

Does Shopping Orientation and Gender Different Affect Online Shopping Lifestyle

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Abstract. *This study aims to determine the Influence of Shopping Orientation and Gender Different on Online Shopping Lifestyle in Pekanbaru City. This research was conducted in Pekanbaru City with 104 respondents. This study used quantitative methods by drawing research samples using the purposive sampling method. Data testing using validity tests, reliability tests, classical assumption tests, multiple linear regression tests, there are two hypothesis tests and determination tests with the help of SPSS 23 software. The results of this study show that Market Orientation and Gender Different partially affects Online Shopping Lifestyle, Gender Different partially affects Online Shopping Lifestyle, and Shopping Orientation and Gender Different partially affects Online Shopping Lifestyle. The findings suggest that market orientation can enhance their position for success by improving their online shopping lifestyle. Overall, this study provides valuable insights into the importance of market orientation in enhancing production performance for manufacturing SMEs, and its implications can be useful for practitioners, policymakers, and scholars interested in ecommerce platform competitiveness.*

Keywords: *Market orientation, shopping orientation, gender different, online shopping lifestyle, e-commerce*

Abstrak. *Penelitian ini bertujuan untuk mengetahui Pengaruh Orientasi Belanja dan Gender Different Terhadap Online Shopping Lifestyle di Kota Pekanbaru. Penelitian ini dilakukan di Kota Pekanbaru dengan jumlah responden 104 orang. Penelitian ini menggunakan metode kuantitatif dengan penarikan sampel penelitian menggunakan metode purposive sampling. Pengujian data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji hipotesis dan uji determinasi dengan bantuan software SPSS 23. Hasil penelitian ini menunjukkan bahwa Orientasi Belanja secara parsial berpengaruh terhadap Online Shopping Lifestyle, Gender Different secara parsial berpengaruh terhadap Online Shopping Lifestyle, dan Orientasi Belanja dan Gender Different secara parsial berpengaruh terhadap Online Shopping Lifestyle*

Kata kunci: *Orientasi Pasar, orientasi belanja, perbedaan gender, gaya hidup belanja online, e-commerce*

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Introduction

The development of globalization, technology, and the internet in Indonesia is currently growing very rapidly. The acceleration of internet development cannot be separated from the increasing number of internet users around the world. Technology is a means made to facilitate all human activities in every activity (Prameswari & Santosa, 2021). People's lives today have become easier along with the advancement of information technology that is very developed, especially the internet. The internet as one of the needs for humans today, this is because everything is now related to the internet and the need for the internet every year is always increasing.

Discussions about the phenomenon of online shopping are still continuing. For some, online shopping has become a way of life; for others, it is an age- and gender-insensitive way of acquiring necessities and satisfying wants. According to Xu (2022), women are more likely than men to be vulnerable when it comes to online shopping. This indicates that women engage in this activity more often than men.

Hamad (2021) explained that in its development, the internet is currently not only a medium of information and communication, but is able to increase one's income in the economy. Tremendous growth in the online business sector can be observed and the internet is considered an important shopping place by the increasing number of customers. Amalia (2022) explained that online shopping is a process of purchasing goods or services through the internet, gadgets and has never met or made physical contact. So it is necessary to anticipate business managers about customer needs and adjustments to a product as well as product characteristics and features so as to meet customer desires. Consumer desires are facilitated by making purchases without having to leave the house to get the goods needed. Yulianti (2019) explained that business patterns can also change, from conventional marketing to online shopping.

The phenomenon of online shopping is something that continues to be discussed today. Online shopping makes one of its own lifestyles by a number of people, and is a satisfying tool and need by some people without age and gender restrictions. Higher vulnerability is from female consumers to online shopping, and confirms that women are more involved in online shopping than male counterparts (Xu, 2022).

E-commerce can be understood as a business system that uses electronic technology to connect companies, buyers, and the general public in the form of electronic transactions and the exchange or sale of goods, services, and information through electronic devices. With the increasing number of online users and the increasing trend of online shopping are some of the main drivers in the development of e-commerce (Lim et al., 2019). So, The purpose of this research is to investigate the effect of market orientation, gender different and shopping orientation toward online shopping lifestyle.

