

# Predicting Consumer Purchase Intention on Fashion Products in Online Retailer: Integration of Self Determination Theory and Theory of Planned Behavior

**Lydia Ari Widyarini**

Faculty of Business Chatolic University of Widya  
Mandala Surabaya, Dinoyo 42-44 Surabaya,  
Indonesia

**Sri Gunawan**

Faculty of Economic and Business of Airlangga  
University, Indonesia

## Abstract

**C**onsumer behavior is influenced by intrinsic and extrinsic motivation. Besides coming from an individual, it is also influenced by social environment. Understanding consumer behavior motivated by psychological needs from consumer-self is necessitated, because motivation coming from within 'self' can instigate consumer's well being. It can be viewed from consumer intention to perform a certain behavior. Based on Self-Determination Theory (SDT) and Theory of Planned Behavior (TPB), this research attempts to understand the role of self-determination and social cognition in consumer behavior when they buy fashion products from online retailers.

This research was conducted on 240 internet users in Indonesia. The data were obtained from questionnaires, analyzed using variance-based SEM, and processed using PLS.

Research findings show that TPB variables, such as attitude and behavioral control and self determination motivation as SDT variables influence purchase intention. However, subjective norms do not influence purchase intention on fashion products in online retailers.

**Keywords:** *Theory of Planned Behavior, Self Determination Theory, online retailer,*

## I. INTRODUCTION

Online retailer is a brand-new color of shopping choice for some people. It does not only act as a need-fulfilling tool, but also as a social function. Various consumers realize that the benefits of online shopping are not merely related to a brand-new choice in shopping, but a proof of a shift and change in shopping style using technology. Realistically, online retailers do not only fulfil one's need, but also provide an easeness and advantage in transaction, as well as give values in the form of self-actualization in one's respective surrounding.

Phenomena in shopping related technological development and society's socio-culture call for a deeper research to find out consumer motivation which instigate purchase intention. Research needs to find out whether consumer purchase something due to an external stimulus (extrinsic motivation) or due to basic or psychological needs (intrinsic motivation). Various consumers' objectives and motivations in conducting purchases shape their attitudes and intentions in using technology to conduct transaction through the internet.

TPB stated that intention encompasses attitude toward behavior, subjective norms, and perceived behavioral control. When consumers receive an online-based message, they will use their beliefs which are based on existing information, experience, and occurrences (whether it happens to themselves or to others). It helps decision-making process.

TRA and TPB were also employed in various studies which discussed about internet purchasing behavior (Battacherjee, 2000; George, 2002; Jarvenpaa and Todd, 1997; Khalifa and Limayem, 2003; Limayem et al. 2000; Pavlou, 2002; Suh and Han, 2003; Song and Zahedi, 2001; Tan and Teo, 2000). TPB is focused on and relevant for online consumer behavior. TPB provides a static social-psychological concept to explain motivation process, because TPB constructs measure behavior in a specific situation (Bagozzi, 1981; Bagozzi and Kimmel, 1995; Norman and Corner, 1996). Deci and Ryan, 1985, 2000; Pelletier et al. 1998). Chen (2009) stated that extrinsic motivation is less internalized and less integrated within oneself, so it does not really contribute to a long-term behavioral change. It is also because a change in external factor influences behavioral intention.

Humans are agents who attempt to achieve psychological welfare, so they possess self-determination traits within themselves. Deci and Ryan (2000) emphasized on the influence of self-motivation on the self-regulated behavior and behavioral outcome. Self-determination itself reflects motivation, development process, and situational influence within one-self, which support one's well-being (Deci and Ryan, 1985, 2000, 2008). It further encourages some behaviors which are motivated by basic needs, such as competence, relatedness, and

autonomy. A high level of self-determination consists of intrinsic motivation (or autonomous motivation) and extrinsic motivation (or controlled motivation). The later encompasses integrated regulation and identified regulation. For extrinsic motivation, people integrate it with values and activities within themselves (Chen, 2009; Deci and Ryan, 1991; Levesque et al., 2008). When someone is autonomously motivated, they receive self-support and self-advocacy through certain activities, so that subjective harmony can be achieved. The influence of extrinsic factors can be turned into an autonomous motivation when a student attempted to incorporate extrinsic factors and employed them throughout their activities. As a result, there was a subjective alignment between an individual-self and his/her behavior. The influence of extrinsic factors may become autonomous motivation, when someone attempts to integrate the extrinsic motivation into herself/himself.

