean difference is significant at the 0.05 level.

TABLE XXIII
ANOVA FOR EDUCATION LEVEL

		df	F	Sig.
Total Cognitive	Between Groups	3	0.959	0.413
Total Affective	Between Groups	3	0.768	0.513
Total Conative	Between Groups	3	1.228	0.300

TABLE XXIV
ANOVA FOR MONTHLY INCOME

		df	F	Sig.
Total Cognitive	Between Groups	3	2.368	0.071
Total Affective	Between Groups	3	0.713	0.545
Total Conative	Between Groups	3	5.866	0.001

TABLE XXV
POST HOC TESTS FOR MONTHLY INCOME

Multiple Comparisons						
Dependent Variable		Income (I)	Income (J)	Mean Difference (I-J)	Std. Error	Sig.
Total Conative	Tukey HSD	< 5 million	5-10 million	-0.24199*	0.07388	0.006

			> 15 million	-0.57895*	0.22034	0.045
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*. The mean difference is significant at the 0.05 level.