The Online Purchase Intention of Women's Clothes: The Situational Analysis of the COVID-19 Pandemic

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Abstract— The COVID-19 pandemic has significantly changed the fashion industry globally, including the businesses of women's clothes. During the pandemic and the PPKM (restrictions towards community activities) since July 3rd 2021, merchants or malls selling women's clothes were ordered to close temporarily, and consumers do not purchase clothes offline due to health risk factors. This study aims to explore the impact of the COVID-19 pandemic, subjective norms and attitudes on the online purchase intention of women's clothes. The hypothesis was the impact of the COVID-19 pandemic as the situational determinant that encompasses online trust and store conditions. Structured questionnaires were disseminated towards 400 female online shoppers in Malang City. Data were analyzed by using the programming of ADANCO 2.0.1 and PLS-SEM. The acquired research results show that there was a correlation between the situational factor of the COVID-19 pandemic as the determinant and online trust, store conditions and the attitude of purchasing women's clothes online. This correlation is a strong predictor for the online purchase intention of women's clothes. Subjective norms predicted attitudes and indirect mediation on online purchase. This study is an initial concept and empirical evidence that identifies the analysis of the situational effect of the COVID-19 pandemic and the impact of attitudes and subjective norms on the online purchase intention of women's clothes.

Keywords— Women's clothes, Online shopping, Subjective Norms, Attitudes, Purchase Intention, Situational Factor, COVID-19 Pandemic

1. INTRODUCTION

The COVID-19 pandemic has significantly changed most of the mode industries globally (Djalante et al., 2020; Vet et al., 2021), including the fashion industry of women's clothes. In Indonesia, during the pandemic and PPKM (Restrictions towards Community Activities) since July 3rd 2021, women's clothes stores or malls were ordered to close temporarily, and consumers prefer to purchase women's clothes online due to health risks (Koch et al., 2020; Parlakkilic et al., 2020). Purchasing women's clothes online is the anticipation towards the increasing demand of women's clothes during the COVID-19 pandemic and to maintain social distancing (Koca & Koc, 2016; Koch et al., 2020, Fisher et al., 2021). Therefore, there are vital needs for merchants or marketers or women's clothes to be able to develop and strengthen online markets. A proper promotion and marketing strategy is influential towards consumers' purchase intention and consumer attitude towards the online purchase of women's clothes will also be discovered (Sanad, 2016; Sari & Aprileny, 2020).

Despite the spreading of online sales of women's clothes, studies that identify aspects affecting the online purchase behavior are still uncommon. Consumers of women's clothes are very concerned about the trend of mode, the image of brands, WOM, self-concept,

purchase quality and orientation (Bockholdt et al., 2020; Diddi et al., 2019; Nirmala & Dewi, 2011). A study found that women feel the lack of available options or celebrity endorsers (Shrivastava et al., 2021; Herjanto et al., 2020). Some previous studies analyzed predictors as the main key factor of online purchase intention, such as the study conducted by Karimi & Saghaleini (2021); Moon (2021) which stated that attitudes and subjective norms are the predictor of behavioral intention exists in TRA (theory of reasoned action) put forth by Ajzen and Fishben (1972). The online purchase done by consumers is possibly due to the enthusiastic attitude in doing online shopping, and subjective norms on social influence regarding consumers' personal opinion that led to certain behaviors (Zhang et al., 2018; Ha, 2020) also play the crucial role in determining consumers' purchase intention towards women's clothes.

Situational is the determinant factor consisting of unconnected components in consumers as individuals or as a choice of solutions in which consumers consider the crucial factor in strengthening online purchase intention (Hadining et al., 2020, Kim et al., 2017). Studies regarding situational affects on online purchase intention of women's clothes are uncommon, and what is more appealing is that the COVID-19 pandemic has all primary characters as the main situational

determinant that affects online purchase intention of women's clothes. Situational determinants are illustrated as whole elements that for a moment can change views, buyers' preferences or intentions towards specific facilities to change eternal preferences of consumers towards online purchase actions. A previous study explained that situational has strong effects on consumers' purchase intention, and buyers prefer online purchases (Nguyen et al., 2020). The effects of situational component include online trust (Savila et al., 2019; Stouthuysen, 2020; Casado-Aranda et al., 2019), and store conditions (Akram et al., 2018; Sanchez Brambila et al., 2018).

