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THE INFLUENCE OF PRODUCT PRESENTATION IN ONLINE FASHION RETAIL ON PURCHASE DECISIONS WITH SHOPPING LIFESTYLE AS A MODERATING VARIABLE

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Abstract

This study aims to analyze the influence of product presentation in online fashion retail on purchase decisions, with shopping lifestyle as a moderating variable. Data were collected from 205 respondents through a survey and analyzed using Structural Equation Modeling (SEM) version 26 to examine both direct and moderating effects. The analysis results show that coordinated product presentation (C.R. = 7.695; P = 0.000) and separated product presentation (C.R. = 5.716; P = 0.000) positively and significantly effect on purchase decisions. Additionally, the shopping lifestyle was found to moderate the effect of coordinated product presentation on purchase decisions (C.R. = 4.697; P = 0.000) and the impact of separated product presentation on purchase decisions (C.R. = 5.591; P = 0.000), where a more active shopping lifestyle strengthens the relationship between product presentation and purchase decision.

Keywords: Product Presentation, Shopping Lifestyle, Purchase Decision

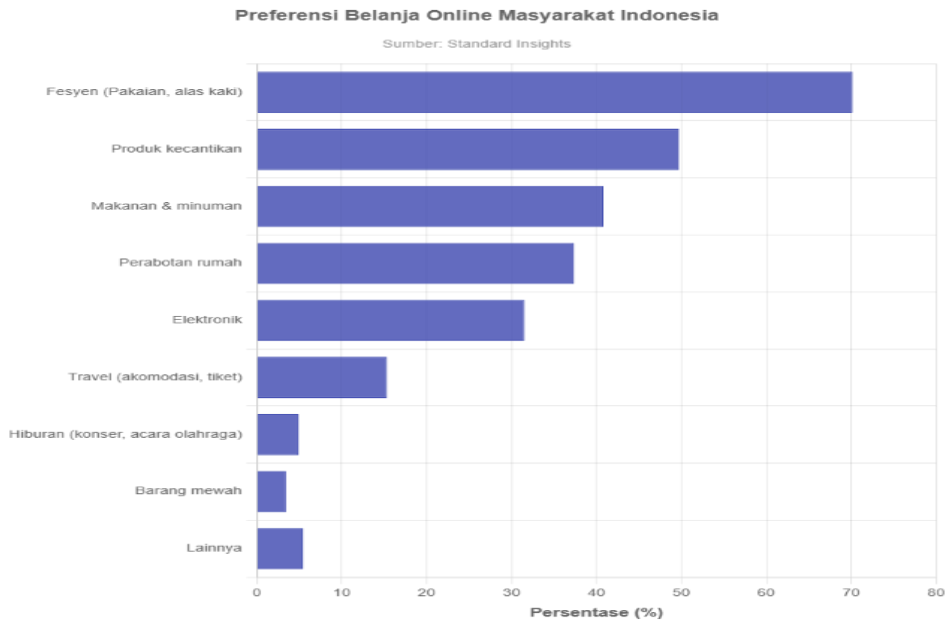
INTRODUCTION

The continuously evolving trends in fashion create a unique dynamic in consumer behavior. These trends are not only influenced by seasonal changes or the popularity of certain styles but also by consumers' desire to remain fashionable and keep up with new tastes that change over time (Blumer, 2017). As a result, many consumers strive to constantly adapt to the latest trends. Today, consumers not only seek a stylish appearance but also aim to express their personal identity through their clothing choices (Efremov et al., 2022).

Essentially, fashion is a form of self-expression used by individuals to showcase their personality and identity to others. In this regard, dressing not only serves as a basic need to protect the body but also conveys specific messages or shapes the image one wishes to project to others. The term "fashion" can be defined as the popular style of dress within a culture (Yang, 2016). Therefore, fashion can be understood as a trend favored by many people at a given time, which influences how they dress.

Moreover, in recent years, e-commerce has become a solution for consumers to meet their fashion needs more easily. The convenience of access, the variety of available products, and the flexibility to shop anytime and anywhere have made online platforms increasingly popular. Additionally, e-commerce allows consumers to keep up with the latest trends without having to visit physical stores. This further reinforces the role of e-commerce as a primary channel for fulfilling consumer fashion needs in the digital era (Sebald & Jacob, 2018).