Literature Review

Online Shopping Lifestyle

A person's way of living in the world, as demonstrated by their interests, opinions, and activities, is called their lifestyle. It shows the full individual engaging with their surroundings (Kotler & Keller, 2016). Individuals from the same profession, social status, and subculture may lead very diverse lives. Lifestyles, including the activities, interests, and attitudes of consumers, are referred to as psychographics in marketing. Activities pertaining to a consumer's time management, such as working, taking a vacation, or engaging in other pursuits. Consumers' preferences or interests in items like homes, clothing, or cuisine are referred to as interest, while their perspectives on issues, events, education, and the future are referred to as opinions. Psychographics in consumer research involves formulating assertions and asking participants to rate how much they agree or disagree with each one.

According to Sopiyan & Kusumadewi (2020), online shopping lifestyle is a way chosen by someone to allocate income, both in terms of allocation and for various products and services, as well as certain alternatives in differentiating similar categories. Online shopping lifestyle is a person's act of spending money and time to buy a product based on desires, product brands, advertisements and can affect purchasing decisions (Wardhani & Suwitho, 2022). According to Mowen and Minor (Selvi & Ningrum, 2021) stated that to measure shopping lifestyle, namely:

1. Activities
2. Interest
3. Opinion

Shopping Orientation

Shopping orientation can be interpreted as a behavioral characteristic or lifestyle of an individual regarding activities in shopping (Kusuma & Septarini, 2013). Each individual has a different shopping orientation which is shown through individual opinions, desires, and activities when shopping.

According to Sofiany & Sucento (2013), shopping orientation is believed to be part of consumers' lifestyles derived from their activities, interests, and opinions about shopping activities themselves. According to Seock (Parhusip & Lubis, 2020) states that shopping orientation has seven dimensions including:

1. Shopping enjoyment
2. Brand/fashion
3. Price consciousness
4. Shopping confidence
5. Convenience/time consciousness
6. In-home shopping tendency
7. Brand/store loyalty

Gender Different

According to Dilla et al., (2018) gender difference is a difference in functions, roles and responsibilities between men and women based on the results of social construction that can change according to the times. The existence of this gender difference makes people think that the way of learning and thinking will be different based on their gender.

According to the theory of gender different socialization, a behavior is determined by the socialization process in which individuals are shaped by cultural norms and values expected of a particular gender (Martiyanti, 2015). Research studies show that men should often be invited to touch products, while women often take products without being prompted.

According to Musdah (Purwanto & Wijaya, 2018) stated that gender different indicators are divided into 3 parts, namely:

1. Gender Behavior
2. Gender Roles

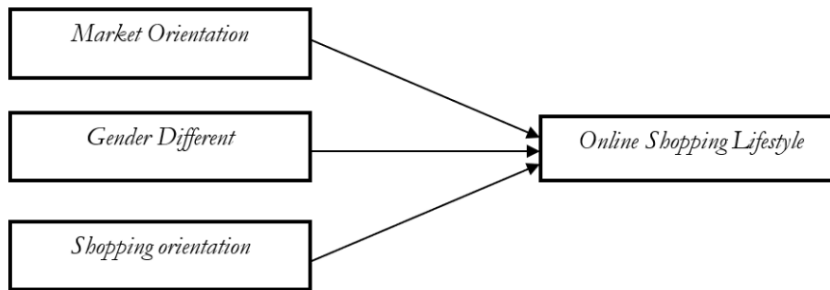
Emotional Characteristics

Hypothesis Development

The Relationships of Shopping Orientation Towards Online Shopping Lifestyle

Nusarika & Purnami (2015) explained that the shopping orientation of each individual will be shown through individual activities, opinions and interests when carrying out shopping activities, understanding the shopping orientation owned by individuals can help the procedure to capture what is wanted, needed or desired by individuals when carrying out activities. Research conducted by (Hidayah & Mudjiyanti, 2021) found that shopping orientation has a positive effect on online shopping lifestyle. The more often a person does shopping activities, whether to look at products, the greater one's desire to buy and own the product. Based on the explanation above, the following hypothesis can be formulated:

H1: Shopping orientation has an effects on online shopping lifestyle.