This study focused on two situational determinants, namely online trust and store conditions during the COVID-19 pandemic because both of these determinants are the determinant factor proved significant in affecting the online purchase intention during the COVID-19 pandemic. Online trust (TRUST) refers to consumers' trust to accept the disadvantages in doing online purchases based on consumers' future positive expectation (Dwivedi et al., 2021). The COVID-19 pandemic has restricted various community activities, including shopping, because there is a governmental regulation (PPKM) that has to be applied for health reasons, and this condition causes consumers of women's clothes to abandon offline purchases and prefer to purchase women's clothes online (Nguyen et al., 2020). In purchasing women's clothes online, online trust (TRUST) is required on online marketplaces. Therefore, it is stated that

H1: TRUST affects the online purchase intention of women's clothes during the COVID-19 pandemic.

Offline store conditions (CONDITION) during the COVID-19 pandemic are life-threatening for health where virus may infect during the time at a store or mall (Puranik, 2020). The concern for virus transmission makes consumers feel unsafe to try women's clothes at stores (Thomas, 2020).

Therefore, many consumers prefer to purchase women's clothes online (Zarei et al., 2019). According to Nguyen et al. (2020), store conditions (CONDITION) during the COVID-19 pandemic positively affects and significant towards online purchase intention. Therefore, it is stated that

H2: store conditions (CONDITION) affect the online purchase intention of women's clothes (ONLINE) during the COVID-19 pandemic.

TRA (theory of reasoned action) incorporates two important factors that affect the online purchase intention of women's clothes during the COVID-19 pandemic, namely attitudes and subjective norms (Ajzen & Fishbein., 1972). Some studies showed that subjective norms are the main predictor in forming the online purchase intention of clothes and significantly affecting subjective norms and the purchase intention of women's clothes (Sun & Chi., 2019; Hwang & Kim., 2020; Saeed et al., 2020). In the study, subjective norms are hypothesized as significantly affecting consumer attitude in purchasing women's clothes online.

H3: subjective norms (SUBJECT) affect attitudes (ATTITUDE) of consumers on the online purchase intention of women's clothes.

Literatures that analyze the correlation between consumer attitude and online purchase of women's clothes are still uncommon. Studies conducted by some scholars (Azis et al., 2019; Bashir., 2019; Charag et al., 2019) have found that the more positive the attitude towards a product, the bigger prospect of online purchase intention.

H4: consumer attitude on online purchase of women's clothes (ATTITUDE) will affect the online purchase intention of women's clothes (ONLINE).

The consumer attitude mediation is the mediator variable that disrupts the correlation between the dependent variable and product purchase intention as the independent variable. Aruan & Wirdiana (2020); Chin et al., 2019 stated in their study that the mediation effect of consumer attitude towards brands is greatly affecting as a mediator between the independent variable (brands) and purchase intention. Therefore, this study hypothesized the presence of attitudes' mediation on subjective norms and situational towards the online purchase intention of women's clothes.

H5: consumer attitude towards online purchase intention (ATTITUDE) will mediate the correlation between subjective norms (SUBJECT) and the online purchase intention of women's clothes (ONLINE).

This study is the initial concept and empirical evidence that identified the analysis of situational effects during the COVID-19 pandemic and the effects of other significant factors, namely subjective norms and attitudes on the online purchase intention of women's clothes. This study is expected to provide an information regarding the online purchase of women's clothes and give suggestions to online marketers.

2. THEORY

2.1 Online women's clothes

According to Venkatasamy, 2015 and Gazzola et al., 2020, clothes are "a set of beautiful modifications equipped with ornaments". As the era progresses, many trends of women's clothes are emerging to satisfy consumers and to be in accordance with the model. Clothes for women are made as the material of self-adornment and to keep the look of a woman. Javanese proverb philosophizes aijining raga soko busono adu (body's identity is clothes), indicating that clothes are also crucial in establishing personality and self-esteem, especially for a woman. The selling of women's clothes in the situation of the COVID-19 pandemic continues to increase, especially during special events, such as religious holidays, special days, and others. Various models of women's clothes for the society cause diverse unique naming for clothes. This naming of clothes is done to facilitate consumers in selecting the desired model.