In this regard, the most popular e-commerce site in Indonesia is the marketplace Shopee (Alamin et al., 2023). Shopee's dominance as a strong market leader in Indonesia's e-commerce sector is attributed to the implementation of effective strategies. Through various innovative strategies, Shopee has successfully established a reputation as the largest and most sought-after marketplace in Indonesia, making this platform a top choice for consumers to purchase clothing. This is due to the diverse range of fashion products available, which includes variations in style, size, color, and design, all presented comprehensively and organized, especially in the fashion category (Feng et al., 2018).



Source: Processed from https://data.goodstats.id, 2023

Figure 1.
Categories of Most Purchased Products in E-commerce Indonesia

The data report above shows that the fashion category, which includes clothing to footwear, dominates consumer choices. Based on the latest data, about 70.13% of Indonesian consumers choose fashion as the category of goods most frequently purchased online. This indicates a significant change in preferences, where consumers increasingly utilize e-commerce platforms to meet their lifestyle needs. Several factors driving this trend include convenience, a wider variety of available products, and easy access to the latest fashion trends.

In physical stores, prospective buyers tend to try on clothes, feel the materials, and match them with other items. In contrast, in online retail, consumers cannot evaluate products directly (Yoo & Kim, 2012). One of the main drawbacks of online shopping is the mismatch between the received product and consumer expectations, especially in the clothing category. This issue often concerns consumers, as discrepancies in size, color, or quality frequently occur, as mentioned by Singh (2024). Consumers often experience a mix of hope and fear before making a purchase, due to uncertainty regarding the outcomes of their purchases. Hope arises when the desired outcome tends to align with expectations, while fear emerges when the results obtained may not meet those expectations (Kim et al., 2021). This occurs

because products cannot be seen directly, hindering product evaluation (Yu et al., 2012). As a result, consumers can only estimate the actual product based on images and personal expectations (Yoo & Kim, 2012). Consequently, consumers perceive online shopping as a risky endeavor (Song S & Kim M., 2012).

As online fashion retail continues to grow rapidly, coupled with a lifestyle that increasingly prioritizes efficiency, convenience, and personal style, businesses are required to innovate continuously in presenting products to consumers. Especially in this fast-developing digital era, competition on marketplace platforms like Shopee has become more intense. Product presentation strategies have become a crucial element that plays a significant role in influencing consumer purchase decisions. Therefore, a comprehensive understanding of the impact of product presentation on consumer purchase decisions is vital. Effective product visualization is one of the key aspects in attracting consumer interest, and sellers on e-commerce platforms must adapt to changing preferences and the latest fashion trends to enhance purchase decisions (Michalski, 2024).

Product visualization is the process of creating a visual representation of various goods and services, which can be done by designing or advertising through physical means (Michalski, 2024). While this concept is widely applied in physical stores, effective visual communication on online platforms is also crucial, as it can influence the consumer shopping experience and reduce perceived risk (Ha et al., 2007). With this approach, consumers can see product details, imagine their use, and determine whether the product meets their needs (Qu & Baek, 2024), which can ultimately influence their final purchasing decision (Qu & Baek, 2024). Therefore, it is essential to present product visuals in a way that supports purchase intentions.

Given the multitude of products or services that e-commerce tries to offer to prospective buyers, good product presentation organization also helps consumers see how a product can be coordinated with other items (Cucurull et al., 2019). Interestingly, one important point in promoting product diversity in online product presentations is product coordination, also referred to as "Mix and Match" (Nasrullah, 2015). Displaying products in a coordinated manner can provide complementary information to assist consumers in their decision-making (Yoo & Kim, 2012).

