

HOW EMOTIONAL PSYCHOLOGY HELPS TO MEDIATE SERVICE QUALITY AND THE ONLINE BUYING BEHAVIOUR OF GARMENTS AND CLOTHING PRODUCTS IN INDONESIA?

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Abstrak

Studi penelitian ini mencoba untuk menguji pengalaman pembelian *online* pelanggan Indonesia dengan mempertimbangkan kualitas layanan industri garmen dan pakaian *online* Indonesia bersama dengan efek mediasi dari psikologi emosional pelanggan serta peran moderasi fitur demografis pelanggan seperti usia dan status perkawinan. Populasi mencakup semua merek garmen dan pakaian yang memberikan layanan pembelian *online* kepada pelanggan mereka. Kami secara acak membagikan kuesioner administrasi mandiri *online* kepada 600 pelanggan Indonesia yang telah membeli garmen dan pakaian melalui platform *online* yang berbeda selama 3 bulan terakhir dan kemudian hanya mendapat 523 tanggapan yang valid. Kami menerapkan metode *Structural Equation Modeling* (SEM) dan diestimasi menggunakan SPSS dan Smart-PLS. Hasil kami menunjukkan bahwa pembelian *online* pelanggan sangat diperkuat oleh karakteristik kualitas layanan garmen dan toko pakaian *online* dan berbasis pelanggan. Faktor demografis seperti usia dan status perkawinan tidak signifikan sama sekali tetapi memengaruhi keputusan pembelian *online* pelanggan. Pengaruh mediasi psikologi emosional berupa psikologi positif dan negatif meningkatkan keputusan pembelian *online* konsumen di Indonesia. Manajemen dan pembuat kebijakan garmen dan toko pakaian yang menawarkan layanan *online* disarankan untuk mempertimbangkan faktor berbasis web dan berbasis pelanggan ditambah dengan psikologi emosional pelanggan untuk meningkatkan pengalaman membeli pelanggan *online*.

Kata kunci: Pengalaman konsumen *online*, kualitas layanan, psikologi emosional, industri garmen dan pakaian, Indonesia.

Abstract

This research study tried to examine the Indonesian customer's online buying experience by considering the service quality of Indonesia's online garments and clothing industry along-with the mediating effect of customer's emotional psychology as well as the moderating role demographic features of customer like age and marital status. The population includes all garments and clothing brands giving online purchase service to their customer. We randomly shared an online self-administrative questionnaire to 600 Indonesian customers who had purchased garments and clothing through different online platforms over the last 3 months and then only got 523 valid responses. We applied Structural Equation Modeling (SEM) method and estimated using SPSS and Smart-PLS. Our results revealed that the customer online buying is strongly augmented by web-based as well as customer-based characteristics of service quality of online garments and clothing stores. The demographic factors like age and marital status did not significant at all but influenced the customer's online buying decision. The mediation effect of emotional psychology in the form of positive and negative psychology enhancing the online buying decision of customers in Indonesia. The management and policymakers of garments and clothing stores offering online services are advised to consider the web-based and customer-based factors coupled with customer's emotional psychology to improve the buying experience of online customers.

Keywords: Online Customer Experience, Service Quality, Emotional Psychology, Garments and Clothing Industry, Indonesia.

INTRODUCTION

The modern era has evidenced the importance of rapid increase in online stores. Most of the modern studies are focusing on considering the number of factors responsible for enhancing the online experience of customer's purchasing behavior (Koo & Ju, 2010). The online shopping experience has entered into merging segment that has created the need for exploring the variations in the behaviour of online consumer research for different categories of products (Nugraha et al., 2020). With the rapid development of internet and discovery of the latest channels of product delivery, transactions have emerged electronically. It has raised the need of customer's preferences using the internet to buy the product (Nazir et al., 2012).

Today, most of the organization offering their products through online platforms like e-commerce or independent web-sites are trying to create an environment that may encourage their customers to purchase their goods online. It has created a need for the organization to consider the factors like product related, environment-related, situational as well as person-related that may enhance the purchase intentions in customers (Foroughi et al., 2013). The literacy of computer and usage frequency of the internet has enhanced the customer's experience for online shopping nowadays which has emerged e-commerce as the growing field of interest nowadays (Fitri et al., 2019). Due to several benefits of e-commerce for the seller as well as for the buyers, e-commerce is playing an important part in the development of today's business (Ling & Yazdanifard, 2014). Also, the role of the customer's psychological state of emotions has become an integral part of assessing their online purchasing intentions (Zhao et al., 2015).