Internet is used as one of the means or instrument to offer the product of women's clothes. The online trading phenomenon has grown and spread amidst the daily life (Hund, 2019). This online trading phenomenon has attracted the response of MUI to stipulate about halal and haram. People are more efficient in shopping through online media because they do not have to leave their houses and be under the sun to find products, let alone if the goods can not be found in the visited stores. These online shops facilitate people at any places and any time in finding women's clothes. Indonesia is also one of the e-commerce countries that rapidly grows globally (Lestari, 2019; Ariansyah et al., 2021)). Therefore, the online selling of women's clothes also increased in Indonesia despite the previous habit of purchasing women's clothes offline (Tan, 2020).

Since the beginning of the COVID-19 pandemic, the renown online shopping platforms in Indonesia, such as Shopee.co.id, Tokopedia.com, Bukalapak.com, Lazada.co.id, and Blibli.com have increased the selling of women's clothes (Akbar et al., 2018; Setyowati, 2020). These big online shops also provide cashbacks, special discounts, free shipping, and flash sales that have attracted customers (Setyowati, 2020), this condition shows that the demand of buyers for online women's clothes is high during the COVID-19 pandemic. Despite the increasing online sales of women's clothes, women's clothes industry still has a massive challenge in marketing women's clothes amidst the pandemic. This challenge is caused by some factors, including the condition where consumers are more focusing on important products to survive during the pandemic, such as food and health (Ozdil, 2020). The other factor is that clothes lose their meaning during the pandemic because many people spend most of their time at home and work from home to avoid the transmission of the virus (Ozdil, 2020). The governmental regulations concerning the health protocol towards the virus transmission and restrictions towards community activities have escalated and motivated the online purchase on women's clothes (Ozdil, 2020). Producers and marketers must adopt effective strategies to improve the selling of women's clothes through online marketplaces. In addition, marketers of women's clothes must know the factor of customer characteristics and attitudes that affect consumers' intention to purchase women's clothes online.

2.2 Factors Affecting the Purchase Intention

2.2.1 Situational Determinant

Situational factors are all specific elements for space and time of inspection that do not come from individual understanding (intra-persona) or motivational aspects (alternative choices) to conduct a consumption behavior (Belk, 1975).

The situational determinant of perceived social supports in life events that are full of pressures is the situational variable that may affect the support rating. Life events that are full of pressures are the crucial situational factor that can mobilize or reduce support resources, such as support mobilization or the decreased model's support (Civitci, 2015; Mazo, 2015)

Situational effects are the temporary condition or setting that occurs in the environment during a specific time and place (Zarei, Agudo-Peregrina and Ponce-Cueto, 2020; Riestyaningrum et al., 2020)). In developing their strategies, marketers must understand the origin of situational factors that affects purchase decisions. Some situational types that affect consumers' purchase behavior are consumption situation, purchase situation, and communication situation.

According to Belk (1975), situational factors are highly affecting consumer behavior and certain product categories. Situation is the comparison regarding time and place complemented by one or more individuals in identifying situational towards potential interests.

Based on other studies regarding situational factors in affecting consumer purchase behavior, it can be concluded that studies on situational factors have been done a lot and proved that situational contributes in decision making that is beneficial for marketers to become the basis in developing business strategies.

3. METHOD

3.1 Data Collection

The population of this study was female online shoppers that understand or purchase women's clothes online, and the criterion for contribution in this study was women aged 18 years old living in Malang City. Online questionnaires were disseminated towards female online shoppers in Malang City as the respondent through Facebook and Whatsapp, because both of these social media are widely used in Malang City. Data were collected from 400 online consumers who filled online questionnaires and data were analyzed through PLS-SEM.

3.1.1 Process

After data were collected from 400 online female customers that filled questionnaires online, data analysis was performed. PLS-SEM works as the measuring instrument for each variable (Hair et al., 2010; Wong, 2013). There were three steps of data analysis in the study, namely first, the reliability level was examined to assess the construct of quality by using the Cronbach's alpha value.

Second, factor loadings were used to assess the convergent validity, the AVE value of all constructs must fulfill a minimum value of 0.50 (Fornell and Larcker 1981; Ab Hamid et al., 2017). Last, the discriminant validity was examined to inspect the comparison of AVE's square root compared to the correlation test (Fornell dan Larcker, 1981; Zait et al., 2011).

3.1.2 Measurement

Items of estimating factor were examined in the study and shown in the first column of Table 1. The number of selected items was improved from the previous studies.