As revealed by the research conducted by Zhao and Xia (2021), their findings indicate that when products are displayed as coordinated items, it can facilitate and provide additional information for consumers in their decision-making. Some sellers coordinate items in displays to give buyers ideas on how to coordinate a product (Levy & Weitz, 2009). In this regard, empirical evidence from store-based retail sales shows that well-coordinated product presentation results in more positive product evaluations and higher purchase intentions (Yoo & Kim, 2012). Attractive product displays that are relevant to the latest trends will enhance consumer interest and confidence in shopping, even without the need to physically try the products.

On the other hand, Qu and Baek (2024) show that in the context of online fashion retail, products presented separately are more favored by consumers with high fashion involvement. Creative consumers tend to appreciate the freedom to create unique product combinations that suit their tastes. Meanwhile, for consumers with lower involvement who lead an efficient lifestyle, coordinated product displays tend to be more effective. This is because coordinated presentations make it easier for them to understand and evaluate the overall product. Consumers with low involvement may feel more comfortable with coordinated displays due to their limited knowledge and experience in the fashion world.

Therefore, understanding the importance of product presentation is highly influential on consumer perceptions when shopping online (Nasrullah, 2015). Additionally, marketers' ability to strategically integrate related products can help companies achieve cost efficiency, competitive advantages in marketing operations, improved customer satisfaction, and optimal marketing performance.

Thus, this study aims to complement the findings of Qu and Baek (2024) and explore how effective product presentation strategies can attract consumer attention, especially considering shopping lifestyle as a moderating factor influencing shopping behavior. The results of this research are expected to provide insights into consumer preferences in a broader context. This approach is anticipated to contribute significantly to the understanding of consumer behavior dynamics in online fashion retail.

REVIEW OF LITERATURE

Purchase Decision

According to Rachmawati et al. (2019), a purchase decision refers to consumer behavior in choosing whether or not to make a purchase. This decision is made when consumers are faced with several available product or service options. The process involves considering various alternatives before determining which product or service to choose. Essentially, a purchase decision is the action taken by consumers regarding whether they will proceed with a purchase or not. The number of customers making this decision serves as an important indicator of a company's success in achieving its business goals.

In practice, consumers often encounter a range of product or service options and must weigh various aspects before deciding on the one that best meets their needs or desires. This process involves not only the selection of goods or services but also considers various factors such as price, quality, and the value provided. This illustrates that the purchase decision is a complex and significant action, both for consumers and for companies offering products or services.

According to Kotler & Keller (2020), as cited in Martianto et al. (2023), indicators of purchase decisions include: 1) Commitment to a product, 2) Buying habits, 3) Recommending to others, 4) Making a purchase.

Product Presentation

Product presentation is an important aspect of online sales for clothing, relating to how a product is visually conveyed to consumers to influence purchasing behavior. While studied in the context of physical stores, effective online visual communication is crucial as it impacts customers' shopping experiences and reduces perceived risks (Ha et al., 2007). In this way, customers can see the features of a product, imagine how it can be used, and influence their perceptions (Qu & Baek, 2024). Additionally, they can determine whether a range of fashion items can be coordinated (Cucurull et al., 2019), which ultimately affects their decisions to purchase items (Qu & Baek, 2024).

The researchers (Qu & Baek, 2024) categorize product presentations into two types and outline their findings as follows:

1. Coordinated Product Presentation

Coordinated presentation occurs when multiple items are displayed together in a set to demonstrate a harmonious way of usage. For example, clothing, shoes, and accessories arranged in a single display provide a clear picture of the overall look. This display helps consumers envision the use of the products more realistically and comprehensively. Products presented together create a cohesive visual image, where each item appears compatible and complementary. This facilitates consumers' understanding of how the products will be used in daily life. Indicators of coordinated product presentation according to Qu & Baek (2024) are as follows: 1) Visual coordination, 2) Item compatibility, 3) Visual engagement, 4) Realism of the display.

In the context of fashion, coordinated displays attract attention because they make it easier for consumers to assess the compatibility of items such as clothing, accessories, and footwear. This visual unity also builds a positive perception of product quality, indicating that the products not only function well but also possess high aesthetic value. As a result, consumers feel more confident that the products meet their expectations in terms of both functionality and appearance. Research has shown that consumers who can envision the coordinated use of products are more likely to make a purchase compared to those who view products separately. According to Qu & Baek (2024), this coordinated visualization enhances consumers' confidence in their purchasing decisions as they see the unity and harmony of the products more clearly.

