Examining Determinant Factors on Online ShoppingBehavior upon Buying Furniture

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Abstract
The research is dedicated to examine factors that affect online shopping behavior of consumers upon buying furniture. These factors might be an important issue regarding e-commerce and marketing in the online furniture retail market. However, knowledge about online consumer behavior is still very limited because it is a fairly complex phenomenon in social life that can involve too many factors, especially in buying furniture online. One of the aims of this research is to uncover factors that have not been studied in previous studies, especially in the furniture industry. To acquire in-depth information, 10 informants were interviewed. Coding method was used to analyze the factors revealed in the transcript. The research identified that attitude (Financial Risk, Product Risk, Convenience Risk, Service and Infrastructure Variation), domain specific innovativeness, subjective norm (Family and Reference Group), and perceived behavior control (Playfulness and Informativeness) affect consumer purchase intention and thus affect their online shopping behavior in buying furniture online. The framework presented in the conclusion section will help further research on which factors influence the most.

Abstrak
Penelitian ini didedikasikan untuk mengkaji faktor-faktor yang mempengaruhi perilaku belanja online konsumen saat membeli furnitur. Faktor-faktor ini mungkin menjadi isu penting mengenai e-commerce dan pemasaran di pasar ritel furnitur online. Namun, pengetahuan tentang perilaku konsumen online masih sangat terbatas karena merupakan fenomena yang cukup kompleks dalam kehidupan sosial yang dapat melibatkan terlalu banyak faktor, terutama dalam membeli furnitur secara online. Salah satu tujuan dari penelitian ini adalah untuk mengungkap faktor-faktor yang belum diteliti pada penelitian-penelitian sebelumnya, khususnya pada industri mebel. Untuk memperoleh informasi yang mendalam, 10 informan diwawancarai. Metode pengkodean digunakan untuk menganalisis faktor-faktor yang terungkap dalam transkrip. Penelitian mengidentifikasi bahwa sikap (Risiko Finansial, Risiko Produk, Risiko Kenyamanan, Variasi Layanan dan Infrastruktur), inovasi spesifik domain, norma subjektif (Keluarga dan Grup Referensi), dan kontrol perilaku yang dirasakan (Playfulness dan Informatif) mempengaruhi niat beli konsumen dan dengan demikian mempengaruhi perilaku belanja online mereka dalam membeli furniture secara online. Kerangka yang disajikan di bagian kesimpulan akan membantu penelitian lebih lanjut tentang faktor-faktor mana yang paling berpengaruh.

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INTRODUCTION

Online shopping has started to become an essential lifestyle of people nowadays. In Indonesia, it is still a growing trend. According to a survey on the 3.504 census block across 101 cities in Indonesia in the year 2019, 15,08% of retailers operate online stores. It is still a low number but it is predicted to raise each year. This circumstance occurs due to the increasing demand from consumers in shopping via e-commerce and also due to the COVID-19 pandemic which started early of 2019.

Online shopping behavior refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai, 2000). Usually in a special feature of the online shopping process, when potential consumers realize the need for some merchandise or service, they will go to the Internet and look for information related to that need. There are many studies that examine various factors affecting online shopping behavior independently, most of them isolated a few major factors, usually between three and six factors (Chen, 2009). However, these factors are focusing on general items that are bought online, such as clothing, shoes, food, and other necessities. In the pandemic situation, consumers who spend most of their time at home, have the tendency to redecorate their home spaces, and the only visible choice is to shop furniture online because of government restrictions on offline stores. When it comes to furniture shopping there are a lot more factors that play roles in determining consumer online shopping behavior.

This study attempts to develop such research to find out what factors that can be found or affect consumer online shopping behavior upon buying furniture online. The findings of this research offer a specific understanding of consumer online shopping behavior in buying furniture; regarding the customer journey and the perceived factors that affect purchase intentions in the chosen furniture. The research will also find in-depth insight into how different buying furniture to buying other necessities in online stores.

To meet the objectives of the research, we will begin by literature review on online shopping and the factors affecting consumer shopping behavior in general. This will be followed by an outline of the methodological approach and the results of the studies are reported. Finally, the conclusions are discussed in the form of findings of new factors affecting furniture online shopping and a framework.

THEORETICAL BACKGROUND

Consumer behavior involves the thoughts and feelings people experience and the actions they take in the consumption process (Peter & Olson, 1987). When consumers do online shopping, consumers can order many products that can be tailored to several criteria or conditions in a wide product range, from sneakers to computers.

Online Shopping

Nowadays, we're facing a 4.0 era where almost everything can be accessed through digital media, including shopping. Some people access online e-commerce platforms to buy things to make their life easier. If this activity is compared to physical store shopping, online stores have many advantages: Save time, more convenient and much simpler, consumers no longer need to travel and queue. Not only that, they also have round the clock openings and they can be accessed anytime and anywhere as well. The online stores provide consumers rich information and no cost to find out about products and services. Geissler and Zinkhan claim that the internet makes it easier for consumers to make comparisons, both on price and product options or variants; when shopping, and can calmly evaluate these comparisons without being pressured by salespeople. Online stores can also reduce some costs, such as transaction costs and other operational costs, of course online stores have several advantages for consumers and vendors.

Nevertheless, online stores also got some disadvantages compared to conventional stores. Customers in online stores have senselessness (smelling, seeing, tasting, touching, and hearing) to the product they purchase about, because they can only see the product on the screen. Online stores' consumers might have elevated perceived risk highly and hardly get the trust because of the indirect communication and lack of face-to-face interaction. Although this difficulty can be reduced by using certain software tools such as the online recommendation agent (Häubl and Murray, 2003; Xiao and Benbasat, 2007) and the online negotiation agent (Huang and Sycara, 2002; Huang and Lin, 2007).

