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CROSS CHANNEL FREE RIDING INTENTION: THE ROLE OF MULTICHANNEL SELF-EFFICACY IN GENDER PERSPECTIVE (STUDY ON INDONESIAN CONSUMERS)

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Abstract

The internet has changed the entire retail industry in Indonesia. More consumers are taking advantage of this development, shopping whenever they want and easily switching between online and offline channels. There is also a tendency of consumers to use one channel to search product information and use other channels for purchasing not necessarily from the same company, in order to maximize their satisfaction. This indicates the cross-channel free-riding which is switching between channels and also between companies, whereas consumers often process the disbursement of product information from an online store but make purchases in other offline stores. Furthermore, related to the use of technology/channels, there are different motivation in using channels for shopping between gender.

The purpose of this study is to determine the role of Multichannel Self-Efficacy in shaping Cross Channel Free Riding Intention from a gender perspective (Study on Indonesian consumers). The population of this study is Indonesian consumers who are actively using the internet and have sought information about products or services online. The sampling technique used is a non-probability sampling with a purposive technique of 388 respondents.

The results of the study show that there is a significant influence between internet experience and vicarious experience on multichannel self-efficacy, both for male and female consumers. However, interesting results are shown in this study, where the role of multichannel self-efficacy in forming Cross Channel Free Riding, and the role of multichannel self-efficacy as a mediator only applies to female consumers.

Keywords: Cross-Channel Free Riding Intention, Gender, Multi Group Analysis, PLS-SEM, Indonesia.