These days, the Indonesia people mostly consider the online shopping through Instagram, Facebook, Amazon, OLX and other relevant websites as recommended by the sellers. The number of mobile device users, as well as social media users, has already increased in Indonesia as compared to other regions of the world. The rapid usage of computer, mobile devices and social media has created the need for online shopping due to the low cost for the seller and convenience for the buyer (Sangchan, 2014). Due to the rapid increase in the changing trends of customer's fashions, an environment of challenging competition has risen in Indonesia online garments and clothing sellers to meet the customers need and demands with complete satisfaction (Nugraha & Hakimah, 2019). To maximize the sale and earn targets for the sellers,

they are required to explore the customer's experience with their products and online services in Indonesia.

This research investigation focuses to examine the online buying behaviour of customers by considering the web-based as well as customer-based service quality of garments & clothing industry in Indonesia offering online sale of their product. Also, this study examines the mediating indirect effect of customer's emotional psychology as well as the moderating role of age and marital status of the online customers. Finally, the following research objectives need to be established to assess these research investigations:

- a) To assess the online buying behaviour of Indonesia customers by considering the direct effect of web-based as well as customer-based service quality of Indonesia garments & clothing industry.
- b) To examine the indirect effect of customer's emotional psychology as the mediator for this study.
- c) To consider the age and marital status as the feature of customer's demography as the moderator for this study.
- d) To conclude the implication and recommendations for the online garments & clothing business in Indonesia.

This research study targeted towards investigating the domain of online buying behaviour of customers in Indonesia by considering the service quality of garments and clothing with the mediation of customer's emotional psychology and moderation of age and marital status requires the following research questions to achieve the study objectives:

- a) Which factor of service quality that directly and strongly responsible for arising the online buying behavior of garments & clothing customers in Indonesia?
- b) How the emotional psychology of Indonesia online customer mediates the direct relationship of this study?
- c) Do the online customer's age and marital status matter in moderating the direct relationship of the study?
- d) What are the conclusive recommendations and implication of this research for the garments & clothing online business in Indonesia?

The present research enhances the understanding of the Indonesia customer's experience while purchasing online garments and clothing products by considering their emotional psychology coupled with the service quality of the online sellers in Indonesia. The

findings of this research enables the policymakers and the decision-makers for clothing and garments industry in Indonesia to enhance the customer's experience for online purchase for their product.

LITERATURE REVIEW

This study tries to examine the online buying behaviour of customers by considering the web-based as well as customer-based service quality of garments & clothing industry in Indonesia offering online sale of their product. Also, this study investigates the mediating indirect effect of customer's emotional psychology as well as the moderating role of age and marital status of the online customers. The literature related to the domain of online buying behaviour for different products and services in different regions of the world is stated below.

The research aimed to examine the links between fairness in service quality, emotional psychology and purchase intentions for the customers of the restaurant industry by Namkung and Jang (2010), estimated that purchase intention of food items from this industry is negated with the negative emotions due to efficient & timely customer service as well as reasonable price structure for food items. Also, the purchase intention can be improved with the positive emotion along-with high quality intangible and tangible services. While studying the factors that influence the emotional psychology in a study of Hess et al. (Hess et al., 2010), they reported that the television ads strongly induce the negative as well as the positive mood of emotional psychology for the adults with the age range of 24-79 years. They suggested that people thought can be controlled with emotional stability and regulations.

A similar study as carried by Koo and Ju (2010), tried to explore the emotional psychological state of online consumers as the intervening variable to discover the online purchase intentions. The estimated results of their study indicate that website links, colours and graphical shape played an important role in determining the online customer's psychological-emotional state to determine their purchase intentions. A dissertation with the similar contents as done by Wang and Yang (2010), with the focus of identifying the online purchase intentions of electronic products through customer's attitude, and responsible factors of web-based and customer based. They explored that the purchase intention of experienced customer is highly determined by their attitude. Also, product quality and transaction security being the motivators of

customer-based service quality as well as the usefulness of web-contents and easy navigation tool being the web-based service quality are the dimensions that influence the customer's intention to purchase online electronic products.