TPB integration developed by Ajzen (1991) and Deci and Ryan (1991) differs from Hagger et al's (2003) in which this research context is related to the adoption of technology in terms of online system to buy fashion products from online retailers. This integration is expected to predict consumer behaviors on online retailers and to develop some interventions or ways to develop motivation within oneself.

## II. THEORETICAL MODELS

### A. Theory of Planned Behavior

Theory of Planned Behavior (TPB) by Ajzen (1991) is a more perfected version of Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975). The focus of TRA is related to two determinants of intention, namely attitude and subjective norm (Fishbein and Ajzen, 1975). Attitude is a positive or negative evaluation from an individual toward a certain behavior; while subjective norm talks about one's perception on social pressure about whether she/he should perform certain behavior (Fishbein and Ajzen, 1975). Ajzen argued that TRA was incapable of explaining a behavior which is not perfectly under someone's control. Therefore, in TPB, Ajzen (1991) added one more determinant of intention which was called as perceived behavioral control (PBC).

PBC is one's perception of easeness or difficulties in performing certain behaviors and reflected one's belief on the access of resources and facilities (Ajzen 1991). Ajzen and Madden (1986) explained and predicted the complexity of human social behavior in a certain context by incorporating perceived behavioral control, attitude, and subjective norm as the determinants of intention and behavior.

### B. Self-Determination Theory

Self-determination theory (SDT) is an approach on human motivation and personality using a traditional empirical method called metatheory organismic which highlights the importance of human resources for personality development and self-regulated behavior (Ryan, et al., 1997 as cited in Deci and Ryan, 2000). Someone with inherent growth tendency and psychological needs is the basic of integration between self-motivation and personality which further encourage some positive processes. Empirical process identifies three needs, namely competitive needs (Harter, 1978; White, 1963), relation needs (Baumeister and Leary, 1995; Reis, 1994), and autonomy needs (deCharms, 1968; Deci, 1985). Those needs are important to facilitate optimal function of growth and integration, as well as for constructive social development and personal welfare (Ryan and Deci, 2000).

Self-determination theory emphasized on the importance of individual freedom to act as his/her choice and of intrinsic motivation within oneself. Once an individual is extrinsically motivated and expects an external reward, the result will be negative (Van Den Brock, 2008). This theory is employed as a framework to study about some issues, such as addiction, compliance in treatment, weight loss, and physical activities (Ryan, 1995; Williams et al., 1999; Williams, et al., 1998 as cited in Green, 2006). This theory emphasizes on the importance of a human's mental resource for personality development and self-regulation behavior.

### C. Hypotheses Development

The author considers integrating TPB and SDT because both are capable to explain more about some processes which trigger a certain behavior (Ntoumanis, 2001; Sarrazin et al., 2002; Standage et al., 2003, Wilson and Rodgers, 2006). Some authors suggested that organismic motivation theory like SDT potentially offers an explanation about original constructs in social cognition theory (Andersen et al., 2000; Deci and Ryan, 1985). According to Ajzen (2005), attitude toward behavior is one of the determinant of intention. It is decided by an individual's evaluation on the results which are related to behavior. If an individual evaluates a certain behavior positively, he/she tends to develop a favorable attitude toward it. Thus, this hypothesis is formulated:

#### **H1: Attitude influences purchase intention of fashion products from online retailers**

Conceptually, subjective norm is an individual's perception about social pressure on performing (or not performing) a certain behavior (Fishbein and Ajzen, 1974, 2005). It is determined by combining belief and motivation to comply. If an individual perceives that their social references will support them in conducting certain behavior, he/she will feel the social pressure to do it.