H1: Coordinated Product Presentation Influences Purchase Decisions

2. Separate Product Presentation

Separate product presentation showcases each item individually, highlighting its unique details and characteristics. This approach allows consumers to focus on the uniqueness of each product and evaluate them more thoroughly. The indicators of separate product presentation, according to Qu & Baek (2024), include: 1) Individuality of products, 2) Flexibility of combinations, 3) Emphasis on details, 4) Ease of evaluation. With products displayed separately, consumers can be more creative in combining products with other items they own. Those who prefer freedom of choice tend to be more interested in this presentation style, as it provides more detailed information about the products. Separate displays also help

consumers assess the suitability of products for their personal needs, such as size, color, or design, thus enhancing their control over purchasing decisions.

H2: Separate Product Presentation Influences Purchase Decisions

Shopping Lifestyle

Shopping lifestyle can be understood as a reflection of consumer lifestyles in the fashion category, showcasing how their attitudes toward brands, the influence of advertising, and aspects of personality play a role in the purchasing process. This lifestyle reflects the preferences and shopping behaviors of consumers influenced by external factors, such as fashion trends and marketing strategies implemented by brands (Detanatasya & Maridjo, 2020). The indicators of shopping lifestyle, according to Anggraini, Nur Aisyah; Anisa (2020), include: 1) Consumers always respond to product advertisements, 2) Consumers purchase new products immediately after seeing them, 3) Consumers choose well-known brands that are rarely owned by others, 4) Consumers believe that the products they purchase are the best in quality.

Research by Qu & Baek (2024) indicates that consumers with high involvement in fashion tend to enjoy products presented in a coordinated manner, as they can easily envision using the products in everyday scenarios. In the context of coordinated presentation, shopping lifestyle can act as a moderator that strengthens the relationship between coordinated product presentation and purchase decisions, especially for consumers who highly value the shopping experience as a form of self-expression. Consumers with an active shopping lifestyle are likely to be more sensitive to visual and aesthetic cues presented through product coordination, thereby enhancing image elaboration and positively influencing their purchase decisions.

H3: Shopping lifestyle moderates the influence of Coordinated Product Presentation on Purchase Decisions.

Conversely, consumers with a more independent and selective shopping lifestyle are predicted to value the freedom to mix and match fashion items individually. For this group of consumers, separate product presentation allows them to be more creative in selecting and combining clothing. Shopping lifestyle as a moderating variable can strengthen this relationship, where consumers with independent shopping preferences will enjoy a visual

experience that offers flexibility in mixing and matching separately presented products. Separate presentation provides them with the space to explore various style possibilities, which then positively influences their purchase decisions.

H4: Shopping lifestyle moderates the influence of Separate Product Presentation on Purchase Decisions.

RESEARCH METHOD

This study applies a verificative approach and is quantitative in nature, using explanatory research types and utilizing both primary and secondary data. The sampling technique employed is non-probability sampling with purposive sampling. Data collection is conducted through a questionnaire survey, specifically using a bipolar adjective scale. Each respondent participates by providing perceptions on each question using a scale of 1-10. Scores of 1-5 indicate a tendency of disagreement, while scores of 6-10 indicate a tendency of agreement (Sangthong, 2020).

The population in this study comprises all users of the Shopee application, with the following criteria: 1) Aged 17 years or older, 2) Belonging to Generation Z, 3) Residing in West Java, 4) Having purchased or being interested in purchasing clothing products through the Shopee marketplace application, 5) Willing to be respondents, with a total sample of 205 respondents. The analysis tool used is SEM AMOS 26.

According to Roscoe (1975), cited in the book "Research Methods for Business" by Uma Sekaran and Roger Bougie (2016), a representative sample size should be more than 30 but less than 500. For respondents, a good sample size is at least five times and at most ten times the number of indicators. In this study, there are 41 estimated parameters. Therefore, the minimum sample size needed is 5 times the number of estimated parameters, which is 41 x 5 = 205.

