The Effect Of Perceived Benefits In Formatting Male Online Shoppers' Attitude

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Abstract: This study addresses (1) whether the convenience is the multidimensional construct in perceived benefits. (2) whether the price is the multidimensional construct in perceived benefits. (3) whether the product variety is the multidimensional construct in perceived benefits. (4) whether the perceived benefit influence to the attitude towards online shopping. (5) whether the attitude towards online shopping influence on the online purchase intention. The data used in this study is collected from total of 240 respondents who are male and users of 10 most widely used e-commerce in Indonesia. The study reveals that perceived benefits are a multidimensional construct that is reflection in three dimensions, namely convenience, price, and variety product. Second, perceived benefits have a positive relationship to attitudes toward online shopping among men. Third, attitude toward online shopping have a positive relationship to online purchase intention. E-commerce companies' perceived benefits can have a positive influence on consumer's online attitudes.

Keywords: Perceived Benefits, Attitude toward Online Shopping, Online Purchase Intention, e-commerce.

Abstrak: Penelitian ini bertujuan (1) Untuk mengetahui apakah kenyamanan merupakan konstruk multidimensi dalam persepsi manfaat. (2) Untuk mengetahui apakah harga merupakan konstruk multidimensi dalam manfaat yang dirasakan. (3) Untuk mengetahui apakah variasi produk merupakan konstruk multidimensi dalam persepsi manfaat. (4) Untuk mengetahui apakah manfaat yang dirasakan berpengaruh terhadap sikap terhadap belanja online. (5) Untuk mengetahui apakah sikap berbelanja online berpengaruh terhadap niat beli online. Data dalam penelitian ini dikumpulkan dari total 240 responden yang berjenis kelamin laki-laki dan pengguna dari 10 e-commerce terkenal di Indonesia. Pengujian yang dilakukan menemukan *perceived benefit* merupakan konstruk multidimensi yang tercermin dari dimensi kemudahan, harga, dan variasi produk. Hipotesis kedua, ada hubungan positif antara persepsi manfaat dan sikap terhadap belanja online di kalangan pria. Hipotesis ketiga, ada hubungan positif antara sikap terhadap belanja online dan niat membeli online. Hasil penelitian ini memberikan pandangan bahwa persepsi keuntungan perusahaan e-commerce dapat berpengaruh positif terhadap sikap online konsumen.

Kata Kunci: *Perceived Benefits, Attitude toward Online Shopping, Online Purchase Intention, e-commerce.*

INTRODUCTION

The Internet is one of the most significant developments. The internet is a place for someone to communicate, store data, study, work, do business, and many more. In the business sector, electronic commerce is common to consumers and producers because they prefer to trade via the internet. Since the beginning of the emergence of e-commerce, there has been constant growth, expansion of the increasing number of operations, and increased efficiency in trading (Bennett, 2019). Most online consumers are educated people, spend a lot of time on the internet, well-off, and also not so afraid to do online transactions. They are also usually more innovative, impulsive, and also want comfort compared to 'brick and mortar' consumers (Izquierdo, 2018). In Indonesia, the use of the internet has grown and increased very sharply, and the internet has become a means of daily activities in life. Therefore, Indonesia can become a large market for online stores and especially Southeast Asia, with a large enough population, and also a factor in the development of smartphone users that are increasing so that it can help Indonesian people in online shopping transactions (Suleman, 2019). With the development of the internet, it can create popularity in shopping online (Sharifi and Aghazadeh, 2016).
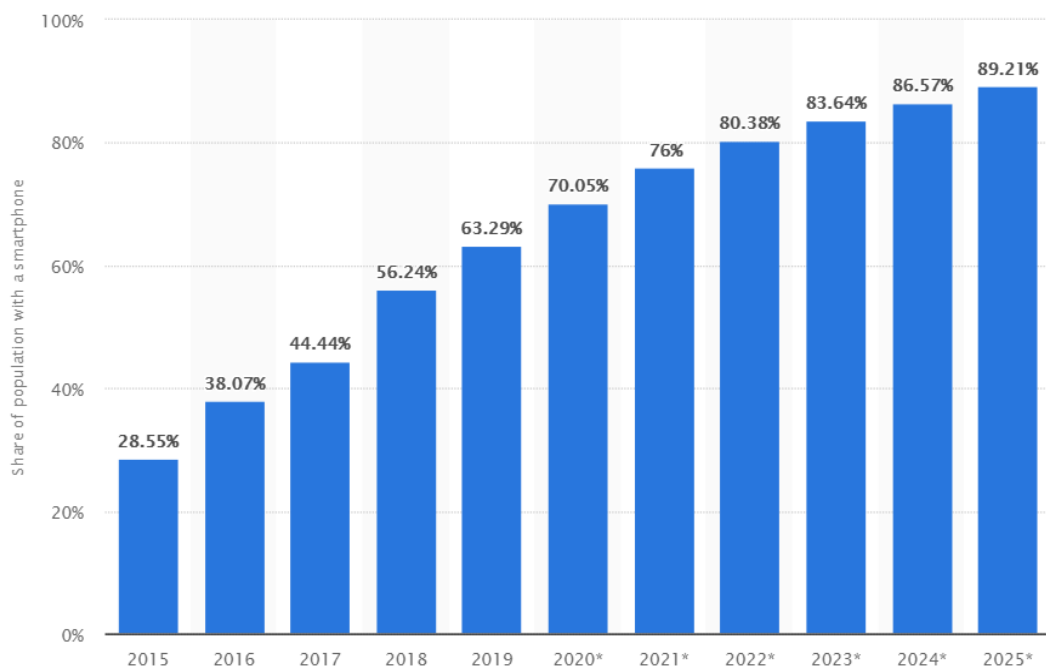

Figure 1. Smartphone penetration rate as a share of the population in Indonesia from 2015 to 2025
Source:https://www.statista.com/statistics/321485 /smartphone-user-penetration-in-indonesia /