The Relationships of Gender Different Towards Online Shopping Lifestyle

Martiyanti (2015) explained that in the theory of gender socialization, a behavior is determined by the socialization process in which individuals are shaped by cultural norms and values expected from a particular gender. Research studies show that men should often be invited to touch products, whereas women often take products without being pushed. Gender is another important factor influencing consumers' online shopping behavior. Research conducted by Utami et al., (2021) states that there is no difference between men and women in online shopping lifestyle in the city of Padang. Based on the explanation above, the following hypothesis can be formulated:

H²: Different gender has an effects on online shopping lifestyle.

The Relationships of Shopping Orientation and Gender Different Towards Online Shopping Lifestyle
Jonatan (2022) stated that the factors that affect online business, especially for online shopping consumers, are shopping orientation. In online shopping, gender can affect shopping activities. Gender equality has always been upheld by society, even man and women are considered to have the same ability in deciding to shop online, some studies show that gender is an important factor that can influence consumers in online shopping orientation (Nisa, 2013). Research conducted by Herdianto & Pravianti (2018) concluded that shopping orientation has a positive influence on online shops. Research conducted by Putra & Santika (2018) shows that gender different has a positive and significant effect on online shopping lifestyle.

H³: Shopping orientation and gender different influence together on online shopping lifestyle.

Research Methodology

This study used quantitative methods, researchers used primary data and secondary obtained directly from consumers who shop at Tokopedia e-commerce in Pekanbaru City. The data collection takes eight weeks from April to May in 2023. The sampling technique uses a purposive sampling method by sampling respondents. The sample selection used a purposive sampling technique, namely sampling with consideration of certain criteria (Hair et al., 2016).

The criteria for taking samples in this study are:

1. Ecommerce user platform in the in Pekanbaru City
2. Ecommerce user platform that has been established for at least 6 months

Because the population size is not known with certainty, to determine the sample size is by using a formula (Hair et al, 2010).

The determination of the number of representative samples depends on the number of indicators multiplied by 5 to 10 (Hair et al, 2010). Sample = Number of indicators x 8 = 104. Based on these calculations, a sample of 104 respondents was obtained. Because this quantitative research uses questionnaires, data quality tests are needed such as validity and reliability tests, and also data analysis techniques in this study are descriptive statistical analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing through the SPSS version 23 statistical analysis application.

Results and Discussion

Descriptive Statistics Results

Table 1
Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Market Orientation	104	34	70	59,13	8,320
Gender different	104	13	30	24,30	4,196
Online Shopping Lifestyle	104	18	30	25,52	3,520
Valid N (listwise)	104				

Based on Table 1 above shows the Shopping Orientation variable (X1) measured by 14 statement items having a minimum value of 34 and a maximum of 70 with an average of 59.13 and a standard deviation of 8.320. Furthermore, the Gender Different (X2) variable measured by 6 statement items has a minimum value of 13 and a maximum of 30 with an average of 24.30 and a standard deviation of 4.196. Furthermore, Online Shopping Lifestyle (Y) as measured by 6 statement items has a minimum value of 18 and a maximum of 30 with an average of 25.52 and a standard deviation of 6.027.

Validity Test

Validity test is used to measure the accuracy of a measuring instrument in performing its function. An instrument is considered valid if it is able to measure what it wants to measure. Validity is extent to which a measure or set of measure correctly represents the concept of study the degree to which it is free from any systematic or nonrandom error. Validity is concerned with how tell the concept is defined by measure (Hair et al., 2016).