RESULTS AND DISCUSSION

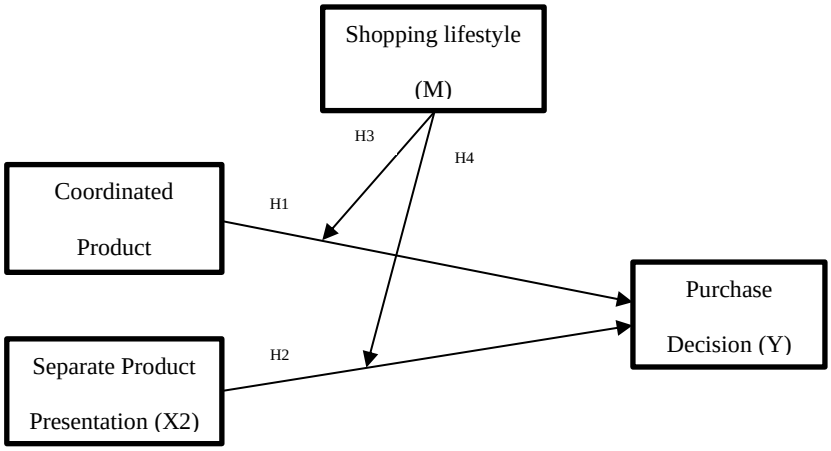


Figure 2.
Research Model

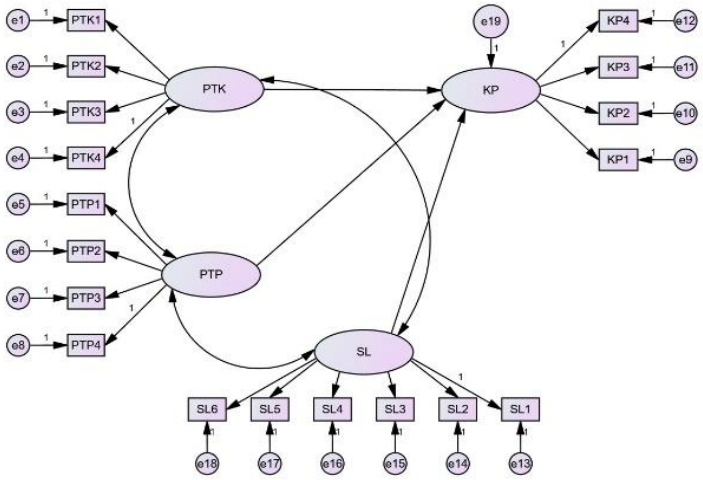


Figure 3.
Path Diagram Analysis

Validity and Reliability Test

Constructs	Indicators	S. Loading Estimate	AVE	CR	Description
PTK	PTK1	0,745	0,556	0,833	Valid
	PTK2	0,741			
	PTK3	0,692			
	PTK4	0,802			
PTP	PTP1	0,781	0,588	0,850	Valid
	PTP2	0,827			
	PTP3	0,738			

	PTP4	0,716			
KP	KP1	0,765	0,621	0,867	Valid
	KP2	0,785			
	KP3	0,790			
	KP4	0,811			
SL	SL1	0,811	0,606	0,902	Valid
	SL2	0,749			
	SL3	0,799			
	SL4	0,766			
	SL5	0,801			
	SL6	0,744			

According to (Suliyanto, 2011: 293-294), the Average Variance Extracted (AVE) should be > 0.40 and the Composite Reliability (CR) should be > 0.70. For example, the data above shows that the PTK indicator has an AVE of 0.556 and a CR of 0.833, which means this construct is valid. Similarly, PTP has an AVE of 0.588 and a CR of 0.850, which also indicates good validity. All other indicator values are also valid, thus the constructs used can be considered reliable. This indicates that all constructs have good internal consistency and are capable of measuring the intended variables validly.