Perceived Risks

Perceived risk refers to the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision (Cox and Rich, 1964). Before the

consumers divide to purchase a product, a consumer will consider the potential of various risks that are associated with the purchase. Research suggests that consumers generally prefer to use e-commerce for purchasing products that do not require physical inspection (Peterson *et al.*, 1997). The higher the likelihood of risk, the consumer may turn to brick-and-mortar stores for product purchases. Whereas, the lower the perceived risk, the higher the propensity for online shopping (Tan, 1999). Perceived risk exists if there are indications of technological failure (such as resistance in the system) or the presence of human error (such as data entry errors). However, the risks most often associated with online shopping are financial risks (e.g., is it safe to make high-priced transactions?), product risks (e.g., will the purchased product exhibit the same quality as it appears on the screen?), convenience (e.g., Will it be easy to return if there is a defect in the product?), and the risk of non-delivery (e.g., will this product be delivered?). The level of uncertainty surrounding the online purchasing process influences consumers' perceptions regarding the perceived risks (Bhatnagar *et al.*, 2000).

Attitude

By the mid-1970s, the discussion of consumer's attitudes was often associated with consumer buying behavior research. Consumer attitudes are generally influenced by the intentions made by these consumers. When the application of online shopping behavior occurs, research can check the overall results of existing purchase transactions. Attitudes have a multi-dimensional construct, one of them will be the acceptance of e-commerce as a new shopping channel (Jahng, et al., 2001).

Perceived Behavioral Control

Ajzen and Madden (1986) state Theory of Planned Behavior (TPB) by adding a new construct "perceived control behavior" as a determinant of intention and behavior. The meaning of perceived behavioral control in this case refers to the consumer's perception of the consumer's ability to perform certain behaviors. TPB can predict behavior over which people no longer have full volitional control. Perceived behavioral control reflects perceptions of internal constraints (self-efficacy) as well as external constraints on behavior, like availability of resources. It has been found that the Planned Behavioral

Control (PBC) directly affects online shopping behavior (George, 2004) and has a strong relationship with actual Internet purchasing (Khalifa and Limayem, 2003).

Domain Specific Innovativeness

Domain Specific Innovativeness (DSI) is "the degree to which an individual is relatively earlier in adopting an innovation than other members of his system" (Rogers and Shoemaker 1971, p. 27). Most people have habits in their daily life, including in their shopping routine. Internet and online shopping services offer a wide range of products and are usually quite profound to consumers. It also sometimes requires consumers to get out of their normal shopping routine. Prospective online buyers need to learn technology to access existing features in order to finally get a product. Consumers who prefer offline shopping among other retail channels do not perceive online shopping as a convenience; instead, perceive it as unusual (Kaufman- Scarborough and Lindquist, 2002).

Subjective Norms

Successful retailers must be able to understand and predict consumer purchasing behavior, especially for online retailers. To meet comprehensive understanding of consumer needs, website interface design and support has to match with the collected information and purchasing behavior. According to Vijayasarathy et al. (2000), the visual stimuli and communication, through text and sound can positively or negatively affect consumers' online desires and actions.

To explain human behavior in online shopping, it is recommended to use Theory of Reasoned Action (TRA) (Azjen and Fishbein, 1980). In this theory, it is explained that human behavior is driven by consumer attitudes towards perceived subjective behavior and norms. Attitude reflects the individual's favorable or unfavorable feelings in the face of a behavior. Subjective norms show consumers' perceptions of the influence of those closest to them (for example; peers, authority figures, family, and the media) in their environment. It has to do with intention because often people act on their perception of what others think they should do.

Trust

Consumer trust in shopping is recognized as one of the key elements in various relationships, both between individuals and organizations. As Lee and Turban (2001) note that trust has been observed in a variety of contexts including business relationships, such as buyer-seller, alliance, and negotiation. Trust is defined as the basis of one party's willingness to condone or permit the actions of another with the expectation that the party will take action that benefits both parties, regardless of the ability of each party to monitor or influence the other (Mayer et al., 1995). . Consumer trust is an important factor in a successful transaction. In the context of e-commerce, trust becomes a more important issue because transactions are carried out in an impersonal internet infrastructure.

Security and privacy are the main obstacles to internet channels because without trust, consumers will not provide their personal information to vendors, especially credit card information (Hoffman, Novak, & Peralta, 1999). Therefore, trust in online shopping is formed slowly over time as consumers gain experience through transactions (Cheskin- Research, 1999). In this study, from a security and privacy point of view, trust is defined as the consumer's belief that online merchants will not behave against the consumer's wishes and that the e-commerce environment can accommodate risk-free transactions.

Purchase Intention

Purchase intention in this study is based on a study between consumer behavior and intentions (Ghalandari & Norouzi, 2012). Intention is a dimension that is often associated in the marketing literature, where the term is used by companies in general to predict sales of new products or repeat purchases of existing products (Diallo, 2012), and shows consumer trends in shopping for goods or paying for services at the same store, as well as the tendency of consumers to share their experiences with those closest to them (Cronin, Brady, & Hult, 2000).

Consumer Behavior

According to researchers, including Kotler and Keller (2011), the customer is value maximized. They form value expectations and then act on the perceptions formed from these expectations. Consumers will buy from the company they perceive to offer the

highest customer value, which is often thought of as the difference between total customer benefit and total customer cost. Consumer behavior always changes following the prevailing trends at any time, especially with the exposure of consumers to social media today. The term consumer behavior is defined as the behavior displayed by consumers in searching for products, buying them, receiving (even in some cases unboxing the product adds more value), using, evaluating, and consuming products and services that will satisfy their needs as expected (Schiffman and Kanuk 2009).