Validity Test

Table 2
Validity Test Results

Variable	Statement	r count	r table	Results
Market Orientation	X1.1	0,749	0,676	Valid
	X1.2	0,736	0,676	Valid
	X1.3	0,640	0,676	Valid
	X1.4	0,736	0,676	Valid
	X1.5	0,813	0,676	Valid
	X1.6	0,868	0,676	Valid
	X1.7	0,841	0,676	Valid
	X1.8	0,787	0,676	Valid
	X1.9	0,832	0,676	Valid
	X1.10	0,770	0,676	Valid
	X1.11	0,784	0,676	Valid
	X1.12	0,731	0,676	Valid

Table 2. Continued

Variable	Statement	r count	r table	Results
<i>Gender Different</i>	X1.13	0,812	0,676	Valid
	X1.14	0,909	0,676	Valid
	X2.1	0,847	0,676	Valid
	X2.2	0,856	0,676	Valid
	X2.3	0,893	0,676	Valid
	X2.4	0,877	0,676	Valid
<i>Online Shopping Lifestyle</i>	X2.5	0,897	0,676	Valid
	X2.6	0,902	0,676	Valid
	Y1	0,789	0,676	Valid
	Y2	0,684	0,676	Valid
	Y3	0,764	0,676	Valid
	Y4	0,691	0,676	Valid
	Y5	0,724	0,676	Valid
	Y6	0,791	0,676	Valid

If $r \text{ calculate} \geq r \text{ table}$, then the statement items are declared valid. The value of $r \text{ table}$ can be seen in table r with the equation $N-2-1 = 104 - 2 - 1 = 101 = 0.676$ (see $r \text{ table}$ at $df \ 101$).

And from the table above, the value of r is obtained to calculate all statements $> r \text{ table}$ (0.676). This means that the measuring instrument used is valid.

Reliability Test

Table 3
Reliability Test Results

Variable	Cronbach's Alpha	Limitation	Results
Market Orientation	0,714	0,60	Reliable
Gender Different	0,892	0,60	Reliable
Online shopping Lifestyle	0,775	0,60	Reliable

Test of Normality

Table 4
Kolmogorov Smirnov's One Sample Results

		Unstandardized Residual
N		104
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3,41564409
Most Extreme Differences	Absolute	.101
	Positive	.068
	Negative	-.101
Test Statistic		.101
Asymp. Sig. (2-tailed)		.151 ^{c,d}

Based on the result of the normality test in Table 4 using the One Sample Kolmogorof Smirnov, it shows that the asymp value. Sig (2-tailed) Table 4 using the One Sample Kolmogorof Smirnov, it shows that the asymp

value. Sig (2-tailed) of 0.151 > from 0.05. So, it can be concluded that the data in this study are normally distributed and can be continued to the next test.

Multicolonicity Test

Table 5
Multicolonicity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Market Orientation	.598	1.671
	Gender Different	.598	1.671

From Table 5 above, the tolerance value of each independent variable is 0.598 which is greater than 0.1 or VIF of 1.671 which is

smaller than 10. It can be interpreted that there are no symptoms of multicollinearity in the regression model.

Multiple Linear Test

Table 6
Multiple Linear Test

	Model	B	t	Sig.
1	(Constant)	2.504	7.901	.000
	Market Orientation	.269	2.159	.033
	Gender Differences	.492	4.394	.004

From the regression model it can be interpreted that: The value of a (constant) of 2.504 can be interpreted that if market orientation and gender differences are fixed or constant then marketing performance will be worth 2.504. The regression coefficient for market orientation is 0.269 and is positive, stating that every increase in market orientation by 0.269 will increase online shopping lifestyle by 0.269. The regression coefficient for gender differences is 0.492 and is positive, stating that every increase in gender differences by 0.492 will increase online shopping lifestyle by 0.492.

Hypothesis Testing Partial Test (t Test)

Based on the results of the regression test that has been carried out, it can be interpreted as follows:

1. The influence of market orientation on online shopping lifestyle in ecommerce user in Pekanbaru City shows the value of t count = (2.159) > t table (1.984) with the resulting significant value of 0.001 < 0.05, then H0 rejected and H1 accepted. This shows that the market orientation variable has a positive and significant influence on online shopping lifestyle in ecommerce user in Pekanbaru City.