Some studies stated that social pressures from family, role models, friends, neighbors, or experts can influence behavioral performances (Ajzen, 1991, 2005; Kollmus and Agyeman, 2002). Some studies underlined the importance of those people in encouraging an individual to participate in a specific conduct (Bratt, 1999;

Chan, 1998; Cheung, et al., 2005; Tongslet et al., 2004). Normative support from those importance references will have significant behavioral intention. Therefore, this following hypothesis is formulated:

**H2: Subjective norm influences purchase intention of fashion products from online retailers**

Relationship between self-determination, behavioral intention, and actual behavior was studied by Chatzisarantis et al. (1997) in order to measure exercise intention in one's spare time, using terms like autonomus and controlling. The findings showed that exercise intention was more motivated by autonomous motivation rather than controlling motivation. Moreover, Chatzisarantis, et al. (1998) also conducted a research on the UK and the US students in order to find out about the relationship between self-determination motivation and physical exercise's intention. The finding showed that physical activities can be well-predicted in autonomous condition, but not in controlling condition.

The use of internet for Information and Communication Technology (ICT) indicates that psychological factor can shape motivation, perception, and attitude; it also can be used to predict intention and actual technology usage (Karahana et al., 1999; Taylor and Tood, 1995; Venkatesh et al., 2003). People perception on ICT significantly influences their intentions to attend ICT-related trainings (Venkatesh and Davis, 1996). Acceptance on ICT is influenced by intrinsic and extrinsic factors as the drivers of behavioral intention (Davis et al., 1992); thus, this following hypothesis is stated:

**H3: Self-determination influences purchase intention of fashion products from online retailers**

Perceived behavioral control is determined by one's belief on the supporting and obstructing factors to purchase fashion product. It also includes one's belief on perceived power control which triggers a controlled belief. If the supportive factors are more than the obstructive ones, the individual will feel more control toward a certain behavior. Perceived behavioral control should be fully mediated by intention, and in turn, acts a precondition for intention-oriented behavior. However, the relationship between perceived behavioral control and behavior does not merely depend on intention, but it is not mediated by intention.

Based on the previously mentioned TRA, Ajzen (1991) showed that its emphasis on attitude as the main predictor of human behavior shall be re-evaluated in order to incorporate behavior aggregate in certain occasion. Ajzen (1991) further explained about the aggregate concept by suggesting that general disposition is not the only influencing factor on behavior; consequently, behavior tends to be influenced by other distinct factors in certain situations. According to Ajzen (1991), behavioral intention can only predict behavior, if it is conducted under the control of will (if someone can decide whether he/she performs a certain behavior). Such behavior depends on the motivation or intention and perceived behavioral control which are executed while they are performing certain behavior. According to TPB, the combination of perceived behavioral control and intention can predict behavior. Thus, the fourth hypothesis is formulated as follows:

**H4: Perceived behavior control influences purchase intention of fashion products from online retailers**

### **III. RESEARCH METHODOLOGY**

#### **A. Subjects and Procedures**

This survey research was conducted in a large population where data were obtained from non-probability samplings. The sampling criteria are internet users in Indonesia; more than 17 years old; experienced in accessing media used by online retailers to sell fashion products; and without any experience in buying fashion products via internet. This research was set in Business to Consumer (B2C) dan Consumer to Consumer (C2C) format. Hair (1998) stated that the recommended minimum sample is based on 5-10 times of estimated parameters' observations. In this research, observable variables, which are conducted to construct research model, consisted of 24 items out of 5 research constructs. Therefore, the determined final sample included 240 respondents.

#### **B. Measurement**

This research adopted the measurement taken from previous researches on online shopping. The measurement of purchase intention, attitude, subjective norm, dan perceived behavior control were adopted from Ajzen (1991); Ajzen (2002); Belleau et al. (2007); Kim and Park (2004); and Summers et al. (2006). While the measurement of self-determination was adopted from Mullan et al. (1997) and Pelletier et al. (1998). All items were measured using 5-points Likert scale, ranging from 1 for strongly disagree to 5 for strongly agree. The list of questionnaire items is available in appendix.