The situational determinants in the items of online trust (TRUST 1) and store conditions (CONDITION 1-4) were adopted from Nguyen et al., 2020, while three items of online trust (TRUST 2-4) were developed based on the literature.

Five items of attitude (ATTITUDE 1-5) were adapted from Aziz et al., 2019, while the other three items that measured subjective norms (SUBJECT 1-3) were adopted from Hwang & Kim., 2020.

To measure the online purchase intention of women's clothes, there were four items (ONLINE 1-4) that were modified from Garg & Joshi., 2018. The measurement was done by applying five Likert's scale from "strongly disagree (1)" to "strongly agree (5)".

4. RESEARCH RESULT AND DISCUSSION

4.1 The Profile of Respondents

This study analyzed the situational effect of the COVID-19 pandemic, attitudes, and subjective norms on the online purchase intention of women's clothes in female buying perspective in Malang City. Of 400 surveyed female respondents, 46.1% always shop online, 32.9% occasionally shop online, and 19.5% never shop online. There were 42.3% respondents aged 18-30 years old; 35.2% aged 31-40 years old; and 22.5% aged 41 years old. The education levels of respondents began from middle school or below (10.1%), diploma (21.3%), bachelor graduate (51.2%), and master graduates (17.4%). The daily internet consumptions of respondents were 10.1% respondents spend approximately 1-3 hours (40.5%), 43.3% respondents spend 3-6 hours, 33.7% respondents spend 6-9 hours, and 6% respondents spend more than 9 hours.

4.2 The Measurement of reliability

Factors affecting the online purchase of women's clothes during the COVID-19 pandemic were made as the situational determinant, thus, the reliability values of all variables need to be developed. Five variables used in the study, namely online trust (TRUST), store conditions (CONDITION), consumer attitude (ATTITUDE), subjective norms (SUBJECT), and the online purchase intention of women's clothes (ONLINE) were measured on their reliability. In this study, ADANCO version 2.0.1 software was used to test the measurement and structural framework (Dijkstra & Henseler., 2015; Sarstedt et al., 2020; Henseler, 2017) and PLS-SEM was used in the evaluation of hypotheses (Yahaya et al., 2019).

Table 1 presents the Dijkstra-Henseler's rho scores (ρA) of each variable, i.e., TRUST, CONDITION, ATTITUDE, SUBJECT, and ONLINE in which the scores varied from 0.899 to 0.981.

These scores are above 0.70 in reference to Henseler and Djikstra (2015), which indicate that all constructs are very reliable. The construct values of Joreskog's rho (ρc) are ranged from 0.859 to 0.983, which exceed 0.70 as well. The Cronbach's alpha (α) scores of constructs varied from 0.909 to 0.981. The scores of variances' standard deviation (AVE) in all constructs are greater than 0.50, which means that all constructs developed in this study are very reliable. Therefore, all stages in the study show high reliabilities as seen in Table 1.

Table 1: Reliability of Constructs

Construct	Loadings	Dijkstra Henseler's rho	Joreskog's rho	Cronbach's alpha	AVE
Online trust		0.981	0.983	0.959	0.827
TRUST 1 online shopping becomes a safe method during the COVID-19 pandemic	0.9717				
TRUST 2 I will trust online shopping during the COVID-19 pandemic	0.8248				
TRUST 3 I am ready to provide personal information towards online companies during the COVID-19 pandemic	0.8817				
TRUST 4 I do not mind paying up front for the product purchased online	0.8534				
TRUST 5 I trust all brands in shopping online	0.9397				
Store Conditions		**0.952**	**0.956**	**0.971**	**0.831**
CONDITION 1 shopping women's clothes offline is life-threatening for health	0.9148				
CONDITION 2 online stores of women's clothes have more varied and trendy designs	0.873				
CONDITION 3 online stores of women's clothes give many discounts and ease of payment	0.951				
CONDITION 4 stores of women's clothes become the proper choice to shop during the COVID-19 pandemic	0.853				
Subjective Norms		**0.934**	**0.859**	**0.917**	**0.937**
SUBJECT 1 family and friends suggest buying women's clothes online	0.991				
SUBJECT 2 people who are important to me are more supportive of buying women's clothes online	0.874				
SUBJECT 3 people I trust motivate me to buy women's clothes online	0.954				
Attitudes		**0.974**	**0.879**	**0.981**	**0.972**
ATTITUDE 1 for me, buying women's clothes online is beneficial during the COVID-19 pandemic	0.9472				
ATTITUDE 2 for me, buying women's clothes online is priceless during the COVID-19 condition	0.9178				
ATTITUDE 3 for me, buying women's clothes online is profitable, especially during the COVID-19 pandemic	0.9247				
ATTITUDE 4 for me, buying women's clothes during the COVID-19 pandemic is wise	0.9771				
ATTITUDE 5 buying women's clothes online is satisfying for me	0.9268				
The online purchase intention of women's clothes		**0.899**	**0.944**	**0.909**	**0.807**
ONLINE 1 I intend to buy clothes online	0.9022				