Figure 2. Ecommerce Activities in Indonesia (Jan 2020)
Source:https://teknoia.com/data-internet-di-indonesia dan-perilakunya-880c7bc7cd19

Bain & Company research and *Facebook 2020* said that the online shopping sector in Indonesia is predicted to experience 3.7-fold growth US$ 48.3 billion in 2025 compared to US$ 13.1 billion in 2017 (Annur, 2020). It is also said that there are several factors influence the growth of online shopping. The first factor is the increase in purchasing power, especially the middle class. Digital consumers in Indonesia from a total of 64 million or around 34% of the total population in 2017 to 102 million or 53% of the total population in 2018. Second, internet usage is growing. In Indonesia, there are already 70% of internet users. And third, online shopping penetration is not only in big cities but has reached small cities. Because digital payments make it easier for transactions in online shopping. (Annur, 2020) stated that digital payments in 2020 in Southeast Asia will reach US $ 30 billion. The penetration of smartphone users in Indonesia is always increasing every year, it is even predicted that by 2025 it will reach 89.21% of the population in Indonesia (Muller, 2020). In 2020 almost 88% of Indonesians make purchases through smartphones or mobile e-commerce and also e-commerce activities through other platforms (Ramadhan, 2020).

Based on data disclosed by (Jayani, 2019), the growth of e-commerce trends in Indonesia will continue to grow from year to year. In 2017 it was noted that the number of e-commerce users in Indonesia reached 139 million users. Then in 2018, it was said that there was an increase of 10.8% to 154.1 million users. In 2019 the number of e-commerce users increased from the previous year to 168.3 million users. It is predicted by Jayani (2019) that in 2020 the number of e-commerce users will be 181.5 million users. Even in 2023, 212.2 million users can be predicted. The penetration is also predicted in 2023 to

reach 75.3% of the market population. **Figure 3** shows that there are 10 most popular e-commerce sites in Indonesia in the 3rd quarter of 2019. In the first place is Tokopedia with 66 million monthly web visitors. In second place is Shopee with 56 million monthly web visitors and third at Bukalapak with 43 million monthly visitors. But (Jayani, 2019) revealed that there are differences in ratings on the App Store and Playstore. Shopee is ranked first on both application platforms. For second place, Tokopedia on the App Store and Lazada on the Playstore.
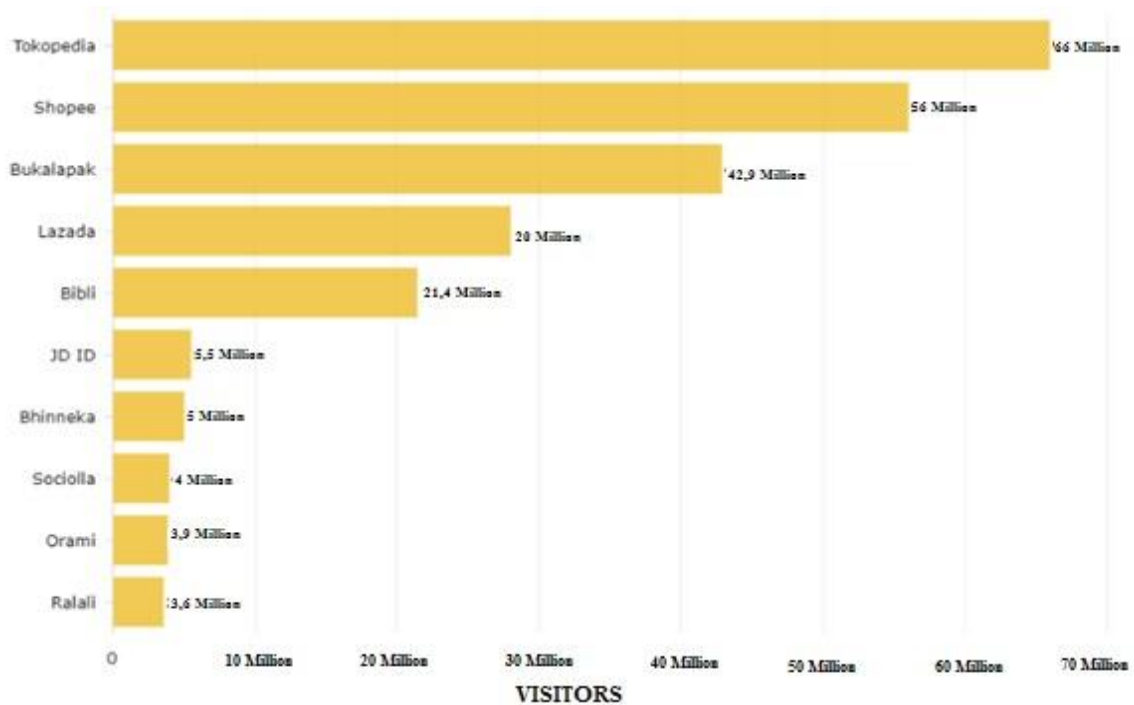

Figure 3. 10 E-Commerce with the Biggest Visitors in Quarter III-2019
Source:https://databoks.katadata.co.id/datapublish/2019/10/22/inilah-10-e-commerce-dengan-pengunjung-terbesar