#### **C. Statistical Analysis**

Analysis and hypothesis testing were conducted by inferential statistic approach using SEM and SmartPLS 3.0 software. Before questionnaire data were analyzed for model development, validity and reliability tests were conducted first for the outer model. While inner model test for structural model was employed to analyze the relationship between TPB and self-determination variables. Finally, model fitness was analyzed using predictive relevance analysis.

Tabel 1. Karakteristik Responden

Profile	Characteristic	Frekuensi	(%)
Gender	Man	83	34,6
	Woman	157	65,4
Age	17 - 30 years old	169	70,5
	31 - 40 years old	13	5,4
	41 - 50 years old	42	17,5
	> 50 years old	16	6,7
Education	High school graduate	130	54,2
	Some college or vocational	12	5,0
	College graduate	77	32,1
	Graduate school or advance degree	21	8,8

#### IV. RESULTS

##### A. Measure Reliability and Validity

###### a. Composite Reliability

Reliability test was conducted using composite reliability or internal consistency reliability which should be recorded at 0.7 and more than 0.6 of cronbach alpha (Hair *et al*, 2014). The result of composite reliability should be more than 0.7.

Tabel 2. Measurement Composite Reliability

Construct	Dimension	Item	Loadings	AVE	Composite Reliability (CR)	Cronbach Alpha	T - Statistics			
attitude		ATT1	0,851	0,724	0,905	0,929	39,912			
		ATT2	0,896				67,978			
		ATT3	0,802				26,530			
		ATT4	0,863				41,970			
		ATT5	0,839				33,661			
subjectivenorm		SN1	0,871	0,804	0,878	0,925	37,032			
		SN2	0,917				71,359			
		SN3	0,901				40,787			
perceivedbehaviorcontrol		PBC1	0,845	0,781	0,859	0,914	31,214			
		PBC2	0,909				55,952			
		PBC3	0,896				63,615			
selfdetermination	Intinsik			0,695	0,944	0,953				
		SDINT1	0,881				0,803	0,878	0,924	43,114
		SDINT2	0,914							71,220
	SDINT3	0,893	51,976							
	Identified	SDIDEN1	0,923	0,849	0,911	0,944	82,757			
		SDIDEN2	0,916				85,820			
		SDIDEN3	0,926				82,010			
	Integrated	SDINTG1	0,938	0,911	0,951	0,968	101,998			
		SDINTG2	0,961				152,513			
SDINTG3		0,963	171,014							
purchasentention		PI1	0,924	0,848	0,940	0,957	87,602			
		PI2	0,944				117,687			
		PI3	0,927				85,767			
		PI4	0,886				53,703			

*t* values for two-tailed test: 1,96 (sig. level 0.05)

Table 2 revealed that composite reliability was recorded more than 0.7; thus, all construct fulfilled the criteria of composite reliability and cronbach alpha (more than 0.6).

###### b. Convergent Validity (Indicator Reliability)

Convergent validity was obtained from reflective indicators and the correlation between item scores/indicators and construct scores. Hair (2014) stated that convergent validity can also be seen from its outer loading. Individual indicator is considered reliable, if it is recorded high correlation rate (above 0.7). As

illustrated in Table 2, all factor loadings were recorded at more than 0.7; thus, it fulfils convergent validity. Other criteria to assess convergent validity is by counting Average Variance Extracted where it should be more than 0.5 (Hair et al., 2014). Based on Tabel 2, it is illustrated that all AVEs are above 0.5; thus, it can be said that all research variables fulfill convergent validity.

**c. Discriminant Validity**

Hair (2014) stated that in order to evaluate discriminant validity, cross loading and Foenell-Larcher Criterion are examined.

Tabel 3 Cross Loading (*Discriminant Validity*)