A research survey was conducted by Burkolter and Kluge (2011) to assess online purchase behaviour of German consumers through emotional psychology for the products of nine categories. The estimated findings of their study revealed that customer's intention for online shopping these products is greatly influenced by their education, employment status, as well as gender. Similarly, another study on the domain of impulse buying behaviour for online customers by Verhagen and van Dolen (2011), reports that the impulse buying of customer strongly mediate by customer's emotional psychology coupled with the communication style of store, enjoyment, attractiveness, and goods they offer. A cross-sectional research study of Mazaheri et al. (2012) proposed a model for study the customer's purchasing intentions on the bases of emotional psychology and web-site based factors. They estimated that the proposed model showed the significance outcome for the study. Similarly, another study as proposed by Shen and Khalifa (2012), targeted towards testing an empirical model based on factors related to system design and their association with online buying impulse behaviour. The study explored a significant association of impulse buying behaviour concerning social-presence and telepresence. Similarly, another research as carried by Nazir et al. (2012), focused to examine online shopping behaviour of customers in relation to the factors responsible for this decision. The conclusive discovered evidence revealed that online purchase behavior of consumer is strongly derived by emotional, social and psychological factors.

A study as examined by Kim and Lennon (2013), aimed to explore the consumer's online purchase intentions based on psychological emotions coupled with website quality and reputation of the firm. The estimated evidence depicted that customer's online purchase intention is strongly determined by emotional psychology coupled with website quality and reputation. Similarly, a research investigation as carried by Foroughi et al. (2013), focused on developing a model for understanding the enhancement of impulse buying behaviour for the products of shoppers in Iran. The estimated results indicated that the impulse buying behaviour can be strongly improved by the inclusion of personal as well as situational characteristics except gender. Also, a research thesis as carried by Alsuwat (Alsuwat,

2013), to identify the potential effect of a website user interface, the payment system of the online transaction and customer's social environment on buying behaviour of customer through online system in New Zealand and Saudi Arabia. The comparative estimated evidence indicated that fees of credit card, delivery service lateness, security issues and privacy are the factors that strongly determine the online purchasing behaviour in New Zealand. Also, the factors like the level of motivation lacking, lack of digital education and the postal system failure are the responsible factor that determine the online purchasing behavior in Saudi Arabia.

Another study as investigated by Lim and Yazdanifard (2014), considered the gender differences for exploring the online purchase behaviour of different customers. They came to know that the consumer online buying intention is strongly enhanced by considering the internal factors like motivation, emotions and personality traits as well as the external factors like race, gender, social and cultural characteristics. In the same line, another study as investigated by Rehman et al. (2014), considered gender as the moderating feature of examining the environment and advertisement of Facebook for adult customer's purchase behaviour. The estimations revealed that environment and advertisement of Facebook strongly determined the adult customer's purchase behaviour. The study depicts strong mediation effect between advertisement of Facebook and customer's purchase behaviour while mediation effect between the environment of Facebook and customer's purchase behaviour was not significant. While considering the emotional psychology, the study conducted by (Zhao et al., 2015), had shown that consumer buying decision can be assessed by including the emotional psychology in the form of service evaluation by the same customers.

On the other hand, a doctoral dissertation as done by Nusairat (2015), targeted to investigate the behaviour of mall customer with the mediation of cognition and emotional psychology. The study depicted that the pleasure as the component of emotional psychology plays a vital part in explaining the behaviour of mall customer. By following the same sequence in the domain of online purchase behaviour of customer through web-based as well as the customer-based services along with the mediation of emotional psychology as well as the moderation of gender are discussed in historical evidence in different regions of the

world with cross-sectional as well as the quantitative and qualitative studies like (Annamalai et al., 2019; Cinar, 2020; Guo et al., 2020; Hashmi et al., 2019; Kamran & Siddiqui, 2019; Luo et al., 2018; Xu et al., 2020).

The review of literature revealed that the majority of the past studies lacks the implications for Indonesia customer's online buying experience for garments and clothing industry. Also, the majority of the study is lacking the emotional psychology factor as the mediator to consider its indirect effect for online purchase behaviour of Indonesia people. The present research investigation considers this research gap to possible analyze the study. The direct and indirect relationship for the constructs of this research investigation is established in figure 1 as the theoretical framework of this study.

This study requires the following hypotheses for analysis purpose based on past literature and theoretical framework.