The latest eIQ report entitled "Uncovering the Value of Indonesia's Top Online Platforms" tries to describe the current state of the e-commerce landscape and online marketplaces in Indonesia. It is said that the perspective of consumers of different sexes between men and women, in general, will have different tendencies. This can be seen in **Figure 4** which illustrates how the comparison of respondents in choosing e-commerce services for each platform is based on gender (Eka, 2018).
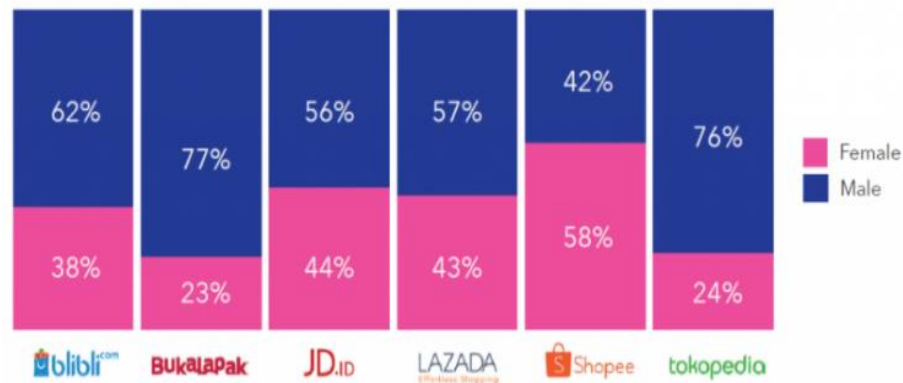
Figure 4. comparison of respondents in choosing e-commerce services based on gender
Source: https://dailysocial.id/post/e-ecommerce-di-indonesia-2018

From **Figure 4** support with issues regarding needs that are much sought after. It can be seen that Shopee is mostly used by female users, this is related to the product category that is sought after by women, namely beauty. Meanwhile, for the daily needs of male users, it can be seen that many tend to make purchases online. The graph in **Figure 5** shows several categories in Indonesia that are typically searched for online shopping depending on gender.
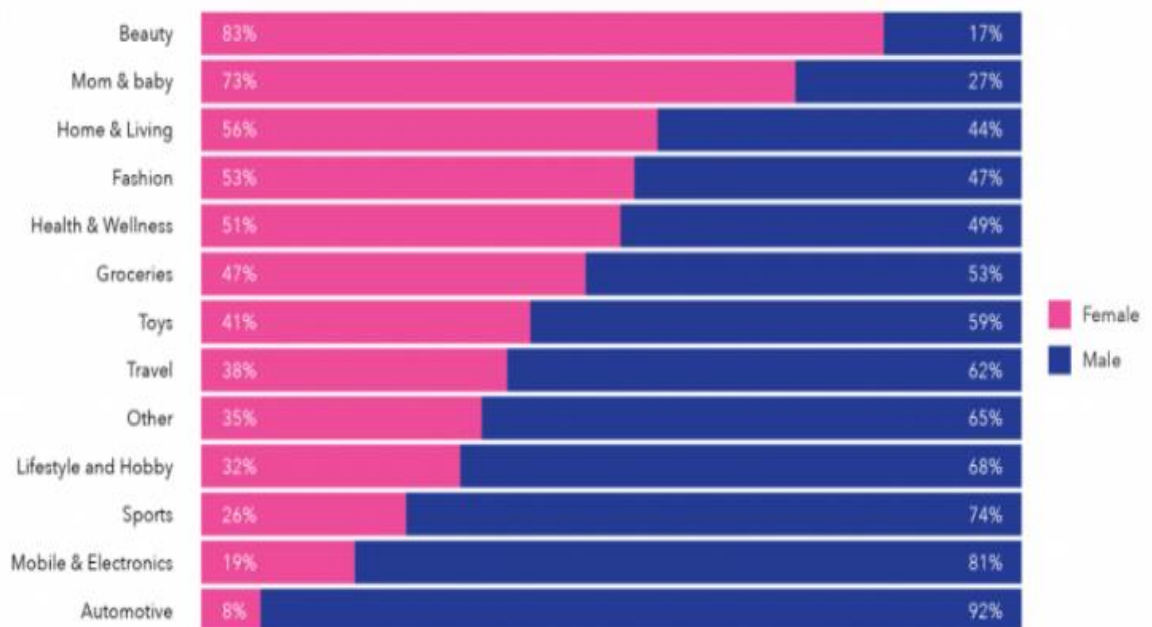

Figure 5. Most popular online shoppers in Indonesia based on gender
Source: https://dailysocial.id/post/e-ecommerce-di-indonesia-2018

With the advent of e-commerce, making someone change the way brands shop. Several factors that influence the shift in customer shopping channels are price, the variety of goods, convenience, and time-saving (Hidayatno et al., 2019). Online shopping can be used as an approach to making some online purchases while at the office, home, or shopping from other countries. This is common in developed countries and even some shops have developed their business websites where consumers can use online services and can make payments via the business website. It is easy to inform people about promotions, special discounts for online shopping, and cash payments on delivery (Ahmed et al., 2017). Buyers can order goods in large quantities at once with one shipping fee for each item purchased and can also save time through one transaction (Sharifi and Aghazadeh, 2016). Price is also an important role in the consumer purchasing process. Said to be important because prices are considered as estimators in consumer purchase decisions, and also prices are used in communicating the quality and value of products to consumers (Büyükdağ et al., 2020). It is said in the context of online shopping, why the price is an important reason in doing online shopping because consumers can compare information obtained from one e-commerce with another. Comparing here is said to be an assessment of what will be obtained from the price offered to consumers (Pramudana and Santika, 2018).

The increasing popularity of online shopping is due to the increasing convenience of shopping online from home as well as the detailed information provided about the products (Bhatti and Ur Rehman, 2020). Before consumers decide to buy a product, of course, it will begin with an intention to buy when consumers want and intend to join in online transactions (Suleman, 2019). Intention can be said to determine the decision for consumers to make a purchase, and usually, the purchase intention is stronger if the consumer benefits from a transaction, but if consumers feel that they are being disadvantaged more, their purchase intention can be weakened or reduced (Disa and Kesuma, 2017). It is said that the perception of benefits is considered as a consumer assessment of the information benefits of a product that is needed and felt when shopping at a web-based store (Basyar and Sanaji, 2018). The value of customer perception is known to be the most critical determinant when consumers will decide to make a purchase, where "the overall assessment of consumers of the utility of a product or service, is determined by consumers' perceptions of what is received and given". If the benefits provided to consumers exceed the perceived costs, then the consumer will assume the item has a positive value (Peng et al., 2019). So if the information provided to consumers is doubtful or unsatisfactory due to inadequate information, especially when you want to make an online purchase that you cannot see the physical product directly, it will certainly make consumers' intention to purchase online will decrease (Disa and Kesuma, 2017).