	attitude	identified	integrated	intrinsic	perceive dbehavior rcontrol	purchase intntion	subjecti venormf	seldeter mination
ATT1	<b>0,851</b>	0,637	0,576	0,509	0,485	0,477	0,536	0,639
ATT2	<b>0,896</b>	0,551	0,479	0,461	0,499	0,507	0,534	0,552
ATT3	<b>0,802</b>	0,408	0,344	0,448	0,496	0,373	0,361	0,440
ATT4	<b>0,863</b>	0,540	0,511	0,469	0,448	0,435	0,518	0,563
ATT5	<b>0,839</b>	0,428	0,341	0,384	0,542	0,400	0,425	0,425
PBC1	0,548	0,404	0,373	0,482	<b>0,845</b>	0,488	0,577	0,461
PBC2	0,496	0,366	0,287	0,441	<b>0,909</b>	0,490	0,398	0,399
PBC3	0,485	0,337	0,278	0,462	<b>0,896</b>	0,549	0,374	0,391
PI1	0,509	0,409	0,368	0,458	0,596	<b>0,924</b>	0,403	0,453
PI2	0,475	0,345	0,335	0,444	0,553	<b>0,944</b>	0,375	0,411
PI3	0,480	0,370	0,380	0,466	0,513	<b>0,927</b>	0,381	0,446
PI4	0,446	0,367	0,389	0,408	0,451	<b>0,886</b>	0,333	0,429
SDIDEN1	0,508	<b>0,923</b>	0,890	0,554	0,341	0,372	0,493	<b>0,887</b>
SDIDEN2	0,588	<b>0,916</b>	0,740	0,653	0,429	0,408	0,452	<b>0,859</b>
SDIDEN3	0,592	<b>0,926</b>	0,791	0,587	0,387	0,341	0,522	<b>0,860</b>
SDINT1	0,405	0,494	0,445	<b>0,881</b>	0,411	0,363	0,322	<b>0,656</b>
SDINT2	0,492	0,609	0,590	<b>0,914</b>	0,465	0,475	0,396	<b>0,768</b>
SDINT3	0,531	0,628	0,598	<b>0,893</b>	0,524	0,452	0,425	<b>0,772</b>
SDINTG1	0,526	0,837	<b>0,938</b>	0,604	0,361	0,378	0,494	<b>0,890</b>
SDINTG2	0,523	0,834	<b>0,961</b>	0,584	0,338	0,381	0,482	<b>0,892</b>
SDINTG3	0,489	0,839	<b>0,963</b>	0,568	0,316	0,382	0,501	<b>0,889</b>
SN1	0,523	0,490	0,493	0,360	0,392	0,332	<b>0,871</b>	0,501
SN2	0,545	0,485	0,453	0,408	0,494	0,400	<b>0,917</b>	0,499
SN3	0,450	0,454	0,447	0,381	0,479	0,357	<b>0,901</b>	0,476

\* Bold values are loadings for items, which are above the recommended value of 0.5.

\* Loading and cross-loading criterion: An indicator's loadings on its own construct are in all cases higher than all of its cross-loadings with other constructs.

Based on Table 3, the correlation value for attitude and its indicators are higher than correlation between attitude and other constructs' indicators. It is also applied for other constructs. It shows that latent constructs predict their in-group indicators better than the out-group indicators.

Table 4 Discriminan Validity (Fornell-Larcker Criterion)

Construct	attitude	identified	integrate d	intrinsic c	perceive dbehavior rcontrol	purchas eintenti on	subjecti venorm	seldeter mination
attitude	<b>0,851</b>							
identified	0,610	<b>0,922</b>						
integrated	0,537	0,877	<b>0,954</b>					
Intrinsic	0,535	0,648	0,613	<b>0,896</b>				
perceivedbehavior rcontrol	0,578	0,418	0,355	0,523	<b>0,884</b>			
purchaseintention	0,520	0,405	0,399	0,483	0,577	<b>0,921</b>		

subjectivenormf	0,565	0,531	0,516	0,429	0,510	0,407	<b>0,897</b>
selfdetermination	0,622	0,943	0,933	0,821	0,473	0,472	<b>0,834</b>

\* The off-diagonal the diagonal values in the above matrix are the square correlation between the latent construct and the diagonal values are AVEs.

Discriminant validity is assessed by comparing AVE's square-root in each construct with other constructs in a model. Table 4 further shows that AVE's square-roots are higher than the correlation with other variables; thus, it can be said that this model is valid and fulfils discriminant validity criteria. AVE's square-root for PBC was recorded at 0.884 and less than the correlation coefficient of Fornell-Larcker Criterion (0.578) which illustrated the correlation between PBC and attitude.