- H1: Online purchase behaviour of customers is strongly enhanced with the web-based service quality of garment & clothing online stores in Indonesia.
- H2: Customer-based service quality features of garments & clothing online stores in Indonesia significantly improves the online purchase behaviour of customers.
- H3: Web-based service quality of garments & clothing online stores strongly determines customer's emotional psychology (positive, negative).
- H4: Customer-based service quality of garments & clothing online stores strongly determines customer's emotional psychology (positive, negative).
- H5: Customer's emotional psychology significantly mediates the direct effect of web-based service quality on online purchase behaviour of customers.
- H6: Customer's emotional psychology significantly mediates the direct effect of customer-based service quality on online purchase behaviour of customers.
- H7: Demographic features of customers like age and marital status strongly moderates the direct effect of web-based service quality for online purchase behaviour of customers.
- H8: The direct effect of customer-based service quality is significantly moderated by age and marital status as the demographic specifications of the customer.

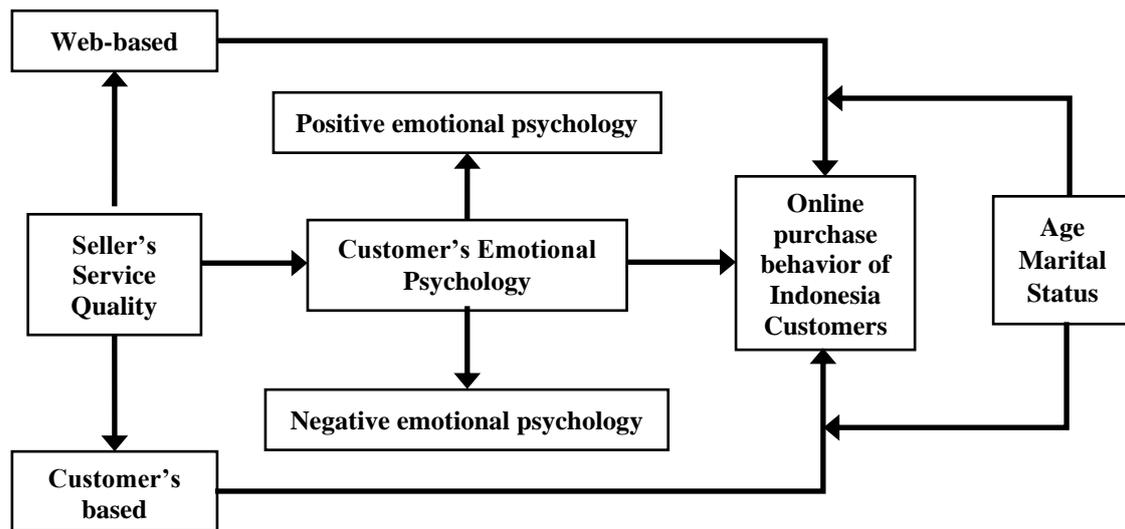


Figure 1. Theoretical Framework

RESEARCH METHODOLOGY

This research uses quantitative approach towards data collection and analysis to examine the online buying behavior of customers by considering the web-based as well as customer-based service quality of garments & clothing industry in Indonesia offering online sale of their product. Also, this study investigates the mediating indirect effect of customer's emotional psychology as well as the moderating role of gender and income level of the online customers. The population of this study includes all the garments and clothing brands giving online purchase service to their customer. For primary data collection, an online self-administrative questionnaire was created and sent randomly to 600 Indonesia customers who had purchased garments & clothing through different online platforms offered in Indonesia.

The customer responded with 523 valid responses. The questionnaire was composed off demographic details of Indonesia customers at first which is gender, age, marital status and income level while the other sections include the questions relating to online buying behavior of Indonesia customers adopted with measurements and scales from the studies of (Cinar, 2020; Kim & Lennon, 2013). It is the dependent variable of this quantitative cross-sectional study. Another section of this questionnaire includes the questions relating to customer's psychological-emotional state while online purchase decisions in the form of positive (excitement, refreshment, peacefulness and Joy) as well as negative emotions (fear, disgusted, distress and anger) as adopted with scales from the studies of Cinar (2020), Kim and Lennon (2013), Koo and Ju (2010), as well as Namkung and Jang (2010). Further,

these indicators also determined as the mediating variable of this study.