Most of the research focuses on several key factors and mostly focuses only on the pre-purchase phase of consumer online shopping behavior, such as trust, risk, perceived benefits, and extended theory of planned behavior. In the case of furniture, consumers experience the item also in the buying phase as well as the post-purchase phase, as furniture is experienced when it is placed where it is desired. Furniture needs special attention so that it fits in its place which can be a barrier for consumers to buy online. What factors determine consumers to buy furniture online? This study will examine the determinants of online shopping behavior in buying furniture.

METHOD

This research is a qualitative study with an interview method, and relies on the informant insight. It relies on informant insight's coding, which resulted in interview transcription of 10 consumers of online shopping furniture. While conducting the interview, we also showed a video of interior visualisation through VR video and demonstrated how it would relate to the furniture online store. After data treatment, transcription process, and coding, the researcher found that there are some patterns and considerations to buy furniture online.

RESULT

Factors in Consumer Attitude Towards Furniture Online Shopping

Consumer attitude towards shopping furniture online is highly affected by consumer perceived risk to the shopping itself. Seen in several dimensions, which is pre-sales activity, purchasing activity, and after-purchase activity, several risks play a role in determining consumer attitude towards furniture online shopping, as seen on table 4.1. Based on the interview, consumers find that shopping furniture online to be more time- consuming than shopping for other necessities.

Table 4.1. Consumer Perceived Risk Regarding Shopping Furniture Online

No.	Activity		Representative Quotes	Construct
	Pre-sales	A	From the dimension, I have to imagine because I can't hold physically. So we imagine if the size is this big, the color like this, or maybe it won't fit at all. Because the stuff isn't here, we can only imagine. *Dari dimensinya kan ngebayangin karena ga pegang fisiknya. Jadi kita ngebayangin kayaknya kalo ukuran nya sekian, warnanya seperti ini, kok kayaknya kurang pas ya gitu. Jadi karena barangnya ga ada, kita cuma bisa ngebayangin.*	Product Risk Convenience Risk
		A	In my opinion, nowadays feels more convenient, I mean we don't need to go to the store, the stuff can be delivered and it is better. But depends, if we need the stuff immediately we can lean on online shop. Because if we go to the store we can get the stuff directly and we can bring it home. Just time difference, if we don't need it in a rush, online is better. *Kalau menurut aku sekarang ini, rasanya lebih convenience, maksudnya ga perlu pergi ke toko, barang bisa langsung datang, dan lebih enak. Tapi tergantung lagi, kalo memang kita butuhnya buru-buru, itu gabisa online. Karena kan kalo ke toko bisa dapat barangya langsung dan bawa pulang. Bedanya di timingnya aja sih, kalo kita ga buru-buru sih lebih enak online.*	Convenience Risk
		A	If it's pricey, I prefer going to the offline store to check the quality of the stuff. *kalo harganya mahal ya prefer dateng ke toko offlinenya sih untuk cek kualitas barangnya.*	Financial Risk Convenience Risk
	Purchasing	B	If there is no option to get a refund, I would be afraid to buy. As long as it's guaranteed, then i'm buying.. *Kalo ga ada opsi refund ga berani beli. Selama terjamin baru memberanikan untuk beli.*	Financial Risk
		B	That's just how much it is, because we don't know the stuff specifically and if it has an online store, I usually mind about the delivery cost, not the product. *Harganya memang segitu, karena kita tau spesifik barangnya dan, kalo memang ada*	Financial Risk Convenience Risk Product Risk

			toko online nya, biasanya lebih mikir ke ongkos kirimnya bukan ke harga produknya.	
		B	Buying online is convenient because the details of dimensions are complete and we can get the cheaper price because oftenly they give discounts and promos in certain moments or something, or it can be like free delivery cost or discounted price. *Kalo beli online tuh enaknya keterangan ukurannya udah lengkap terus harganya juga bisa murah kan soalnya suka banyak diskon-diskon gitu promo-promo momen apa gitu, atau bisa juga bentuknya free ongkir atau potongan harga gitu lah.*	Convenience Risk Financial Risk
		B	Not to mention this pandemic condition. The economy is unpredictable. *Apalagi lagi pandemi gini. Ekonomi sulit.*	Financial Risk
	After sales	C	I'm not sure whether the business will still exist or not in the next span of 10 years. *Tapi gue gak tau ya 10 tahun ke depan bisnisnya masih ada atau engga. Kalo katadia sih database nya masih ada, yang gue ngeri bukanya dia ga inget sama kita, tapi gue ngeri bisnisnya masih ada apa engga.*	Service & Infrastructure Variation
		C	Like for example when the delivery couriers aren't careful and they leave a scratch , i've been there. I've also had that one experience where I've already done the payment , but then the seller said that the stuff was already sold out, but then I still got a refund in the end. So I've been like that once or twice, not too much but I've experienced it. *Kayak misalnya kurirnya itu kurang hati-hati, jadi ada lecet gitu, itu pernah. Pernah juga udah kirim udah bayar, tapi penjualnya bilang barang udah ga ada, yaudah refund balik. Jadi kayak gitu sekali dua kali, gak sering tapi ada.*	Product Risk Convenience Risk
		C	Well, even though it is just a 3-door wardrobe how can I carry it, how can I install it? I have to call my neighbour to help, just to help install the legs. It is impossible that my wife can help, and the neighbour has to be given cigarettes and nasi uduk beforehand to help. *Ya cuman kan lemari 3 pintu terus gue angkat sendiri begitu, gimana berdiriinnya, gue manggil tetangga waktu itu, masang kaki doan minta tolong tetangga, gak mungkin bini gue yang angkat*	Convenience Risk

		lemari 3 pintu,tetangga kan mesti kasihrokok sama nasi uduk.	