The role of consumer behaviour has an important position when individuals or groups choose, buy, evaluate, and use a product and service (Bhatti and Ur Rehman, 2020). Of course, offline shopping and online shopping each have their advantages and disadvantages from the point of view of the consumer (Suleman, 2019). Attitude is a tendency in the response given by someone to an object consistently either in feelings of liking or feelings of dislike (Sianadewi et al., 2017). It can be said that consumer attitudes are evaluations, emotional feelings, and the tendency to do things that are beneficial or unprofitable and last for someone to a certain object or idea (Engriani and Novaris, 2020). The potential for online purchases can be influenced by consumer attitudes towards online

shopping. Consumer attitudes are intended as positive or negative feelings of consumers related to the achievement of buying behaviour on the internet (Kaur & Thakur, 2019). In the last few decades, there have been several studies that analysed the relationship between consumer attitude and purchase intention with e-commerce, but very few have discussed the relationship between dimensions of perceived benefits such as price, convenience, and product variants on consumer attitudes which can be seen in **Table 1**. Even though the factors of perceived benefits can be said to be one of the reasons for deciding customer purchases, especially online purchasing. Therefore, researchers are interested in conducting this research by using the influence of the role of perceived benefit in formation of consumer attitudes in online shopping. **Table 1** shows similar research conducted in the last few years.

Table 1. Similar research in a decade

The Researcher	CO	PR	VP	PB	AOS	OPI
Arora & Aggarwal (2018)	✓	✓	✓	✓	✓	✓
Pham et al. (2018)	✓					
Bhatti & Ur Rehman (2020)	✓		✓	✓	✓	✓
Basyar & Sanaji (2018)				✓		
Singh & Srivastava (2018)			✓		✓	✓
Raman (2019)	✓				✓	✓
Kaur & Thakur (2019)					✓	✓
Suleman (2019)					✓	✓
Ahmed et al. (2017)				✓		

Source: Made for this research (2020)

Explanation:
CO = Convenience   VP = Variety Product
PB = Perceive Benefits   OPI = Online Purchase Intentions
PR = Price
AOS   = Attitude toward online Shopping

(Arora and Aggarwal's, 2018), expressed that sex assumes a significant function in impacting on the online shopper conduct. It was also revealed that there are still problems regarding the formation of customer attitudes in deciding online purchase intentions. Previous research conducted by (Arora and Aggarwal, 2018) had limitations because researchers only saw from the point of view of women's attitudes and did not see men's point of view either. Past exploration expressed that sexual orientation assumes a significant function in impacting on the web purchaser conduct. It is additionally expressed in the exploration hole that ladies discover shopping in-store more alluring and fun contrasted with online based shopping. According to (See-To et al., 2014), that lady's influence the image positively on store shopping and shopping catalogues compared to men. A study by (Khare and Rakesh, 2011) said, that male understudies are a more uplifting disposition toward online based shopping than female understudies in India.

According to (Sarkar, 2015), it is said that women involve more emotionally and psychologically in the buying process, while men are more towards efficiency and comfort in obtaining the purchase results. Women are more towards enjoying their shopping

therefore their shopping trips are quite fantastic. Just focuses on results to get to the real thing with the effort. In research (Asih and Pratomo, 2018), women prefer to purchase various goods simultaneously or at the same time. Women are also said to often buy things for themselves and their families at the same time. Because it said that women influence the family where it is said that 74% of families in Indonesia leave financial matters to women who are considered as financial directors in the family so that purchasing decisions in a family depend on women (Revita, 2016). According to women's point of view, going shopping is considered an activity because they enjoy it (Asih and Pratomo, 2018). Female shoppers perceive shopping as a stress reliever that does this activity in a relaxed and time-consuming manner (Asih and Pratomo, 2018). However, data was found that it turns out that in Indonesia the number of male shoppers is higher than female shoppers for online shopping. The number of male shoppers in Indonesia has an average of 62% compared to female shoppers who have an average of 38% in the use of e-commerce which can be seen in detail in **Table 5** and the average figure is 56% for male online shoppers and an average of 43 % for female online shoppers in fulfilling the needs of each category can be seen in **Table 6**. It was also disclosed that men show greater trust in internet (Sarkar, 2015). Besides, (Arora and Aggarwal, 2018) conducted this research on the Indian state. Although India is likely to have the same characteristics and ways of offering e-commerce transactions, it is not certain that the results of their research can be guaranteed to be applicable in developing Asian countries or other developed ones. Besides, it is also said that the Indian state, which on average conducts e-commerce transactions via computers, rarely uses smartphones because there is rarely mobile commerce there. Previous research also advised that it is necessary to specifically research web commerce or mobile commerce. This research expands the scope of existing previous research. Therefore, this research will research and discuss mobile commerce and web commerce.

(Arora and Aggarwal, 2018) stated that changes in customer attitudes will always differ from time to time due to technological developments. Indonesia is quite familiar with smartphones to make transactions. The smartphones that have been connected in Indonesia have reached 63.29% of the population in 2019 and predicted in 2020 will be reach 70,025% (Muller, 2020). In 2018, Indonesian male consumers were more dominant in making transactions in online shopping. Therefore, researchers are interested in developing this research by examine male gender as a sample of this study and also examining the state of Indonesia as an object to be investigated. This study limits only 10 online shops that have the most visitors in Indonesia based on **Figure 3**. The purpose of this study is (1) To find out whether the convenience is the multidimensional construct in perceived benefits. (2) To find out whether the price is the multidimensional construct in perceived benefits. (3) To find out whether the product variety is the multidimensional construct in perceived benefits. (4) To find out whether the perceived benefit influence to the attitude towards online shopping. (5) To find out whether the attitude towards online shopping influence to the online purchase intention.