Finally, the online service quality was comprising of two elements which include web-based service quality with the sub-dimension of web design & appearance, content usefulness at the web, and ease of navigation at the web along with customer-based service quality with the sub-dimension as security of the transaction, privacy of customers, the seller reputation and the customer purchase experience. All the sub-dimensions of both constructs of online service quality were adopted from the studies of Kim and Lennon (2013), Koo and Ju (2010), as well as Wang and Yang (2010). This quantitative cross-sectional research study uses 2nd order formative based structural equation modelling technique using variance-covariance based method of estimation using Smart-PLS software for achieving the objectives of this study.

DATA ANALYSIS AND DISCUSSION

The study applied the structural equation modelling method to examine and analyze the study objectives. Analysis procedures in this study using SPSS and Smart-PLS software. The analysis includes demographic summarization using SPSS software, then estimation for outer loading, validity and reliability analysis, discriminant validity, Structural Equation Modelling estimates including measurement and SEM model using Smart-PLS software. Table 1 reports the summarized estimations of respondent's demographic characteristics like gender, age, marital status and level of income in the form of mean, frequency, as well as percentage values for the data sample.

Table 1. Demographic detail of respondent

Demographic Features	Mean	Frequency	Percentage
Gender	.52	523	100.0
<i>Female</i>		249	47.6
<i>Male</i>		274	52.4
Age	3.67	523	100.0
<i>18-20 years</i>		59	11.3
<i>21-24 years</i>		68	13.0
<i>25-30 years</i>		52	9.9
<i>31-35 years</i>		152	29.1
<i>36-40 years</i>		192	36.7
Marital Status	4.03	523	100.0
<i>Single</i>		37	7.1
<i>Engaged</i>		37	7.1
<i>Married</i>		37	7.1
<i>Separated</i>		175	33.5
<i>Divorced</i>		237	45.3
Income Level	3.09	523	100.0
<i>Below Rp 3,000,000</i>		102	19.5
<i>Rp 3,000,000 – Rp 4,000,000</i>		94	18.0
<i>Rp 4,000,000 – Rp 5,000,000</i>		102	19.5
<i>Rp 5,000,000 – Rp 6,000,000</i>		103	19.7
<i>More than Rp 6,000,000</i>		122	23.3

Note: Summary output of analysis from SPSS software.

Table 2 reports the factor loading values as well the result of validity and reliability analysis in the form of Cronbach alpha, Composite Reliability (CR), and the Average Variance Extracted (AVE). For a construct to be valid and reliable, the minimum values of Cronbach Alpha and Composite Reliability (CR) are 0.70 for reliability analysis and the

minimum values of Average Variance Extracted (AVE) are 0.50 for validity analysis. The estimated values in Table 2 indicated that all values are valid as well as reliable for further analysis. The factor loading values also conform to the minimum requirement of 0.70 for each factor while the remaining factors were excluded.

Table 2. Outer loading, reliability and validity of the construct

Constructs with elements	Factors Loadings	Cronbach Alpha	CR	AVE
Consumer online buying		0.870	0.912	0.720
<i>COB1</i>	0.851			
<i>COB2</i>	0.835			
<i>COB3</i>	0.834			
<i>COB4</i>	0.874			
Web-based service quality		0.838	0.891	0.673
<i>WBSQ1</i>	0.820			

<i>WBSQ2</i>	0.832			
<i>WBSQ3</i>	0.836			
<i>WBSQ4</i>	0.792			
Consumer-based service quality		0.842	0.894	0.679
<i>CBSQ1</i>	0.838			
<i>CBSQ2</i>	0.791			
<i>CBSQ3</i>	0.833			
<i>CBSQ4</i>	0.833			
Consumer emotional psychology (Negative)		0.838	0.892	0.673
<i>CEPN1</i>	0.847			
<i>CEPN2</i>	0.837			
<i>CEPN3</i>	0.797			
<i>CEPN4</i>	0.801			
Consumer emotional Psychology (Positive)		0.846	0.897	0.684
<i>CEPP1</i>	0.825			
<i>CEPP2</i>	0.832			
<i>CEPP3</i>	0.830			
<i>CEPP4</i>	0.823			
Moderation 1 (Age*CBSQ)		0.898	0.912	0.573
<i>Age</i>	0.651			
<i>Age * CBSQ1</i>	0.776			
<i>Age * CBSQ2</i>	0.828			
<i>Age * CBSQ3</i>	0.852			
<i>Age * CBSQ4</i>	0.921			
<i>Age * WBSQ1</i>	0.928			
<i>Age * WBSQ2</i>	0.876			
<i>Age * WBSQ3</i>	0.886			
<i>Age * WBSQ4</i>	0.870			
Moderation 2 (Marital*CBSQ)		0.905	0.918	0.589
<i>Marital Status</i>	0.937			
<i>Marital * CBSQ1</i>	1.167			
<i>Marital * CBSQ2</i>	1.183			
<i>Marital * CBSQ3</i>	1.210			
<i>Marital * CBSQ4</i>	1.228			
<i>Marital * WBSQ1</i>	1.211			
<i>Marital * WBSQ2</i>	1.196			
<i>Marital * WBSQ3</i>	1.194			
<i>Marital * WBSQ4</i>	1.178			