Pre-purchase

Unlike buying necessities, buying furniture online needs thorough research that needs to be conducted. Due to product risk and convenience risk, consumers have the attitude to research their existing space at home by measuring, and planning the desired ambience for the room. This is shown in code A1 where consumers need to imagine the effect of the furniture to the existing space.

Convenience risk also plays a role in determining the time of arrival of furniture to their location as buying online can be difficult to predict the estimated delivery process, shown in code A2. As opposed to shopping furniture offline where consumers hand- carry the purchased furniture by themselves.

Financial risk also plays an important role as perceived risk because large furniture such as a sofa and bed can be pricey. Regardless, soft furnished furniture needs to be touched directly to determine the comfortness. This is why consumers tend to visit the offline stores to check on the desired furniture and see for themselves the materials and comfortness. That being said, code A3 is not only perceived as financial risk, but also convenience risk because due to these risks consumers have to be mobile in researching furniture in the offline store. Although the purchasing activity is still done online.

Purchasing

Determining purchasing furniture through online shops is also affected by perceived risk in the payment process, as shown on code B1. Consumers prefer a condition where their payment is secured in the marketplace and can be refunded. This is regarding the risks in the pre-purchasing phase where a furniture can be unfit with the existing space or can have a defect. By being provided a refund option, consumers are more convincedto make a payment.

Delivery fee is also perceived as a financial risk, as shown on code B2. Large furniture can weigh heavily so it will affect the cost of delivery. Regardless, consumers also perceive a convenience risk in which by coming to terms with the delivery cost can save a large amount of time and energy.

Most of the consumers also prefer online shopping to offline shopping because of the discount provided in websites and online marketplaces, as shown in code B3. This trend of finding online discounts is also due to the current COVID-19 pandemic where economics are unstable and consumers tend to preserve cash in hand, as mentioned in code B4.

After-purchase

Furniture online shopping is highly determined by the after-sales service, such as guarantee and installation services. As seen on code C1 to C3, the perceived risks are service and infrastructure variation, product risk, and convenience risk. Buying furniture online means that there is a possibility that the furniture defected during delivery. Knock-down furniture will also need to be installed once arrived and this will increase convenience risk as not all consumers have the tools and or capabilities to build their own furniture. This is why deciding to buy furniture online needs further preparation than buying other necessities.

Subjective Norm in Buying Furniture Online

Furniture is most likely used in a home by the occupants, and sometimes guests. Meaning that choosing and buying a furniture will be based on the perception of what others might feel or experience about the furniture. In other words, consumer perceived subjective norms will affect consumer purchase intention and furniture online shopping behavior. In the interviews we conduct, we find that several informants are affected by the opinion of their family (significant other, children), reference groups (such as the social media, store reviews), and professional opinion (interior designer, furniture vendor), as shown on table 4.2.

Table 4.2. Consumer Subjective Norm in Buying Furniture Online

No.		Representative Quotes	Construct	
			Social Factor	Evaluative Criteria
	D-F1	To be exact, it depends on my husband though, cause he's the one who has a stronger will than me, wanting the ambience to be the same, and so i'm going with it *Lebih tepatnya gue tergantung laki gue sih, karena dia yang biasanya punya mau lebih kuat dari gue, jadi harus ambiencenya sama, jadinya gue biasanya ngikut aja.*	Family	How the furniture design will look
	D-F2	Because we have children, we have to choose furniture with easy-to-clean materials. *Karena punya anak kecil tuh jadi milihnya harus custom yang bahannya yang mudah dibersihkan lah gitu kan*	Family	How the furniture might affect their life
	D-F3	And by the way, it was two persons' decision. It took quite a long time to decide which to buy at the offline store because we had several considerations, from price, models, size, and comfort-wise. *Oh iya, itu keputusan berdua sih. Makanya kan agak lama biasanya di toko offline milih, karena kita juga pertimbangannya banyak lah, dari segi harga, model, ukuran, kenyamanan gitu.*	Family	How much is the reasonable price and how is the comfortness of the furniture
	D-R1	At first, I didn't know (where to buy furniture online), and then 2 years ago I posted a story: "Do you have recommendations of where to buy furniture?" *Gue awalnya juga gak tau, kalo lu ngeh si ya dulu kalo ga salah 2 tahun yang lalu gue sempet nge-story "Rekomen yang jual furniture dimana ya?"*	Reference Group	Where to buy furniture online
	D-R2	going forward from it, finally i tried to see the review from previous buyers, there's a web for it also, right. *Nah udah dari situ akhirnya gue coba liat review orang yang udah beli, ada web nya juga kan.*	Reference Group	How they review the furniture online shop
		Once, I've ever ordered through instagram. This look, all cheap I was told by Oline that time, my co-worker. This is cheap, try to find it in instagram. *Pernah juga tuh waktu itu order lewat instagram. ni murah murah, dikasih tau sama mba oline waktu itu sama temen kantor iki loh murah nii cari nih di instagram nih*	Reference Group	Where to buy furniture online
	D-P1	I ask my interior designer. Because I have interior designer. I discussed with her about the colour, the model; whether it fits the design concept or not. *Gue nanya ke desainernya, desainer interiornya karena ada desainernya jadi gue discuss sama dia masalah warnanya, bentuknya masuk ga sama desainnya.*	Professional Opinion	What professional thinks about the overall design concept

As shown by code D-F1 to D-F3, consumers evaluate the value of a furniture with their family on several criteria. Furniture design and room decor is perceived subjectively by consumer desired style and the exposure they receive on room design. Therefore, opinion from other home occupants will highly influence the decision to buy furniture, as shown in code DF-1. How the furniture might affect their daily life, including their family member, will also determine the decision in choosing furniture; regarding the materials, the dimensions, and also the price. These points are shown in code D-F2 and D-F3. As mentioned before, the COVID-19 pandemic situation highly affects decision making on purchasing furniture and needs to be discussed thoroughly with the informant's significant other.