ONLINE 2 I prefer buying women's clothes online	0.8993
ONLINE 3 I want to purchase women's clothes online right now	0.8772
ONLINE 4 I intend to purchase women's clothes despite the unpopular brands	0.8979

4.3 The Measurement of Validity

After the reliability of each construct was measured, the next step was measuring the validity of all construct as the key factor in this study (TRUST, CONDITION, ATTITUDE, SUBJECT, and ONLINE). The discriminant validity was tested to verify important constructs applied to assess the basis correlation accurately. The discriminant validity of this study was measured by using the criterion of Fornell-Larcker, heterotrait-monotrait ratio (HTMT), and loading factors. Table 2 describes the square basis of AVE that is greater than the equal square root of each construct as proposed by Fornell and Larcker (1981), which means that all constructs in the study have sufficient validities.

Table 2: *The Validity of Critical Factors (Fornell-Larcker Criterion)*

Construct	ACCESS	ENVIRONMENT	SUBJECT	ATTITUDE	ONLINE
TRUST	0.845				
CONDITION	0.357	0.812			
SUBJECT	0.051	0.035	0.829		
ATTITUDE	0.344	0.163	0.083	0.865	
ONLINE	0.273	0.079	0.053	0.518	0.761

Table 3 shows that all HTMT scores of all constructs are below the score of 0.85 as proposed by Henseler et al. (2016), which means that all critical constructs developed in this study indicate satisfying validities. All items of construct measurement (TRUST 1-5, CONDITION 1-4, ATTITUDE 1-5, SUBJECT 1-3, and ONLINE 1-4) presented in Table 1 are also very satisfying with scores greater than 0.5 as proposed by Hair et al. (2010). Therefore, the comprehensive assessment framework in this study has proven to have adequate validities as seen in Table 3.

Table 3: *The Validity of Critical Construct (HTMT Criterion)*

Construct	ACCESS	ENVIRONMENT	SUBJECT	ATTITUDE	ONLINE
TRUST					
CONDITION	0.671				
SUBJECT	0.272	0.263			
ATTITUDE	0.691	0.491	0.367		
ONLINE	0.621	0.381	0.353	0.828	

4.4 Path Assessment

After reliability and validity test were performed and generated satisfying results, the next step was performing path analysis to test hypothesis of the study. The path measurement was conducted to estimate the strength of four predictors (TRUST, CONDITION, ATTITUDE, and SUBJECT) on the online purchase intention of women's clothes (ONLINE). According to Sarstedt et al (2017), a hypothesis will be accepted if the t-value is higher than 1.96, and conversely, it will be rejected if the t-value is smaller than 1.96 with a significant score of 5% or 1%. Table 4 shows the test results of PLS indicating a direct and positive effect between TRUST and ONLINE ($\beta = 0.544$; t = 12.355; p<5%), which means that hypothesis 1 (H1) was supported. Similarly, CONDITION and ONLINE have direct effects that were positive and significant ($\beta =$ 0.107; t-value = 2.447; p<5%), which means that H2 was supported. SUBJECT and ATTITUDE have direct effects that were positive and significant ($\beta = 0.182$; t-value = 3.776; p<5%), which means hypothesis 3 (H3) was supported. The direct effect of ATTITUDE on ONLINE was also positive ($\beta = 0.743$; t-value = 19.741; p<5%). Which means that H4 was also supported. Thus, Table 4 proves that all hypotheses in the study (H1, H2, H3 and H4) are accepted. Online trust (TRUST) is the strongest predictor of the online purchase intention of women's clothes (ONLINE) = 0.544, followed by ATTITUDE on the online purchase intention of women's clothes (ONLINE) = 0.443, subjective norms (SUBJECT) on the attitude towards the online purchase intention of women's clothes (ATTITUDE) = 0.182, and store conditions (CONDITION) on the online purchase intention (ONLINE) = 0.104.