THEORETICAL REVIEW

Convenience. Convenience is defined as the ease of shopping and efficient shopping experience (Mahapatra, 2017). Ease of use of tools to increase the daily activities of

individuals and which can make it possible to complete shopping easily, saving time and effort needed when shopping (Ahuja and Khazanchi, 2016). Because consumers minimize their time to shop and do more other businesses, a desire for convenience grows and therefore they turn their attention to online shopping (Duarte et al., 2018). According to (Clemes et al., 2014), when consumers get utilitarian value from efficient and timely transactions, saving time and effort will positively influence consumers' online purchase intentions. The convenience factor is said to be one of the main factors for consumers in online shopping. Due to the development of e-commerce, the level of convenience is increasingly being improved in finding, selecting, and sending products that are efficient in the hands of consumers to make consumers feel more comfortable in making purchases (Ma'ruf, 2018). Convenience is additionally characterized because of joy and bliss in the internet shopping experience, not when the shopping cycle is finished. In the event that customers experience delight and incitement during their shopping experience, they are probably going to make further conduct shopping moves, for example, further looking, spontaneous buys, and looking for additional items and classifications (Mahkota, 2014).

Price. Price can be interpreted as the amount of money charged for a product or service, with this amount that is exchanged by consumers to get the benefits offered by using the product or service (Jayanti, 2015). Price can also be considered as the main major predictor of customer choice and is also considered a monetary sacrifice in obtaining a product or product quality. The product category most recognized in the context of internet shopping involves' low touch and 'no-touch' service (Kim et al., 2012). It is said that generally online consumers will seek pricing information from different retailers for the same product which can make a profitable economic decision (Clemes et al., 2014). Price is one of the information for a product. Often some customers do not buy products from sellers who put the lowest prices, especially online because of concerns about the quality of the products that will be received as poor quality (Lee, 2014). In the marketing perspective, the term price is defined as the amount of money (monetary unit) and other aspects (non-monetary) that contain utility in a particular use required to obtain a service. It is also said that the price paid by the buyer is a service provided by the seller (Ilyas, 2018).

Variety Product. Variety product is defined as a separate part in a brand or product area that is differentiated by size, price, appearance, or other characteristics (Kotler, 2009; Pradwika and Hadi, 2018). With so many kinds of product choices that will lead to comparisons, then the best decision will take to make a purchase (Clemes et al., 2014). Product variation can be said to be a company strategy by diversifying its products so that consumers get the products they want and need (Faradisa et al., 2019). By developing products that are varied with the quality of the quality so that it creates an expectation of consumer interest to consume them as a form of business in meeting the needs of consumers' lives. Consumers will be attracted to a variety of products that affect sales volume (Rahmawaty, 2015). Product variety has a broad meaning not only in terms of product types and product lines but also concerning quality, design, shape, brand, packaging, size, service, guarantee, and returns that the company needs to pay attention to properly and carefully on diversity (variations) of the resulting product as a whole. This

means that the products produced are increasingly varied, the more the company will serve in various kinds of targeted consumer needs (Isqo, 2015).

Perceived Benefits. Perceived benefits are defined as the needs or desires of consumers which are said to be the amount of profit or satisfaction of online shopping (Hsu, 2012). The perceived benefits of purchasing are always applied to shopping behaviour and in particular to individual perceptions of the results rather than the benefits that can provide satisfaction in the act of shopping (Tingchi Liu et al., 2013). Perceived benefits can be said as consumers' beliefs about how they can get better because they transact online with certain websites. Perceived benefits are how deep a person believes that the use of technology can improve job performance (Wahyuningtyas and Widiastuti, 2017). When someone accesses an online shopping site, that person certainly wants to get benefits. As it can provide the most efficient time possible because with fast website access, it can make it easier for consumers to purchase products, and it can be used to carry out an activity (Faradila and Soesanto, 2016).

Attitude towards Online Shopping. Attitude is defined as an expression of feelings within an individual that can describe someone happy or displeased, like or dislike, agree or disagree with an object (Ma'ruf, 2018). It is said that a person's attitude is the result of a psychological process, it can be said that the attitude of a person cannot be directly observed but must be inferred from what that person said or did (Dewi & Sri Ardani, 2016). Attitude can be said to tend to behave nicely or unpleasantly towards a product, service, or some other method of trading (Hsu, 2012). Attitude can also be said to be a person's reflection on an object that can affect their behaviours towards that object. Attitudes are formed with two components in it, namely beliefs caused by certain behaviours and evaluation of consequences. The beliefs that result from certain behaviours address certain aspects of behavioural knowledge. If it is related to purchasing behaviours using an online shop, the belief component discusses knowledge about: the importance of price when shopping online; The importance of reliable service when shopping online; and the importance of friendly service when shopping online (Dwipayani and Rahyuda, 2016). The attitude of someone who shopping online also a response from someone to the purchase transaction activity. This response can be beneficial or even detrimental (Widiyanto and Prasilowati, 2015).

Online Purchase Intention. According to (Mowen, 2007), purchase intention is defined as determining which of the buyers to take action such as when purchasing a product and service. This intention is a combination of consumers' trust and attitudes towards products and services (Ariyanti and Iriani, 2014). Consumer purchase intentions also can be influenced by many factors including brand recognition, product attributes, customer reviews, advertisements, consumer attitudes, and product knowledge (Aggarwal et al., 2020). Intention comes from psychology and is considered as a kind of motivation for someone who can accurately predict individual behaviour (Ajzen and Driver, 1991; Eagly and Chaiken, 1993; Zhong et al., 2020)). Therefore, purchase intention is a determining factor for determining consumer buying behaviour. (Fishbein and Ajzen, 1975) first advocated purchase intention, which refers to the intention of consumers to buy certain products or services (Zhong et al., 2020). Individuals who get information about an online

site that makes them feel attractive to themselves do something related to that online site that arouses their sense of interest, this is known as an online purchase intention. Consumers who have a sense of intention to purchase online in a shopping site environment will determine the strength of the intention that exists in consumers to make purchases based on their behaviours via the internet (Rekarti and Hertina, 2014).