Consumers also rely on reference groups, mostly in choosing which furniture online shop is worth buying from. As shown in code D-R1, the consumer posts an announcement on a social media platform to find out from his friends where to buy furniture. As a follow up, shown in code D-R2, he would research the most referenced online shop by reading former customer reviews. These references affect consumer perceived subjective norms regarding what other people think about a certain online shop.

Few of our informants apparently hire a professional to help determine what furniture to buy. As shown in code D-P1, the consumer relies on professional opinion regarding the overall design concept of the room and helps determine which furniture to buy that matches with the design concept.

Perceived Behavior Control

Perceived behavior control is highly related to self-efficacy. Buying furniture needs thorough research by the consumer, especially in technicality and materiality of the furniture. Self-efficacy in online furniture shopping relies on the information provided regarding the desired furniture. A number of literatures have explored informativeness as a source of decision control that supports the successful completion of shopping goals, which ultimately gives confidence to consumers (Gallino and Moreno 2018; Ran and Itamar 2000). Based on this conceptualization, we can conclude that informativeness is the perceived wealth of information or product-related knowledge

provided by online shopping platforms that can increase consumer confidence, especially in transactions.

Other than that, we found that the probability of consumer purchase decision is also affected by the consumer willingness to try shopping furniture online, which is also affected by external factors. Willingness to try can be evoked by perceived playfulness of the marketplace or online furniture shop. Perceived playfulness, which can be defined as a stimulus, such as a shopping environment that provides entertainment, enjoyment, and escapism to perceivers; is found to affect consumer behavior towards purchasing intention.

Table 4.3. Consumer Perceived Behavioral Control (PBC) in Furniture Online Shopping

No	Representative Quotes	Construct	Task
IN-1	We don't know that you'd mention HPL. I initially had no idea what HPL meant. And it turned out that it was actually flattened wood flakes. That is one example of why we as commoners might have to check the offline stores so that we'd understand the materials better. *kita kan ga ngerti lu mau nyebut HPL,gue aja ga ngerti dulu awal-awal HPL apa sih? Ternyata kan kaya berbagai serpihan lu padetin kan,nah kaya gitu yang sebenernya kadang kita orang awam itu belanja funiture harus liat juga offlinenya,jadi biar ngerti bahan,lebih ke arah sana sih.*	Informativeness	To recognize material used for desired furniture
IN-2	mostly just a chair, my husband bought one for working chair, he expected it to be big enough, turns out it come out small, well a little bit smaller *Paling bangku aja sih,kemarin laki gue beli buat bangku kerja,dikira agak gede,gataunya pas nyampe kecil,ya agak kecil*	Informativeness	To determine furniture dimension suitability
IN-3	Probably the downside of Fabelio, if the website says the furniture is ready stock but the fact is that it is only for display. *mungkin ga enaknya dari Fabelio, dilihat dari webnya barangnya ada stoknya tapi realnya barangnya ga ada hanya ada untuk display*	Informativeness	To find out the availability of ready stock furniture
IN-4	but yesterday we finally tried Fabelio due to it has an offline store meanwhile IKEA is pretty far away,so we can directly see the stuff, and it made us able to estimate the size, the colour design is fit or not to be placed at home	Informativeness	To determine what the furniture actually look like

		tapi kemaren jadinya nyobain Fabelio karena ada offline store dan sedangkan IKEA kan cukup jauh, jadinya bisa ngeliat barangnya secara langsung jadinya bisa mengira2 ukuran,warna design cocok dirumah atau engga		
	IN-5	ecommerce usually took their stuff from other place also so in the end of the time we usually end up with comparing the price with the other place *kalau ecommerce ini ambil barang/produk daritempa lain juga ujung-ujungnnya si biasa pasti akan compare harga juga ama tempat lain.*	Informativeness	To compare prices betweenstores
	PL-1	Everytime I shop there, they always have discounts. Like, there was this baby crib with retail price IDR5.000.000, we can buy with a bidding price. *Teru gue setiap beli disitu pas ada promonya gitu,harga normalnya misalnya kaya lemari bayi gitu 5 juta, pernah 2 tahun lalu gue beli ada promo tawar sesukanya.*	Playfulness	To obtain good furniture in desirable price through online bidding
	PL-2	If IKEA i've ever bought the stuff offline in store for a couple times, ya as we know IKEA just like a recreational area. *Kalo IKEA pernah beli offline nya juga dan ke store nya emang udah beberapa kali, ya namanya juga IKEA udah kaya tempat rekreasi gitu kan*	Playfulness	To experience th furniture in a actual setting.
	PL-3	Nice, very nice. So helpful. Visually it is more convenient too, basically feels like playing TheSims. mean with the actual furniture. *Nice sih,nice banget. Membantu sih. Secara visual juga lebih enak,basicly feelnya kaya lu main The Sim sih,maksudnya maksudnya... Tapi dengan actual furniture.*	Playfulness	Tp experience shopping like ina game with sense of escapism

As seen on table 4.3, there are several tasks that most informants have to do before proceeding to purchase. Some of the perceived behavioral control factors promote furniture online shopping, but the others may be a disadvantage of shopping online instead of shopping offline. As shown on code IN-5, comparing prices on the same type of furniture is more easily done by browsing online stores. Whereas, code IN-1 and IN- 4 implies the difficulty of shopping furniture online. As the follow up research, consumers have to go to the offline stores to gain desired information regarding the material used for the furniture, the dimension, availability of ready stock furniture, and what the furniture really looked like. Code IN-2 and IN-3 shows that information on online store websites somewhat helps with information about furniture dimensions and

availability, although not always reliable. Therefore, informants will still need to do further research on their own.