Table 4: Direct Path

Hypothesis	Path	Path coefficient (β)	Standard bootstrap result					Supported
			Mean value	Standard error	t	p-(2-sided)	p-(1-sided)	
H1	TRUST -> ONLINE	0.544	0.541	0.044	12.355	0.022	0.022	Yes
H2	CONDITION-> ONLINE	0.107	0.104	0.044	2.447	0.031	0.028	Yes
H3	SUBJECT-> ATTITUDE	0.182	0.142	0.042	3.776	0.021	0.011	Yes
H4	ATTITUDE-> ONLINE	0.443	0.711	0.045	19.771	0.011	0.011	Yes

4.5 Mediation Effects

The effect of attitudes as the mediation variable was analyzed through ADANCO 2.0.1, and an indirect effect occurred. Table 5 describes that the attitude of female consumers towards the online purchase intention of women's clothes (ATTITUDE) is correlated with subjective norms (SUBJECT) and online purchase intention of women's clothes (ONLINE). The direct effect of SUBJECT on ONLINE mediated by ATTITUDE shows a positive and significant correlation (0.345; t = 9.221 and p<5%). Therefore, hypothesis 5 (H5) was supported.

Table 5: Indirect Path (Mediation)

Hypothesis	Path	Path coefficient (β)	Standard bootstrap result					Supported
			Mean value	Standard error	t	p-(2-sided)	p-(1-sided)	
H5	SUBJECT -> ATTITUDE -> ONLINE	0.345	0.342	0.053	9.221	0.000	0.000	Yes

5. DISCUSSION AND FINDINGS

This study examined the situational effect of the COVID-10 pandemic towards the online purchase intention of women's clothes through the influence of situational determinant factors while also studied the role of subjective norms and attitudes. This study enriches studies related to the online purchase intention of women's clothes in Malang City, Indonesia as a developing country that is potential for massive business of e-commerce. Findings of this study proved that the situation of the COVID-19 pandemic positively and significantly affected the online purchase intention of women's clothes. Two situational determinants illustrate the effect of the COVID-19 pandemic in the study, namely online trust (TRUST) and store conditions (CONDITION) as seen in Table 1. Online trust (TRUST) consisted of online shopping becomes a safe method during the COVID-19 pandemic (TRUST 1), trusting online shopping during the COVID-19 pandemic (TRUST 2), ready to provide personal information towards online companies (TRUST 3), and willing to pay up front for online purchases (TRUST 4), and trusting all brands on online shopping (TRUST 5).

Store conditions (CONDITION) consisted of visiting offline stores will put health at risk (CONDITION 1), online stores of women's clothes are varied and provide trendy designs (CONDITION 2), online stores of women's clothes provide many discounts and ease of payment (CONDITION 3), and online stores of women's clothes become a proper shopping choice during the COVID-19 pandemic (CONDITION 4). These factors have been found as strong predictors for the intention of purchasing women's clothes at websites, consistent with the result of previous studies (Kim et al., 2017; Nguyen et al., 2020; Zarei et al., 2019).

The next finding shows that attitudes have strong influence towards the online purchase intention of women clothes, which means that purchasing women's clothes online is beneficial during the COVID-19 pandemic (ATTITUDE 1), purchasing women's clothes online is priceless (ATTITUDE 2), purchasing women's clothes is profitable (ATTITUDE 3), purchasing women's clothes online is wise (ATTITUDE 4), and purchasing women's clothes online is very satisfying (ATTITUDE 5). This finding is consistent with the previous result (Siswomihardjo et al., 2019; Medina-Molina et al., 2021) and substantiating the theory of reasoned action (TRA) put forth by Ajzen and Fishbein (1972).

Subjective norms are proven to be the strong predictor towards attitudes. Consumers of women's clothes have positive attitudes on online purchase intention of women's clothes because family and friends believe that it is a good idea (SUBJECT 1), the significant individuals support purchasing women's clothes online (SUBJECT 2), and people trusted by the consumer motivate them to purchase women's clothes online (SUBJECT 3). This study result is consistent with the previous studies (Hwang and Kim, 2020; Saeed et al., 2020). Of various previous studies, it can be concluded that attitudes are a positive mediator and strong towards subjective norms and online purchase attention of women's clothes (Garg and Joshi, 2018).