Normality Test

Assessment of Normality (Group Number 1)

Variable	Min	Max	Skew	c.r.	Curtosis	C.R.
PTP1	6,000	10,000	-0,130	-0,761	-0,184	-0,537
PTP2	6,000	10,000	0,066	0,385	-0,392	-1,146
PTP3	6,000	10,000	-0,189	-1,107	-0,218	-0,638
PTP4	6,000	10,000	0,085	0,500	0,572	1,672
PTK1	6,000	10,000	0,229	1,340	-0,294	-0,858
PTK2	6,000	10,000	0,062	0,363	-0,250	-0,730
PTK3	6,000	10,000	0,210	1,230	0,251	0,734
PTK4	6,000	10,000	0,222	1,297	-0,351	-1,025
SL6	6,000	10,000	-0,277	-1,617	0,088	0,256
SL5	6,000	10,000	-0,040	-0,232	-0,393	-1,149
SL4	6,000	10,000	-0,279	-1,631	0,159	0,464
SL3	6,000	10,000	0,131	0,767	-0,026	-0,077
SL2	6,000	10,000	-0,233	-1,363	0,092	0,269

SL1	6,000	10,000	-0,147	-0,857	-0,114	-0,332
KP1	6,000	10,000	0,084	0,493	-0,219	-0,641
KP2	6,000	10,000	0,114	0,668	0,081	0,236
KP3	6,000	10,000	0,258	1,509	-0,391	-1,142
KP4	6,000	10,000	0,312	1,822	-0,261	-0,763
Multivariate					**-1,027**	**-0,274**

The values of skewness and kurtosis are used to evaluate whether the data distribution can be considered normal. Based on accepted critical references, the Z value (Critical Ratio or C.R.) must fall within the range of ±2.58 at a significance level of 0.01; the data distribution can be said to be normal if all C.R. values do not exceed these limits (Suliyanto, 2011: 287).

Based on the results of the normality test, all indicators from the data above have C.R. values for skewness and kurtosis that are all below the critical limit of ±2.58. Therefore, these results indicate that the data distribution of all variables in this study meets the assumption of normality, making the data suitable for further statistical analysis.

Univariate Outliers

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Zscore(PTK1)	205	-2.62710	2.38272	0E-7	1.00000000
Zscore(PTK2)	205	-2.86015	2.68435	0E-7	1.00000000
Zscore(PTK3)	205	-2.96872	2.61465	0E-7	1.00000000
Zscore(PTK4)	205	-2.61229	2.56181	0E-7	1.00000000
Zscore(PTP1)	205	-2.61825	2.43343	0E-7	1.00000000
Zscore(PTP2)	205	-2.48574	2.31027	0E-7	1.00000000
Zscore(PTP3)	205	-2.77449	2.57865	0E-7	1.00000000
Zscore(PTP4)	205	-2.87161	2.45581	0E-7	1.00000000
Zscore(KP1)	205	-2.56698	2.83026	0E-7	1.00000000
Zscore(KP2)	205	-2.52552	2.99695	0E-7	1.00000000
Zscore(KP3)	205	-2.45711	2.74916	0E-7	1.00000000
Zscore(KP4)	205	-2.36225	2.81702	0E-7	1.00000000
Zscore(SL1)	205	-2.42907	2.65215	0E-7	1.00000000
Zscore(SL2)	205	-2.35409	2.90572	0E-7	1.00000000
Zscore(SL3)	205	-2.58293	2.96158	0E-7	1.00000000
Zscore(SL4)	205	-2.49808	2.83636	0E-7	1.00000000

Zscore(SL5)	205	-2.30518	2.61734	0E-7	1.00000000
Zscore(SL6)	205	-2.48429	2.79322	0E-7	1.00000000
Valid N (listwise)	205				

In this test, the z-score is used as a measure of the standard deviation from the mean. According to general rules, z-scores that fall outside the range of ±3.0 are considered significant univariate outliers (Suliyanto, 2011: 288). In the data for this study, all indicators from the Coordinated Product Presentation (PTK), Separate Product Presentation (PTP), Purchase Decision (KP), and Shopping Lifestyle (SL) variables have z-scores within the range of ±3.0. There are no z-scores exceeding the ±3.0 threshold, leading to the conclusion that there are no significant univariate outliers in this data. Therefore, the distribution of data for each indicator variable is within a reasonable range, and there are no extreme data points that could significantly affect the analysis results.