Theory of reasoned Action (TPA) and Theory of Planned Behaviour (TPB). Based on the theory of reasoned action (TRA), declares that information or belief that looks prominently can influence subsequent intentions and behaviour through subjective attitudes and norms. Attitudes in TRA, equated with beliefs in attitudes that conduct behaviour lead to certain outcomes, are burdened by evaluating the desires of those results (Teo and van Schaik, 2012; Mishra et al., 2014).

Attitudes toward a behaviour can be determined by a set of beliefs and accessible behaviour that links the behaviour with various outcomes and other attributes (Sun et al., 2020). (Fishbein and Ajzen, 1975) say that subjective norms have a relationship with normative beliefs that someone obeys the expectations of others, such as one's family or friends, supervisors, or society in general. The intention is the determination to act in a certain way. And also, the intention in the attitude-behaviour relationship can be influenced by the level of effort needed to practice the behaviour (Bagozzi et al., 1990; Mishra et al., 2014). The behaviour is connected with being the reason for deciding to do something in accordance with the attitudes or perceptions that exist in a person's actual beliefs or behaviour.

Theory of Planned Behaviour (TPB) is executed when a researcher aims to acknowledge the intention or decision making of consumers. The TPB has been used in numerous studies as a systematic framework to discover factors that affect an individual's behaviour (Shin et al., 2020). Human behaviour is difficult and complex to understand but can be described with extreme concern for biological and environmental factors in behaviour. Therefore, social attitudes and personality characteristics impersonate a large role in explaining human behaviour (Kassim et al., 2019). Actually, the variables are the same with TRA, but make it that different is add the last one variable is perceived behaviour.

The first variable is Attitude. Attitude is when someone evaluates their interest behaviour, good or bad. Then, Subjective Norms are a belief for individuals to perform a given behaviour as expected by significant others (Ajzen, 2012; Kassim et al., 2019). Others significant refer to a group of people who can influence one's intention in making decisions. In addition, norms and subjective attitudes are independent. Finally, Perception Behaviour Control is a perception of the ease or difficulty of someone to engage in interesting behaviour (Kassim et al., 2019). Perceived control of behaviour affects actual behaviour directly when the behaviour is not rather under individual control (Shin et al., 2020).

Hypothesis Development

Perceived Benefits and the Multidimensional (Convenience, Price, Variety Product). According to (Sheth, 1983), in the traditional retail format, some factors that can be understood as related to personal determinants of spending which are influenced by

functional and non-functional motives. Functional motives are related to utilitarianism, such as convenience, variety, and quality of merchandise, and prices, then non-functional motives (hedonic) relate to social and emotional which can be related to an interesting and enjoyable shopping experience (Forsythe et al., 2006; Tingchi Liu et al., 2013). In terms online shopping according to (Eastin, 2002), that the advantages or benefits of e-commerce are economic benefits, saving time, and overall convenience. It can be said that the benefits felt from a utilitarian point of view in terms of convenience and time savings are that online shopping offers consumers an opportunity to purchase products and services without time limits anytime and anywhere. Beside, online shopping can make consumers enjoy browsing, looking for information, and being able to compare prices comfortably without the pressure of buying (Al-Debei et al., 2015). It was said in previous research that perceived benefits has supported to composed multidimensional construct, one of the construct is convenience (Arora and Aggarwal, 2018).

It is said that from the consumer's point of view, price is always used as an indicator of value when the price is associated with the perceived benefits of a good or service. Value is defined as a measure of the ratio between perceived benefits to price (Mega T. and Harsono, 2013). If the benefits felt by consumers increase, the value of the product will also increase. Likewise, when associated with a certain price level, the value of a good and service will increase followed by an increase in the benefits felt to adjust (Purnamasari, 2015). The value offered by the product can create price perceptions that can influence customer buying behaviour through total profits. It can be said that when the price of a product is considered reasonable for consumers, consumers can experience greater benefits and also affect the increased purchase intention (Büyükdağ et al., 2020). It was said in previous research that perceived benefits has supported to composed multidimensional construct, one of the construct is price (Arora and Aggarwal, 2018).

Discussed in the literature that the perceived benefits are the extent to which consumers believe that online shopping can improve their transaction performance. It can be argued that the individual can make it possible to carry out further use at a time when that use is deemed useful. It can be said, that perceived benefits can be said that when the buyer thinks that communicating with the site is easy, to find goods, and pay on the web (Trisnawati et al., 2012). Some things have been discussed regarding several product classifications in the context of online retail (Alba et al., 1997; Klein, 1998; Peterson et al., 1997). According to (Nelson, 1974), products are divided into two categories: search and experience of product. "Search product" are things that are assessed dependent on accessible information prior to making a buy, while "experience products" are close to home inclusion and involvement in the item (Singh and Srivastava, 2018). Online customers are isolated into four, specifically purchaser's dependent on saw advantages and comfort shopping intentions, assortment searchers, adjusted purchasers, and store-arranged purchasers. For an assortment of searchers, they will be propelled by different elective retailers and brands via web-based media or social media. It is said that when items figure out more subcategories in the determination menu, purchasers will feel that the site offers a more noteworthy assortment of items and experience more prominent shopping delight and can improve their attitude towards online stores (Trisnawati et al., 2012). It was said in previous research that perceived benefits has supported to composed multidimensional construct, one of the construct is product variety (Arora and Aggarwal, 2018).

Therefore, this study tries to examine that perceived benefits in terms of convenience, price, variety product, and is formulated in the following hypothesis:

H1: Perceived Benefits is a multidimensional construct that reflected in three dimensions, namely convenience, price and variety product.