2. The effect of gender differences on online shopping lifestyle in Pekanbaru City shows the value of t arithmetic = $(4.394) > t$ table (1.984) with a significant value of $0.179 > 0.05$ Then H_0 accepted and H_2 accepted. This shows that the gender differences has a positive and significant influence on online shopping lifestyle in ecommerce user in Pekanbaru city.

Coefficient of Determination Test (R²)

Can be seen that the relationship between the independent variable and the dependent variable in this study is strong because the correlation coefficient (R) is 7.901. And the Adjusted R Square is 0, 413. This means that the variables of market orientation and gender differences are able to explain the online shopping lifestyle of 41.3%. The remaining 58.7% is explained by other variables not examined in this study.

Effect of Market Orientation on Online Shopping Lifestyle

The results of this study indicate that market orientation has a positive and significant effect on online shopping lifestyle. This can be seen in Table 7 where the t value is 2.159 with a significant level of 0.033 or less than 0.05 and a coefficient value of 0.269, so H_1 is accepted. This means that the more ecommerce platform users understand customer needs and act quickly against competitors, the online shopping lifestyle will increase. Companies are likely to recognize the approaches or behaviors adopted by competitors when they respond to efforts in the form of strategies that are focused on market conditions, customer wants, and customer needs.

The results of the study, which are based on consumer behavior, show that consumers' activities start with their need and desire, through their attempts to obtain the desired product, consume it, and conclude with post-purchase behaviors, such as feelings of fulfillment or dissatisfaction If customers are satisfied with the product they bought and use because they got what they wanted, then they

may be satisfied with the product because they got what they wanted. Therefore, it can be concluded from the theory of consumer behavior that the online shopping lifestyle is influenced by shopping orientation (Suhari, 2012).

Effect of Gender Differences on Online Shopping Lifestyle

The results of this study indicate that gender differences has a positive and significant effect on online shopping lifestyle. This can be seen in Table 7 where that t value is 4.394 with a significant level of 0.04 or less than 0.05 and a coefficient value of 0.492, so H_2 is accepted. analysis show that e-commerce has an effect but not significantly on marketing performance.

Based on the results of the data analysis that has been done, it is known that Gender Different has an effect on Online shopping lifestyle in Pekanbaru City. The effect is obtained from the results of a significant value of $0.004 < 0.05$ which means that the Gender Different variable has an effect on Online shopping lifestyle.

Then based on the results of the multiple linear regression calculation, the t -value is $4.394 > t$ -table 1.98373, so H_0 is rejected and H_2 is accepted, which means that Gender Differences in the form of opinions, comments or recommendations can influence consumers to trust Tokopedia E-commerce. The results of the study based on consumer behavior are as behavior shown by consumers to search for, buy, use, evaluate and spend products or services that they hope will satisfy their needs. So it can be concluded based on the theory of consumer behavior that Gender Different has an effect on Online shopping lifestyle (Novita, 2017).

The results of the study, which are based on consumer behavior, show that consumers' activities begin with their need and desire, through their attempts to obtain the desired product, consume it, and conclude with post-purchase behaviors, such as feelings of

fulfillment or dissatisfaction If customers are satisfied with the product they acquired and use because they got what they wanted, then they may be satisfied with the product because they got what they wanted.

Therefore, it can be concluded from the theory of consumer behavior that the online shopping lifestyle is influenced by shopping orientation (Suhari, 2012).