Note: Summary output of analysis from Smart-PLS software.

The figure 2 reports the measurement model for this cross-sectional quantitative research study for the constructs like customer online buying (COB), Customer's emotional psychology (CEP) along-with their elements as Customer emotional positive psychology (CEPP), Customer emotional negative psychology (CEPN). Also, the service quality of garment and clothing store as measured by web-based service quality (WBSQ) and customer-based service quality (CBSQ). The R2 values are 0.795, 0.926, 0.925 and 0.845 for the constructs like COB, CEPP, CEPN and CEP respectively. The measurement

model further shows the path coefficients as 0.255 for the link of WBSQ and COB, 0.220 for the link of CBSQ and COB, 0.453 for the link of WBSQ and CEP, 0.492 for the link of CBSQ and CEP and finally 0.347 for the link of CEP and COB. The demography is determined by age and marital status and the path coefficient for the link of demography and COB is 0.006. The measurement model reports the factors finalized for each construct based on the factor value of 0.70 at a minimum while the remaining factors were excluded due to lesser loading value.

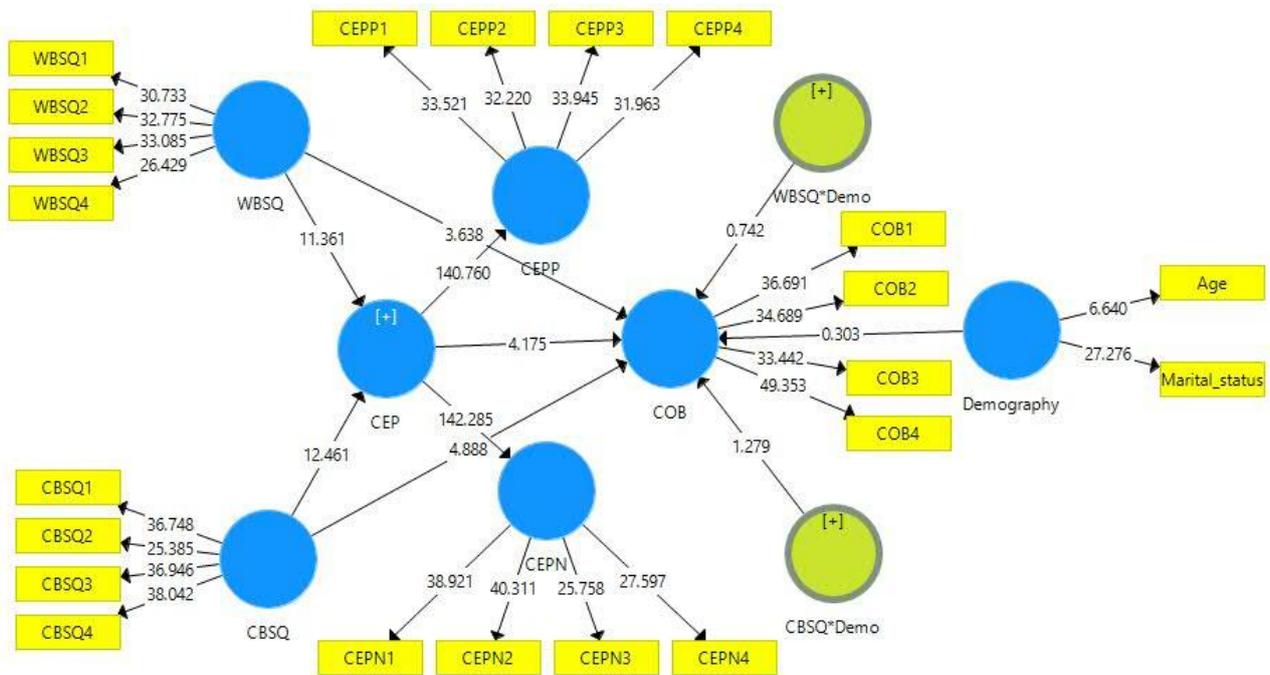


Figure 3. Structural equation model

The path analysis shows that customer online buying is strongly augmented by web-based as well as customer-based characteristics of service quality of online garments & clothing stores of Indonesia. The demographic factors like age and marital status are not significant at all but decreases the customer's