Perceived Benefits and Attitude toward Online Shopping. It was stated earlier that there are two factors in the traditional format that can influence a person in influencing expenses, namely functional motives and non-functional motives. Being functional is related to utilitarian (convenience, variety and quality of merchandise, and prices and non-functional is related to hedonism (social, emotion, experience shopping) (Tingchi Liu et al., 2013). It is explained by (Forsythe et al., 2006) that the perceived benefits are proposed in three main benefits related to online purchases, namely, price benefits, convenience benefits, and entertainment benefits. In the context of the online system shop, it will be related to convenience where consumers are not obliged to buy existing products and only see the products offered. This is related to low costs and savings for consumers because it is said that the attitude of consumers in online shopping in opening a website is not only looking for one site, but several sites to compare prices, look for discounts and look for products that match what they want (Ardhiyansyah and Nugroho, 2020). Increasing the more benefits that are felt on a particular website, the more likely it is that consumers will have a good attitude towards online shopping (Al-Debei et al., 2015). It was said in previous research that perceived benefit has positive influence on attitude towards online shopping (Arora and Aggarwal, 2018). Therefore, this study tries to examine that perceived benefit affect the attitude toward online shopping, and is formulated in the following hypothesis:

H2: Perceived benefits has positive influence on attitude towards online shopping among male Attitude towards Online Shopping and Online

Attitude towards Online Shopping and Purchase Intention. Attitude is an important factor that can influence consumers in the decision to make purchases. In the context of marketing, attitudes can be said to describe consumer feelings as reflected in their behaviours related to marketing objects such as products, brands, advertising prices, packaging, use, and also the media (Agustina et al., 2016). Based on the literature on the theory of reasoned action (TRA), it can be said that intention is a determination to act in a certain way. In the attitude-behaviour relationship, the intention is influenced by the level of effort required to practice the behaviour (Bagozzi et al., 1990; Mishra et al., 2014). Attitude is a set of beliefs about a certain object or action which can be translated into an intention to take action (Schwartz, 1992; Mishra et al., 2014). (Ajzen and Fishbein, 1980) stated that the more positive a person's attitude towards a particular behaviour is, the higher the intention for that behaviour. (Järvenpää and Tractinsky, 1999) say that if you give a good attitude towards internet shops, the desire of consumers to buy from these internet shops will increase (Tingchi Liu et al., 2013). It was said in previous research that attitude toward online shopping has positive influence on online purchase intention (Arora and Aggarwal, 2018). Therefore, this study tries to examine that attitude towards online affect the purchase intention, and is formulated in the following hypothesis:

H3: Attitude toward online shopping has positive influence on online purchase intention.

Research Framework. This research model was replicated from Arora & Aggarwal (2018) and illustrated as shown in Figure 7.
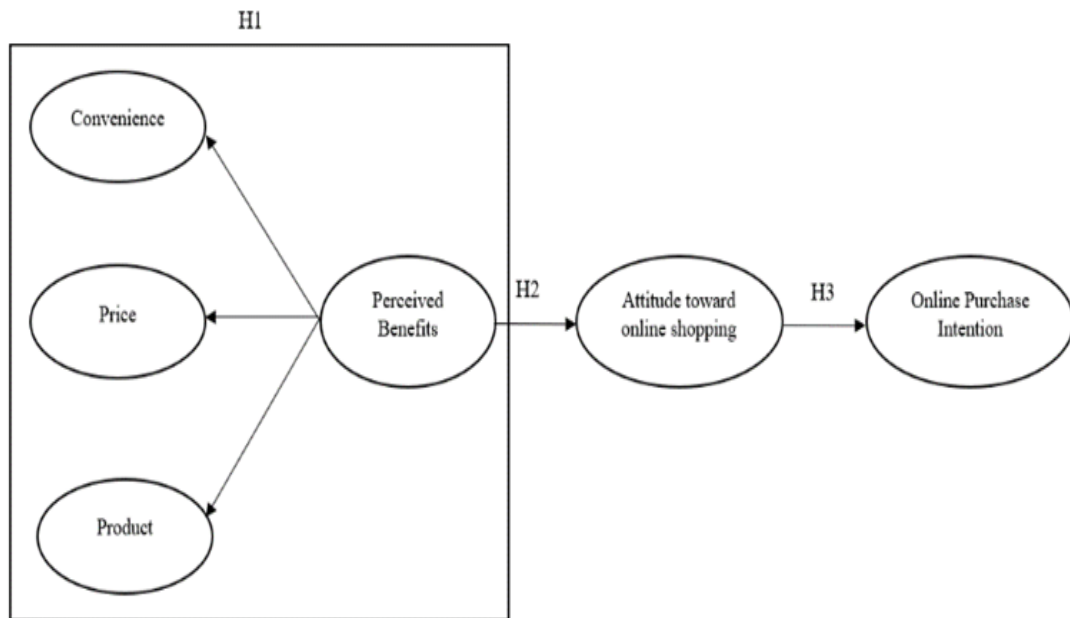

Figure 7. Research Framework

METHODS

The type of research used by researchers for this research is quantitative research. In this study, the population chosen by the researchers is population of Indonesian people who are male who have or used to shop online with several e-commerce that they know or use is shown in **Figure 4**. The sample chosen by the researchers in this study is a portion of the population of Indonesian people who are male who have or used to shop online with several e-commerce that they know or use is shown in **Figure 4**. The researcher chose to use non-probability sampling with a convenience sampling and snowball sampling as technique as sampling in this study. To obtain information based on ease and also for the distribution of the questionnaire to be expanded to obtain samples. Based on Raykov & Marcoulides (2006), the number of samples is determined based on where the good sample size is calculated based on the number of indicators multiplied by 10, so the sample needed is 240 because there are 24 total indicators multiplied by 10.

Researchers will use google form and will be shared via social media in the hope of reaching respondents from areas that depend by sample that have been determined. The method of analysis of this research uses the Analysis Moment of Structural-Structural Equation Modeling (AMOS-SEM) using the AMOS 24 software tool.