Multivariate Outliers

Observation Number	Mahalanobis d-squared	p1	p2
59	37,677256	0,004273	0,584279
104	36,361219	0,006341	0,373466
181	32,877593	0,017269	0,688939
122	31,429611	0,025660	0,773330
55	30,502445	0,032839	0,805760
81	29,081024	0,047398	0,926290
48	29,005673	0,048310	0,869926
40	28,947142	0,049029	0,791118
129	27,919498	0,063291	0,906447
202	27,803577	0,065108	0,864478

In the multivariate outlier test, data is considered normal if the highest Mahalanobis Distance value is smaller than the Chi-Square value at a certain degree of freedom (Suliyanto, 2011: 289). The results of the multivariate outlier test indicate that the highest Mahalanobis Distance value in the data is 37.677 (observation number 59). Since this value is significantly smaller than the Chi-Square value of 42.132, it can be concluded that the multivariate data in this study meets the criteria for further analysis without the need to remove significant outliers.

Evaluation of Multicollinearity and Singularity

Eigenvalues

3.142 2.504 1.044 0.523 0.475 0.380 0.322 0.274 0.253 0.251 0.215 0.209 0.185 0.164 0.150 0.134 0.114 0.099

Determinant of sample covariance matrix = 0.001

Based on the output above, the Determinant of the sample covariance matrix is 0.001. Therefore, it can be concluded that there is no multicollinearity and singularity, as the determinant value is far from zero.

Goodness of Fit (GoF) SEM-AMOS Model

Goodness of Fit	Cutt of Value	Result	Model
X2-Chi Square	Expected to be small	289,433	Marginal
Probability	≥ 0,05	0,000	Marginal
RMSEA	≤ 0,08	0,078	Fit
GFI	≥ 0,90	0,855	Marginal
AGFI	≥ 0,90	0,807	Marginal
CMIN/DF	≤ 2,00	2,244	Marginal
TLI	≥ 0,95	0,905	Marginal
CFI	≥ 0,95	0,920	Marginal

The results of the study reveal that only the RMSEA value meets the established criteria. However, although some indices are still in the marginal category, the overall model can be considered fit. Therefore, this research model is deemed suitable for use in further analysis.

Hypothesis Testing

		C.R.	Probability	Decision
KP ←	SL	4,697	0,000	Accepted
KP ←	PTK	7,695	0,000	H1 Accepted
KP ←	PTP	5,716	0,000	H2 Accepted
KP ←	Interaction 1	5,591	0,000	H3 Accepted
KP ←	Interaction 2	5,428	0,000	H4 Accepted

Here is a more detailed explanation regarding the results presented in the table above:

(H1) Direct Influence of Coordinated Product Presentation on Purchase Decision: The statistical test results indicate that coordinated product presentation has a significant positive effect on purchase decision, with a C.R. of 7.695 and a p-value of 0.000. The high critical

ratio (C.R.) value indicates that the relationship between the two variables is very strong, while the p-value less than 0.05 signifies that the influence is statistically significant. Based on this, the hypothesis is accepted.

(H2) Direct Influence of Separate Product Presentation on Purchase Decision: Similar to coordinated product presentation, separate product presentation also shows a significant influence on purchase decision, with a value of 5.716 and a p-value of 0.000. Based on this, the hypothesis is accepted.

(H3) The Influence of Shopping Lifestyle in Moderating the Relationship between Coordinated Product Presentation and Purchase Decision: Shopping lifestyle has been shown to moderate the effect of Coordinated Presentation on Purchase Decision, with a C.R. of 4.697 and a p-value of 0.000. Based on this, the hypothesis is accepted.

(H4) The Influence of Shopping Lifestyle in Moderating the Relationship between Separate Product Presentation and Purchase Decision: In addition to moderating the relationship between Coordinated Presentation and Purchase Decision, shopping lifestyle also moderates the effect of Separate Presentation on Purchase Decision, with a C.R. of 5.591 and a p-value of 0.000. Based on this, the hypothesis is accepted.