On the other hand, there are several perceived playfulness that intrigue informants to shop furniture which stimulate a more enjoyable shopping experience. Code PL-2 shows a perceived playfulness that can only be obtained by shopping in offline stores. Otherwise, code PL-1 and PL-3 is a factor that can be obtained by furniture online shopping, especially PL-3. The escapism dimensions of perceived playfulness reflect a state of psychological immersion that allows shoppers to temporarily "get away from it all" (Kim, Joo, and Ahn 2017; Mathwick and Rigdon 2004). An immerse VR environment particularly excels at delivering a sense of escapism for its very nature, as it surrounds users with simulated virtual environments and isolates them from the physical world (Steuer 1992).

During the interview, we show informants a video of an VR application and a demonstration of room design application that is used to simulate how a furniture will be placed in a certain room. Code PL-3 shows that informants find it interesting and that it would help them decide what furniture to buy online.

Domain Specific Innovativeness

Shopping furniture online is a new trend. Before furniture online shops, informants browse for furniture in conventional offline stores. As shown in table 4.4 in code DSI-1. During the COVID-19 pandemic, while informants spend more time at home, offline stores have been restricted by regulations to open widely. This may have affected the increase of the number of furniture online shopping, as seen in code DSI-2.

Table 4.4. Domain specific innovativeness of furniture online shopping.

No.		Representative Quotes for Construct: Domain Specific Innovativeness
	DSI-1	I have searched around Pondok Kopi area for furniture vendors. Where they sellteal wood furniture. And the price was quite expensive, right, and the model is very old school. *Gue udah keliling soalnya ke pondok kopi yang tukang furniture disitu. Yang tempa kayu-kayu jati itu loh.Terus harganya kan lumayan kan,terus modelnya old school jati gitu*

	DSI-	so it won't be too necessary to look for (at offline stores) the models or examples and how they actually look like. I would prefer browsing the pictures on like Pinterest so that i would have fully understood what kind of furniture i want. *Jadi ga terlalu butuh nyari-nyari (di toko offline) kira-kira butuh contoh-contoh kaya apa, karena gue lebih seneng justru browsing kaya di pinterest yang kaya gitu-gitu, jadi kalo belanja tuh biasanya udah tau banget mau jenis furniture apa.*
	DSI-	It should be helpful, very helpful. But it comes back to the person, wether or notthey have time to try it or not. *Harusnya bantu ya,bantu banyak. Cuma balik lagi ke orangnya,ada waktu gak buat manfaatin tadi itu.*
	DSI-	So helpful, as long as it can be compatible for Android, iPhone we don't have to use iPad or website. I thought it would be very helpful, so we can access it mobile, if the persons got a high mobility they can access it in the car to arrange the room using this apps. *Ngebantu banget sih,asal ini bisa kompetibel buat Android,iPhone ga harus pakai iPadatau pakai Web gitu. Kayaknya bakal bantu banget,jadi kita bisa misal kalo orangnya mobilitasnya tinggi gitu di mobil bisa ngatur rumah pake aplikasi ini.*

During the interview, we show informants a video or demonstration of 3D visualization of a certain furniture retail store. The adoption of online shopping is a reflection of the innovative characteristics of individuals (Eastlick, 1993). It is expected that someone's domain-specific innovation has a tendency to shop online. This is shown by code DSI- 3 that consumer's ability to understand a certain application of technology in online shopping may affect their willingness to try. But further interview shows that, in code DSI-4, that customer willingness to try can be evoked when there is a certain risk that is reduced. For example, on code DSI-4, informants state that reducing convenience risk by conducting innovation by interface and function can greatly help them shop forfurniture online.

Consumer Trust Towards Brand

Almost all informants that we interviewed mentioned brand as a determining factor in buying furniture on certain online platforms. Some consumers, in particular, face challenges in purchasing products or services online from unknown merchants, especially in terms of trustworthiness and security. Moreover, they cannot actually see or touch the product so that consumers will have difficulty knowing the quality of the product. Trust is a very influential factor in helping consumers deal with perceptions of risk and insecurity (McKnight, Choudhury, & Kacmar, 2002). As shown on table 4.5, upon each activity of purchasing furniture online, consumers acknowledge perceived trust on a certain brand before deciding.

Table 4.5. Consumer trust on furniture online stores

No.		Representative Quotes	Construct
	TR-1	That's why I bought it in IKEA because it's easy to refund and guaranteed. If we want to exchange or refund the products Brand A always serves well. What service that Safe Space can gimme, so I can feel secure shopping here? Iya, itu tadi kenapa aku belanja di IKEA, karena aku tau klaimnya gampang, warranty nya ada, kaya gitu. Terus misalnya aku mau exchange atau refund dan lain-lain itu ada servisnya gitu, kalo disini apa yang bisa d tawarkan agar aku bisa ngerasa aman untuk belanja disini gitu.	On after sales service
	TR-2	If the furnitures, I've ever stay in Australia, I often go to IKEA. So I know IKEA's stuff more or less just like that and also the quality. *Kalo furniture, dulu aku kan pernah di Australi ya, aku kan sering ke IKEA. Jad aku tau barang-barangnya IKEA kurang lebih seperti ini, kualitasnya seperti ini,*	On pre-purchasin
	TR-3	When it comes to payment, it depends on the online store. For a marketplace such as Tokopedia, they have like a joint account, so if something goes wrong, the payment can be refunded. *Sebenernya itu balik lagi ke storenya juga kan, dia sistem pembayaranny kaya gimana, kalo misalnya nanti ada konflik, dia penyelasaiannya gimana. Kalo misalnya engga kan duitnya masih di Tokopedia-nya dan bisa dikembaliin, jadi kaya rekening bersama gitu kan.*	Upon purchasin