The structural inner model which connects attitude, subjective norms, and self-determination, and perceived behavioral control is illustrated as follows:

Before the evaluation of structural model, collinearity was sought first (Hair et al. 2014) and illustrated as follows:

Tabel 5 Evaluasi *Collinearity* (VIF)

Construct	purchaseintention
attitude	2,077
Perceived behaviour control	1,627
Subjective norm	1,708
Self determination	1,815

VIF value of latent variables in Table 5 was higher than 0.2 and less than 5; thus, there is no collinearity in this structural model and modification is not necessitated. Furthermore, goodness of fit was tested using predictive relevance ( $Q^2$ ). The value of  $Q^2$  Stone-Geisser (Geisser, 1975; Stone, 1974) aims to assess prediction accuracy other than using  $R^2$ . This measurement acts as an indicator of model relevance. In the structural model,  $Q^2$  value which is larger than 0 illustrates that exogen constructs have predictive relevance over endogen constructs.

Tabel 6 Result of  $R^2$  and  $Q^2$

	$Q^2$	$R^2$	Effect Size
attitude	0,555		Large
perceivedbehaviorcontrol	0,507		Large
Purchaseintention	0,675	0,404	Large
subjectivenorm	0,540		Large
selfdetermination	0,577		Large

Assesing predictive relevance of effect size ( $Q^2$ ): Value effect size: 0.02= small; 0,15 = medium; 0,35 = large ((Hair et al. 2014: 184).

In Table 6,  $Q^2$  values of endogen variables are more than 0; thus, it can be said that exogen variables have predictive relevance over purchase intention.  $Q^2$  value of purchase intention was 0.675 which means that its predictive relevance was large. It further explains that structural model's specification correctly places purchase intention as the ultimate endogen, with its determinant coefficient ( $R^2$ ) of 0.404.

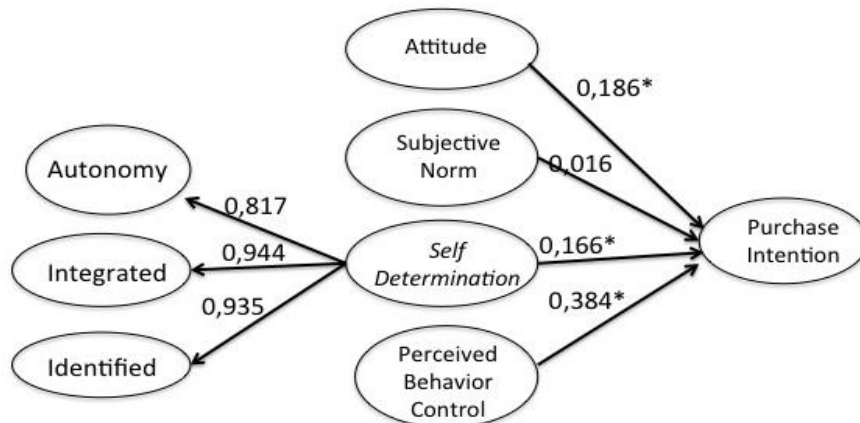


Figure 1. Theoretical research model

Graphically, those results were depicted in Figure 1; while the relationship between variables and its path coefficients were depicted in Table 7, as follows:

Tabel 7 Result of Hypotesis Testing and Structural Equation Relationships

Hypotesis	Path	$\beta$	<i>t-statistics</i>	<i>Decision</i>
H1	attitude → purchaseintention	0,186	2,382	Suported
H2	subjektifnorm → purchaseintention	0,016	0,226	Not Suported
H3	Selfdetermination → purchaseintention	0,166	2,109	Suported
H4	perceivedbehaviorcontrol → purchaseintention	0,384	4,724	Suported

*t* values for two-tailed test: 1,96 (sig. level 0.05)

Based on the relationship between 5 (five) variables, 3 paths of structural model are influential and 1 path is not.