Discussion

Based on the results of the conducted research, several important findings can be outlined to provide a deeper understanding of the influence of product presentation in online fashion retail on consumer purchasing decisions, as well as the moderating role of shopping lifestyle. These findings not only help explain the relationships among the variables studied but also provide new insights into consumer behavior in the context of online fashion shopping. The key points that can be elaborated from this research are as follows:

Coordinated product presentation positively influences consumers' understanding of the overall products offered by retailers. This provides advantages in terms of visual appeal and information, where products presented together offer a clear picture of the compatibility or relevance of one product to another. In the context of online fashion retail, an organized product display enables consumers to compare products more quickly and easily, making them feel more confident in their purchasing decisions.

Separate product presentation positively influences purchase decisions. This indicates that separate product presentation allows consumers to evaluate products individually without being distracted by other products. In some cases, consumers may prefer this approach because it enables them to focus on the specific details of each product. This is particularly relevant for fashion products, where consumers may want to separately assess the design, color, or unique features of each item. Therefore, separate presentation provides space for consumers to be more selective and analytical in choosing products.

Shopping lifestyle moderates the influence of coordinated product presentation on purchase decisions. This suggests that consumers with an active or enthusiastic shopping lifestyle tend to be more responsive to coordinated product presentations. This may be due to the fact that consumers with such lifestyles are more sensitive to visual aesthetics and the overall enjoyable shopping experience. For them, coordinated product displays not only facilitate the purchasing process but also enhance visual and emotional experiences, which significantly influence their purchasing decisions.

Shopping lifestyle moderates the influence of separate product presentation on purchase decisions. This implies that for consumers with a more focused or analytical shopping lifestyle, separate product presentation allows them to pay more attention to the individual details of each product. This shopping style encourages them to take more time in evaluating their choices, meaning that separate presentations give them the opportunity to delve into each product in detail. For consumers who prioritize functional and utilitarian values in shopping, separate presentations may provide the in-depth and detailed information they need before making a decision.

CONCLUSION

This study shows that Coordinated Product Presentation (PTK) has a stronger influence compared to Separate Product Presentation (PTP) on the Purchase Decision (KP) variable. The interaction of PTK with KP is significantly strengthened by shopping lifestyle, meaning that PTK has a greater impact on KP, particularly for individuals with a more active shopping style. Meanwhile, PTP is also significant in influencing KP, but its interaction with KP through shopping lifestyle moderation tends to be weaker compared to PTK. This implies

that while PTP still has an effect on KP, its impact is not as strong as that of PTK. Different shopping styles may still affect this relationship, but not as strongly as their impact on PTK.

This study, like others, has several limitations that need to be acknowledged to understand the constraints within the scope of the findings obtained. This section will outline the limitations of the research and recommendations for future studies to enrich the results and deepen the analysis of the variables used. First, this study is limited to respondents from Generation Z, which means the generalization of the findings may not fully apply to other generational groups. Additionally, the use of a general interaction moderation limits the depth of analysis regarding the relationships between variables, particularly concerning the unique characteristics of Generation Z. Therefore, further research involving a more diverse respondent pool and more specific moderation is needed to enhance the generalizability and validity of the results.

Second, this study only uses shopping lifestyle as the sole moderating variable. This limits the analysis to the influence of this variable on the relationship between product presentation and purchase decisions, without considering other potentially relevant factors. Future research is recommended to consider additional moderating or mediating variables, such as consumer trust or user satisfaction. Factors such as trust in online retail, prior shopping experience, or satisfaction with product quality could be important variables influencing the relationship between product presentation and purchase decisions.

Third, this study focuses solely on conventional product presentation (images, standard product descriptions). Further research could explore whether technologies like Augmented Reality (AR), Virtual Reality (VR), or 3D Product Visualization in Online Fashion Product Presentation enhance consumer trust and purchase decisions.

Fourth, this study was conducted on fashion product categories in general, without distinguishing between subcategories. Each type of fashion product may require a different presentation approach to attract consumer attention, and future research could delve deeper into studies based on more specific product type differences (e.g., Formal Wear, Casual Wear, Accessories, or Footwear).

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