Upon purchasing, consumers are more confident if the brand is well-known because there will be less perceived risk; such as a secure online payment system, and accurate availability of stock information. While making decisions on a furniture upon pre- purchasing phase, consumers are more likely to trust brands with showrooms or warehouses because that can provide experience where consumers can try out the furniture before deciding to buy it. After sales service is also another factor that provides consumers more trust on a certain brand; not just a sense of security that their money will come to value, but also a confidence that the brand they have chosen can commit to the after sales service they provide. Therefore, consumer trust is another emerging factor in shaping consumer online shopping behavior upon buying furniture.

DISCUSSIONS

Purchase Intention

To predict consumer behavior, it is necessary to know attitudes, judgments, and internal factors that ultimately lead to purchase intentions (Fishbein and Ajzen, 1977). This

research is in line with the opinion of Pavlou (2003) where online purchase intention can be understood as the extent to which a consumer is willing to shop for a product or pay for services online. Purchasing furniture which is usually done offline now has another option, namely buying furniture online. This is quite common to hear in this era of 4.0, where almost all aspects of life are currently assisted by digital activities and services. But keep in mind, changing from offline to online is not that easy. Retailers not only have to provide sufficient awareness and information to potential buyers, but from the consumer side they also need to do more than usual, namely the desire to learn about the features of digital media. This is shown on the consumer perceived behavioral control section (table 4.3) where consumers could achieve several tasks by doing online research beforehand, and shopped furniture online because of the informativeness of the online site. Playfulness may also positively influence consumers willingness to try shopping furniture online. This leads to the other factor, which is domain specific innovativeness, where shopping furniture online may be well accepted by consumers, as seen on table 4.4.

Although, internal factors may also have influence on consumer online purchase intention but mainly regarding the decision of what furniture to buy and where to buy the desired furniture. Therefore, when purchasing furniture, people generally have many considerations in accordance with their respective ideals. Based on the interview data that we have conducted, the majority of informants make joint deliberations with their partner, spouses or families to purchase furniture. This consideration does not only stop at the pre-purchase process, but also continues during the buying process, the layouting process, up to the maintenance and relayouting process. As said by several of our informants (shown in table 4.2), to buy furniture the most needed is not only the design, but also the approval of their spouses. We also found out that an informant relies on a professional regarding the decision to buy furniture. This also shows that buying furniture sometimes needs certain knowledge and since not all consumers are experts in interior design, they may ask the opinion of a professional when buying furniture online.

Consumer perceived risk, as seen on table 4.1, can also be overcomed by the consumer trust on the brand where they might want to buy furniture online from. Consumers have built up trust first as an antecedent of their perceived risk towards buying furniture online. Acknowledged perceived risk can be negatively associated with trust. But apart from this, online purchase intention is directly influenced by perceived value and

consumer trust. To enrich this assumption, it is necessary to conduct further research on how much influence this has on consumers' purchase intentions.

Furniture Online Shopping Behavior

Purchase behavior has been studied in various marketing fields besides traditional purchasing in physical stores (Nguyen et al., 2016). Following George research in 2004, quoted that online shopping behavior is known as the frequency of consumers making purchases via the internet. Purchasing furniture online may trigger different behavior on consumers that is different from buying furniture offline. They may have to consider shipping costs, installation costs, and visualize the furniture shown on an online store and how they may affect the ambience of the existing room. This is different from buying offline because consumers can actually experience beforehand how the furniture makes them feel in the showroom or offline store. As found in this research upon interview, informants tend to research the desired furniture online, go to the showroom to see the furniture themselves, and return home to proceed with online shopping (ordering and payments). This customer journey is shown on code BEH-1 in the table below. From the statement, it is also possible that perceived risk is a considerable factor in driving this behavior, although perceived informativeness has a role in driving the consumer online purchase intention.

Table 5.1. Consumer Online Shopping Behavior Upon Buying Furniture

No.		Representative Quotes	Construct
	BEH-1	for the expensive furniture, it's preferable to come to the offline store to check for the quality of the furniture. But in the end of the time we did the purchase online because we had to estimate the size of the furniture first. *Untuk pembelian furniture yang mahal, lebih prefer datang ke toko offline untuk mengecek kualitas barang. Namun pembeliannya secara online karena harus mengukur terlebih dahulu.*	Online Shopping Behavior
2	BEH-2	Buying furniture is different, right, compared to buying clothes online when you can just pick whatever you like. But for furniture, you have to consider the dimension, the design, the colour, and so on; to assure that it will fit the whole concept of your room. *Kalo belanja furnitur online kan beda ya sama kita belanja baju yang lo tinggal pilih mana yang lo suka, tapi kalo furniture kan lo harus pertimbangin ukurannya, modelnya, warnanya, dan seterusnya, apakah cocok atau tidak dengan ruangan lo.*	Online Shopping Behavior