online buying decision. The overall demographic effect reports weak support for enhancing online buying by customer. The mediation effect of emotional psychology in the form of positive and negative psychology strongly enhancing the online buying decision of the customer in Indonesia

Table 4. Structural equation modelling estimations

Path Coefficients	Original Sample	Sample Mean	S.D	T-statistics	P Values
<i>CBSQ</i> → <i>CEP</i>	0.492	0.492	0.039	12.461	0.000
<i>CBSQ</i> → <i>COB</i>	0.220	0.219	0.045	4.888	0.000
<i>CBSQ*Demo</i> → <i>COB</i>	-0.065	-0.068	0.051	1.279	0.201
<i>CEP</i> → <i>CEPN</i>	0.962	0.961	0.007	142.285	0.000
<i>CEP</i> → <i>CEPP</i>	0.962	0.962	0.007	140.760	0.000
<i>CEP</i> → <i>COB</i>	0.346	0.343	0.083	4.175	0.000
<i>Demography</i> → <i>COB</i>	0.006	0.008	0.021	0.303	0.762
<i>WBSQ</i> → <i>CEP</i>	0.453	0.451	0.040	11.361	0.000
<i>WBSQ</i> → <i>COB</i>	0.255	0.249	0.070	3.638	0.000
<i>WBSQ*Demo</i> → <i>COB</i>	-0.042	-0.045	0.057	0.742	0.458
Mediation Effects					
<i>CBSQ</i> → <i>CEP</i> → <i>CEPN</i>	0.473	0.473	0.039	12.159	0.000
<i>WBSQ</i> → <i>CEP</i> → <i>CEPN</i>	0.435	0.433	0.038	11.339	0.000
<i>CBSQ</i> → <i>CEP</i> → <i>CEPP</i>	0.473	0.473	0.039	12.186	0.000
<i>WBSQ</i> → <i>CEP</i> → <i>CEPP</i>	0.436	0.433	0.039	11.311	0.000
<i>CBSQ</i> → <i>CEP</i> → <i>COB</i>	0.170	0.168	0.039	4.371	0.000
<i>WBSQ</i> → <i>CEP</i> → <i>COB</i>	0.157	0.156	0.044	3.554	0.000

Note: Summary output of analysis from Smart-PLS software.

CONCLUSION AND RECOMMENDATION

This research study tried to examine the online buying behaviour of customers by considering the service quality of Indonesia online garments & clothing industry along-with the mediating indirect effect of customer's emotional psychology as well as the moderating role demographic features of customer like age and marital status. The population of this study included all the garments and clothing brands giving online purchase service to their customer. For primary data collection, an online self-administrative questionnaire was created and sent randomly to 600 Indonesia customers who had purchased garments & clothing through different online platforms offered in Indonesia. The customer responded with 523 valid responses. The study used structural equation modelling for achieving the study objectives using SPSS and Smart-PLS software. The analysis includes demographic summarization using SPSS, outer loading, validity and reliability analysis, discriminant validity, SEM estimates including measurement and SEM model.

The discovered estimation revealed that the customer online buying is strongly augmented by web-based as well as customer-based characteristics of service quality of online garments & clothing stores of Indonesia. The demographic factors like age and marital status are not significant at all but decreases the customer's online buying decision. The overall demographic effect reports weak support for enhancing online buying by customer. The mediation effect of emotional psychology in the form of positive and negative psychology strongly enhancing the buying decision of online customers in Indonesia. The management and policymakers of garments & clothing stores offering online services are advised to consider the web-based and customer-based factors coupled with customer's emotional psychology to improve the online buying experience of Indonesia customers. The demographic factors like gender, age and income level of customer does not matter for policymaking. The findings do not apply to other sectors except online garments and clothing. The future research may include other factors as the mediation and moderation effect for studying the online purchasing behaviour of customers.

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