5.1 Implications

5.1.2 Practical implications

Findings of this study provide significant implications towards online merchants, marketers, and distributors of women's clothes as a result of a significant effect of the COVID-19 pandemic situation associated with online trust and store conditions towards online purchase intention of women's clothes. The merchants of women's clothes continue to grow and the marketers improve the collection of women's clothes online while providing additional trading promotions as proposed by Nguyen et al. (2020).

During the COVID-19 pandemic, the merchants of women's clothes can offer women's clothing collections according to the trend and add health maskers. Online women's clothing can conduct other marketing strategies by giving interesting offers, such as discounts, cashbacks, free deliveries, flash sales, and membership coupons. These appealing offers might attract more customers who significantly buy women's clothes online. According to (Setyowati, 2020), there are some online stores in Indonesia that have attracted about 71.5 million customers during the pandemic by implementing this strategy. The marketing model of purchasing women's clothes online can improve health that is closely correlated to the COVID-19 pandemic and social platforms as recommended by Nguyen et al. (2020).

Subjective norms significantly affected online purchase intention of women's clothes through the mediation of attitudes. Endorsers such as celebrities and social media influencers on shopping sites obtain more attentions from consumers (Aprilia & Hidayati, 2020). Marketing must highlight all predictors in the study to improve the online purchase intention of women's clothes in business.

5.2 Theoretical implications

Studies explaining the correlation between situational effects—such as the COVID-19 pandemic—and online shopping of women's clothes are limited. This study analyzed a new paradigm, namely the determining effect of the COVID-19 pandemic, including online trust and store conditions, attitudes, and subjective norms towards online purchase intention of women's clothes. This study provides an evidence that online trust and store conditions during the COVID-19 pandemic is the situational factor that works as a determinant factor that has positive and significant effects on online shopping. This result substantiates the concept that a situational determinant occurs and supports buyers to choose online platforms (Nguyen et al., 2020; Zarei et al., 2019). Attitudes are the crucial predictor of online purchase intention that substantiates the concept of a previous study (Wiyanti & Untoro, 2016) and strengthens theory of reasoned (TRA) as the action proposed by Ajzen and Fishbein (1972). Subjective norms found significant as the influencer on consumer attitude towards the online purchase intention of women's clothes, which substantiates the previous findings (Hwang and Kim, 2020; Saeed et al., 2020). Attitudes found positive and significant in mediating the correlation between subjective norms and online purchase intention, which substantiates the previous study (Hasbullah et al., 2016). Findings of this study can be developed in the future associated with online purchase intention during the COVID-19 pandemic.

5.3 Future Studies

Future studies may improve the sample into a bigger size while adding more cities to discover the details of social acceptance on the online purchase intention during the COVID-19 pandemic. Eventually, quantitative studies can study potential transformations of consumer attitude and purchase intention associated with the online purchase of women's clothes in different periods from the COVID-19 pandemic.

6. CONCLUSION

This study aims to explore the impact of COVID-19 pandemic, subjective norms, and attitudes on the online purchase intention of women's clothes. Based on the data collected from 400 structured questionnaires disseminated towards female online shoppers in Malang City and the tests conducted towards the problems by using the programming of ADANCO 2.0.1 and PLS-SEM, it can be concluded that online trust (TRUST), store conditions (CONDITION), subjective norms (SUBJECT), and consumer attitude (ATTITUDE) greatly affect the online purchase intention of women's clothes during the COVID-19 pandemic. The research

result indicates that the COVID-19 pandemic as the situational determinant directly affected online trust, store conditions, and attitudes of online purchase of women clothes, this condition is a strong predictor for online purchase intention of women's clothes. Subjective norms predicted and indirectly mediated the online purchase intention of women's clothes. Findings of this study will help business actors of women's clothes, namely online merchants, retailers, and marketers to regularly improve the quality of their webpage as an online selling measure while always provide satisfying services for customers. The novelty of this research is the initial concept and empirical evidence that study the situational factor of the COVID-19 pandemic and effects of online trust, store conditions, attitudes and subjective norms on the online purchase intention of women's clothes.

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