## V. DISCUSSION AND CONCLUSIONS

### A. Discussion of Research Findings

This research found that a change in consumer attitude was followed by a linear change in consumers purchase intention of fashion products from online retailers. The positive relationship between attitude and purchase intention was in line with previous researches on online shopping (Kang, 2008, Shim et al., 2001; Shim and Frake, 1999; Kim et al., 2003; Watchravesringkan and Shim., 2003; Yoh et al., 2003). Those researches proved an influence of attitude on consumer intention to conduct internet purchasing. Moreover, this research revealed that subjective norms had no influence on consumer purchase intention. This finding is in line with some previous researches (Jarvanpaa and Tod, 1997; Shim et al., 2001). They argued that subjective norms had no influence on purchase intention, as it could merely explain and recorded a low variance for a specific behavior (Armitage and Conner, 2001; Bamberg and Möser, 2007; Hagger et al. 2006; Harland et al. 1999; Carrus et al. 2009).

Most respondents (70 per cent of them) were less than 30 years old or categorized as 'youth'. In buying fashion products from online retailers, they are not influenced by social pressure or their surrounding. This finding is in line with Belleau's (2007) research which stated that subjective norms had a little influence (or even zero influence) on the purchase intention of Y generation in terms of online purchase. It means that within this age group ('college student' age group), the consumers were barely or hardly influenced by social pressure or other people's opinions. Pavlou (2002) then further explained why subjective norm does not significantly influence e-commerce adoption on a group of students with average age of 21 years old; however, it significantly influenced the averagely 36.2-years-old people.

Self-determination positively influences consumer intention to purchase fashion products from online retailers. It is formed by intrinsic motivation and extrinsic motivation (or indentified regulation dan integrated regulation) and influences consumer purchase intention of online fashion products. Deci and Ryan (1985) stated that an internalized and integrated motivation play an important role in shaping one's attitude. In the concept of self-determination, a behavior will be conducted more frequently if its values and objectives are integrated and internalized within individual's self system. Higher internalization in terms of values and regulations elicits more effective behavior and displays certain level of persistence in the behavior (Deci and Ryan, 2000).

Consumers nurture their motivations based on their psychological needs measured by the dimensions of self-determination. The dimensions consist of autonomous motivation, integrated motivation, and identified motivation which influence consumers' purchase intention. This finding is in line with some previous researches (Hagger et al., 2003; Pihu et al., 2008; Shen et al., 2007) which reported a direct and indirect relationship of self-determination and behavioral intention in terms of health-related behavior. Self-determination can also be employed to measure consumerism, because within the indicators and dimensions of self-determination, the internalization process within the consumers can be seen. In this case, the internalization is related to technology usage for shopping activities which ease consumers to conduct consumption activities.

Furthermore, perceived behavior control is found to influence consumers' purchase intention of fashion products from online retailers. This finding is also in line with previous researches (Kang, 2008; Johnson et al., 2003; Shim et al., 2001). For online shopping context, even if the online stores offer several benefits to the consumers, consumers' capabilities in accessing suitable resources is immensely needed (Kim and Park, 2005). Perceive ease of use, difficulties, and complexity in using the internet influence online purchase intention. (Johnson et al., 2003; O'cass and Flech, 2003; Pavlou, 2003; Swinyard and Smith, 2003).

### B. Implication for Research and Practice

#### Theoretical Implications

Intrinsic and extrinsic motivations drive the consumers to achieve their well-being, particularly related to purchase intention from online retailers. Self-Determination Theory is fundamentally based on humans' basic

needs and developed by Deci and Ryan (1985) to be implemented in the context of purchasing fashion products from online retailers.

Inner model explains the influence of TPB variables and self-determination variables. It further explains that the most influential variable was perceived behavioral control, followed by attitude and self-determination. It shows that TPB could predict consumer behavior, even though subjective norms were not influential in this research.

Subjective norms did not influence consumer purchase intention on fashion products. It means that individual's external factors do not influence internet users to purchase fashion products from online retailer. Ajzen (1991) also stated that behavioral intention is more influenced by personal factors, such as attitude and perceived behavior control.

### **Managerial Implications**

Subjective norms do not influence consumers' purchase intention of fashion products from online retailers. Therefore, the retailers' promotional strategy should be able to convince the consumer to purchase through an effective communication. Perceived behavior control has the largest influence on purchase intention; thus, online retailers should provide easily understandable and easy-to-use purchase facilities.