T Test

Table 7
T Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	19.781	2.504		7.901	.000
	Shopping Orientation	.114	.053	.269	2.159	.003
	Gender Different	.741	.105	.492	4.394	.004

From the table above can be seen each calculated value and the significance of the independent variable. Known value of t table (1-sided test at alpha 5%) with the equation: Thus, the following results are obtained:

Shopping orientation. A calculated t value of 2.159 was obtained with a significance of 0.003. Thus, it is known that t count (2.159) > t table (1.98373) or significance (0.003) < 0.05 Then the result is significant and means that H0 is rejected and H1 is accepted. The t value has a positive sign which indicates a unidirectional relationship which means that if the Shopping Orientation is high, the Online

Shopping Lifestyle is also high. So, it can be concluded that it is true that shopping orientation affects Online Shopping Lifestyle. Gender different. A calculated value of 4.394 was obtained with a significance of 0.000. Thus, it is known that t count (4.394) > t table (1.98373) or significance (0.004) < 0.05. Then the result is significant and means that H0 is rejected and H1 is accepted. The t value is positively marked which indicates a unidirectional relationship which means that if the shopping orientation is high, the Online shopping lifestyle is also high. So, it can be concluded that gender different really affects online shopping lifestyle.

F Test

Table 8
F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.299	2	37,150	3.122	.048 ^b
	Residual	1201.662	101	11.898		
	Total	1275.962	103			

a. Dependent Variable: Online Shopping Lifestyle
b. Predictors: (Constant), Gender Different, Shopping Orientation

Based on the table above, a calculated value of 3.122 is obtained with a significance of 0.048 ($0.048 < 0.05$), while the f table value can be obtained from the statistical f table of 3.090.

Thus the f calculate $3.122 > f_{table} 3.090$ with a significant $0.048 < 0.05$. So simultaneously shopping orientation and gender different simultaneously affect the Online shopping lifestyle in Pekanbaru City.

Coefficient of Determination (R²) Test

Table 9.
Test Results of Coefficient of Determination (R²)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.941 ^a	.882	.840	3.449

Based on table 4.19 above, it can be seen that the value of R shows a double correlation between the independent variable and the dependent variable. Where is known the R value of 0.941. This means that the double correlation between the independent variable (shopping orientation and gender different) and the dependent variable (Online shopping lifestyle) has a strong relationship. Based on table 4.19 above, it can also be known that the R Square value is 0.882 or 88.2%. Meaning shopping orientation and gender different affect Online shopping lifestyle in Pekanbaru City by 88.2%, while the remaining 11.8% is influenced by other variables that were not used in this study.

Conclusion

Based on the results and discussion of this study, it can be concluded that there is gender differences between men and women in online shopping lifestyles at Pekanbaru City. So, it can be said that the lifestyles of men and women consumers in online shopping at Pekanbaru City are the same. This is probably because at the present time, many consumers, both men and women, prefer to shop online rather than offline because it is more practical, fast and easy. It makes it easier for consumers to fulfil that their needs and wants.

Future research is expected to use large sample that remember that research at Pekanbaru City. It is hope for future research will examine other variables related to gender such as impulse buying and perceived risk. It also hoped for company to give online excellent service for customer both men and women to fulfill their wants and needs.

Market orientation affects the online shopping lifestyle. The results of this study indicate that the relationship or influence of the Shopping Orientation variable is in line with online shopping lifestyle. Gender Different influences online shopping lifestyle. The results indicate that the relationship or influence of the Gender Different variable is in line with the online shopping lifestyle. Shopping orientation and gender different influence together on online shopping lifestyle. The results indicate that the relationship or influence of shopping orientation variables and gender differences is in line with online shopping lifestyle.

This study also contributes to brand management research and practice by demonstrating the impact of market orientation and gender different toward online shopping lifestyle. The findings are also crucial from a managerial standpoint.

They illustrate how market orientation and gender different may be used to establish and strengthen positive market orientation.

This study has a number of limitations. A large portion of our sample comprises people who were online shopping lifestyle customer. Researchers recommend that the proposed research model be empirically validated in a subsequent study. To gain deeper insights, future Further studies may also benefit from other research designs and approaches customer. We also suggest further studies to consider mediating effects (trust, switching behavior, etc).

Declarations

Author contribution

All authors contributed equally as the main contributors of this paper. All authors read and approved the final paper.

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Competing interest

The authors declare that they have no conflicts of interest to report regarding the present study

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