RESULTS AND DISCUSSION

Descriptive Statistic. In data management for descriptive statistics using Smart PLS. this study has the largest scale, namely 5, and the smallest scale, namely 1. The *Attitude toward Online Shopping variable which has 4 indicators* (initially it has 5 indicators but because the pre-test 1 indicator is invalid than not included) shows the mean average is 3.84, which can be said that respondents tend to answer somewhat agree. The *Convenience variable which has 4 indicators* shows the mean average of 4.37, which can be said that respondents tend to agree. The *Online Purchase Intention variable which has 4 indicators* shows the mean average of 3.98, which can be said that respondents tend to answer somewhat agree. In the *Perceived Benefits variable which has 4 indicators*, it shows the average mean is 4.23, which can be said that respondents tend to agree. The *Price variable which has 3 indicators (initially it has 4 indicators* but because the pre-test 1 indicator is invalid it is not included) shows the mean average is 4.01, which can be said that respondents tend to answer agree. The *Variety Product variable which has 3 indicators* shows the mean average of 4.32, which can be said that respondents tend to agree. This study has a standard deviation ranging from 0.658-1.041 which shows how far the data spread on the indicators.

CFA. Based on Ghozali (2017), Confirmatory Factor Analysis (CFA) is formed to test the multidimensional theoretical construct. The CFA is divided into two, namely, first order and second order. In this study, a second-order will be used to test the multidimensionality of perceived benefits which consists of 3 factors, namely, convenience, price, and product variety (exogenous variable) and first-order will be used for test validity of exogenous variable and endogenous variable (attitude toward online shopping and online purchase intentions).

Table 2. Model fit of CFA

	Exogenous	**Endogenous**
GFI	0.931	0.933
AGFI	0.882	0.873
TLI	0.929	0.930
NFI	0.922	0.938
PNFI	0.656	0.636
RMSEA	0.082	0.107

Source: Data Analysis by AMOS 24

Based on **Table 2**, it can be concluded that the research can still be continued because the results of GFI, AGFI, TLI, NFI, PNFI, and RMSEA are still considered good models and reach an average of 90% (Ghozali, 2017).

Table 3. Regression Weights of CFA

			Estimate	S.E.	C.R.	P
CO	<---	PB	0.448	0.051	8.822	***
PR	<---	PB	0.582	0.067	8.634	***
VP	<---	PB	0.511	0.054	9.526	***

Source: Data Analysis by AMOS 24

The results in **Table 3** show that Convenience, Price, and Product Variety are dimensions of Perceived Benefits because all elements of the 3 dimensions are significant at p value = 0.000 (***). According to **Table 3**, all critical ratios (C.R) on significant indicators because their values are above 1.96 (Ghozali, 2017).

Hypothesis Results

Table 4. Regression Weights for Hypothesis

			Estimate	S.E.	C.R.	P
AOS	<---	PB	0.527	0.054	9.807	***
CO	<---	PB	0.429	0.053	8.043	***
PR	<---	PB	0.548	0.053	10.25	***
VP	<---	PB	0.525	0.048	10.867	***
OPI	<---	AOS	0.973	0.079	12.31	***

Source: Data Analysis by AMOS 24

Hypothesis results are based on regression weights results that have been revised (final result). The results will be seen from the Critical Ratio (C.R) value with a recommended value > 1.96 (Ghozali, 2017). The following are the results of the final regression weights that are adjusted to the hypothesis that has been proposed in **Table 4.**

Based on the results of data management in **Table 4**, the three dimensions have a Critical Ratio value that meets the recommended value, namely > 1.96 and has a p-value of 0.000 which is marked with ***. It can be said that this study, shows that *perceived benefits* is a multidimensional construct that reflected in three dimensions, namely *convenience, price, and variety product* which can also be said that the first hypothesis (H1) is accepted. Based on the results of data management in **Table 4,** the C.R value for *perceived benefits* towards *attitude towards online shopping* has a C.R of 9.807. This value has a Critical Ratio value that meets the recommended value, namely > 1.96 and has a p-value of 0.000 which is marked with ***. It can be said that this study, shows that *perceived benefits* have a positive effect on *attitude toward online shopping* among men which can also be said that the second hypothesis (H2) is accepted. Based on the results of data management in **Table 4,** the C.R value in *attitude toward online shopping* to *online purchase intention* has a C.R of 12.31. This value has a Critical Ratio value that meets the recommended value, namely> 1.96 and has a p-value of 0.000 which is marked with ***. It can be said that in this study, *attitude toward online shopping* has a positive effect on *online purchase intention* which can also be said that the third hypothesis (H3) is accepted.

CONCLUSION

Based on the results of processing respondent data using AMOS 24, there are three (3) hypotheses proposed and the results state that the three hypotheses are supported. In this study, the authors tested perceived benefits as a multidimensional construct consisting or reflected from three dimensions, namely, convenience, price, product variety, the relationship between perceived benefits and attitude toward online shopping, and the relationship between attitude toward online shopping and online purchase intention. In this

study, it shows that the results obtained are the same as previous studies that the *perceived benefits* that are reflected in 3 dimensions, namely, *convenience*, *price*, *product variety* have a positive effect on the *attitude of male online shoppers* in Indonesia. Also, relationship between attitude toward online shopping and online purchase intention had a positive influence for male online shoppers' portion of Indonesian.

This research still cannot be said to be perfect and can still be developed again because there are things that have not been resolved at the time of the compilation of this research. It is hoped that for the next research, by knowing the limitations of this study, further research can be carried out better than previous studies. Next researchers can replace female shoppers. Besides, researchers can also use these subjects to examine the comparison between female shoppers and male shoppers. Although this study is based on previous research that examined female shoppers, the results will certainly be different because this study examines female shoppers in India, which of course have different characteristics from Indonesian society or in any other country. It is hoped that the next researcher will be able to research with more specific area information so that it will not be difficult when researching the data that has been collected. Researchers can add variables that support the theory in this study, especially the variable perceived benefits. Future studies can compare e-commerce companies most often used by men and women specifically.

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