### **Limitation and Further Research**

Perception on capacity control and capability develops according to consumer age. In this research, behaviour analysis did not consider consumers' demography, such as age, gender, job, education level, culture, and ethnic of origin. Motivation analysis based on respondents' basic needs for different age group, culture (collectivism, power distance, uncertainty avoidance), and ethnic of origin may result in different findings. There was some researches in B2C e-commerce conducted by Jarvenpaa and Tractinsky (1999) to test the influence of national culture and different identities between consumers. Therefore, a further research can employ culture variable as a moderation variable to study about consumer behaviour on fashion products purchase from online retailers.

This research explains cross-sectional influences between variables using self-report assessment where research data were collected through an observation during a certain time (point time approach) and variables were measured during the observation. As a result, justification on behaviors conducted at different time may not be accurate. Therefore, a longitudinal research and objective assessment are needed to compare the changes in research subjects after a period of time.

### **Suggestions for Online Retailers Management**

Retailers need to create some strategies so consumers are willing to purchase fashion products from them. They can do that by creating a good, beneficial, easy, and comfortable condition for consumers to purchase fashion products.

### **Suggestions for Future Studies**

A deeper analysis needs to be conducted on subjective norms, particularly on why subjective norms only weakly influence behavioral intention. A study by Armitage and Conner (2001) proved that there was a weak influence in normative belief, while Ravis and Sheran (2003) analyzed subjective norms in terms of descriptive norm and social norm to find their influences on behavioral intention. Determining indicators for subjective norms also calls for further research in various contexts, so that consistency of research finding can be employed to establish a better theory.

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### Questionnaire Item

Laten Variable	Symbol	Dimension	Source
Self Determination Motivation	SDINT1	Intrinsic Motivation	Shopping fashion products in online retailer is enjoyable
	SDINT2		Shopping fashion products in online retailer is pleasurable
	SDINT3		Shopping fashion products in online retailer is satisfying
	SDING1	Integrated Motivation	Shopping fashion products in online retailer is a fundamental part of who I am
	SDING2		Shopping fashion products in online retailer is part of the way I have chosen
	SDINTG3		Shopping fashion products in online retailer is integral part of life
	SDIDEN1	Identity Motivation	Shopping fashion products in online retailer is important
	SDIDEN2		Shopping fashion products in online retailer is to be benefit
	SDIDEN3		Shopping fashion products in online retailer is sensible
Attitude of behavior	ATT1		I will find shopping fashion products in online retailer to be good
	ATT2		I will find shopping fashion products in online retailer to be valuable
	ATT3		I will find shopping fashion products in online retailer to be easy

	ATT4	I will find shopping fashion products in online retailer to be Pleasant	2006
	ATT5	I will find shopping fashion products in online retailer to be Beneficial	
Subjective norm	SN1	Most people who are important to me think that I should shop <i>fashion products in online retailer</i>	Ajzen, 1991; Ajzen, 2002, Belleau et al.
	SN2	Most people who are important to me think that shopping <i>fashion products in online retailer is desirable</i>	2007; Kim and Park, 2005; Summers et al.
	SN3	Most people who are important to me think that shopping <i>fashion products in online retailer is approve</i>	2006
Behavior control	PBC1	If I want to, I capable to shop <i>fashion products in online retailer</i>	Ajzen, 1991; Ajzen, 2002, Belleau et al.
	PBC2	If I want to, I can control to shop <i>fashion products in online retailer</i>	2007; Kim and Park, 2005; Summers et al.
	PBC3	If I want to, it's strongly up to me to shop <i>fashion products in online retailer</i>	2006
Purchase Intention	PI1	I intend to shop <i>fashion products in online retailer</i>	Ajzen, 1991; Ajzen, 2002, Belleau et al.
	PI2	I will try to shop <i>fashion products in online retailer</i>	2007; Kim and Park, 2005; Summers et al.
	PI3	I plan to shop <i>fashion products in online retailer</i>	2006
	PI4	I want to shop <i>fashion products in online retailer</i>	