3	BEH-3	Sometimes it depends on the traits of the products you look for. For example, furnitures such as sofas and beds tend to be bought offline, while insignificant and functional furnitures tend to be bought online, like maid's bed, chairs, and decorative tables, therefore I think cheaper stuff is more likely to be bought from online stores. Online purchases are likely to have their own risks, so mentally i would anticipate if the products i buy might not last longer than expected. *kadang si tergantung sifat barang yang dicari, kalo misalkan untuk barang furniture yang kayak sofa, tempat tidur itu biasanya si lebih ke beli offline sedangkan yang sifatnya yang tak terlalu urgent atau fungsional itu baru cari online kayak tempat tidur pembantu, kursi, dan meja hiasan dan ya kalo beli online itu biasanya si nyari yang ga mahal. karena kalo beli online kan biasanya ada risiko sendiri, jadinya udah siap menntal aja klo barang yang dibeli mungkin tidak bertahan lama atau tidak sesuai ekspetasi.*	Online Shopping Behavior

Consumers also acknowledge the difference between buying furniture and buying other necessities online, as shown on code BEH-2. This may have been affected by consumer perceived behavioral control on furnitures that are sold online. The perceived informativeness of the online store may positively affect consumer purchase intention. The furniture specification described on the online store may help consumers to see if the furniture fits, and what the materials are.

It is also found in the interview that consumers may still have perceived risk on buying furniture online and made the decision to purchase based on the function and value for money, as shown on code BEH-3. For practitioners, this information may help them realize that consumers may spend their money buying furniture online within a certain budget. The purchase intention may have been affected by consumer trust towards a certain online store brand and also the variation of service. As also mentioned by several informants, after-sales service is also a great matter when buying furniture online. Few informants have mentioned that the furniture they ordered online has defects during shipment, a few also said that it was missing parts that are needed to build the furniture. These cases may rely on the online store's after sales services for the consumer to decide whether they will order again in the same store or not.

This research has suggested the factors that become consumers' considerations which in turn can build online shopping behavior. However, this study does not explain what factors have the most influence on the dimensions of online shopping behavior. Therefore, it would be better if there is further research on this subject in quantitative methods so that it can strengthen the existing theory and contribute to the related knowledge.

Framework

Buying furniture online can be a difficult task for consumers, especially if they don't have proper knowledge of materials and space dimension. Not to mention that furniture prices can be relatively high, therefore needs thorough consideration before deciding to buy a furniture. Figure 6.1 shows the factors that determine consumer's purchase intention towards buying furniture online and also represents the big picture of what perceived values consumers saw when buying furniture online.
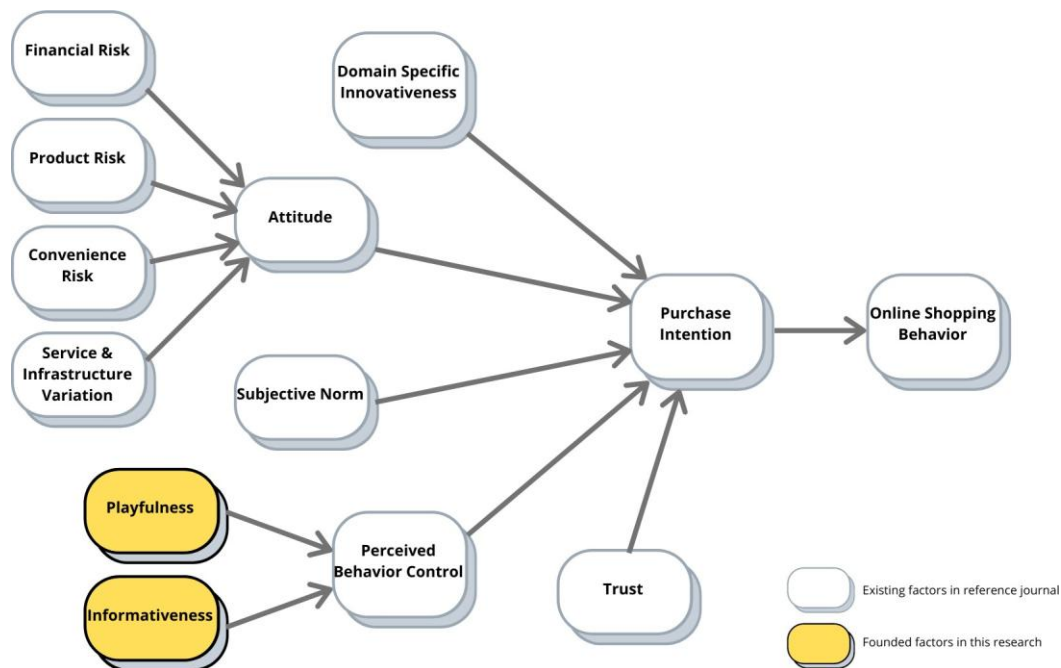

Figure 6.1. Framework of Factors on Online Shopping Behavior upon Buying Furniture

CONCLUSION

As a conclusion, we described each factor and how they influence each other in the above framework (figure 6.1). The framework was based on two reference journals; one journal by Javadi, Mohammad H. M. et al. (2012), and the other from Hong, Ilyoo
B. et al. (2013). The theories that exist in those journals regarding the factors that trigger online furniture purchases are almost entirely found in this study, but there are some additional emerging factors, which is perceived playfulness and perceived informativeness.
The limitation of this research is determining which factor has more influence than the other factors. Which is why our recommendations for the next research might be

validating the emerging factors as explained in the framework to be researched in a quantitative method in order to get to know the considerable factors in online shopping furniture behavior. With the existence of comprehensive research, both qualitative and quantitative, the research related to purchasing furniture online will be more valid and can be used for more extensive knowledge.

Furniture is a growing industry around the world. With the vast improvement of technology, more people choose to shop online nowadays. There will be a very large opportunity for large furniture retailers to improve their online marketplace. Studying the determining factors that affect consumer's purchasing decisions can help furniture retailers to focus on which aspect to improve customer experience in their marketplace.

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