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Women footwears of Choice: A Correlation Analysis of Customer Attitudes toward Purchase Intention of Local Footwear Products

Rani Dewi Nursilowati and Lidia Mayangsari

School of Business and Management, Bandung Institute of Technology - Indonesia

Abstract

There are differences between the preference of women and men as consumers. Women are more emotionally unstable, and open to feelings and aesthetic experiences. In this intense competition between local and imported footwear which is global brands, it is challenging for local footwear products to survive in the industry. It is a requirement for the brands (in this research, local footwear brands) to understand the attitudes of the customers from time to time, especially women. Hence, the marketer needs to understand the factors influencing customer purchase intention for local footwear products. This research is a quantitative research that conducted to explore the objective of the study. The method used is surveying by questioning the respondents to gather information. The researcher has conducted the survey through an online questionnaire as a tool for data collection with the total of 242 respondents. The population of this study is consisted of women between age 15-54 years old that have ever been buying local footwear products. In this study, as part of convenience sampling, we select non-probability sampling which is a judgmental sampling. Then, the data are analyzed using validity, reliability, classical assumption, pearson, simple linear regression, and descriptive analysis. After the analysis sequence has been performed, the formulated comprehensive description of findings are presented.

Keywords: women, local footwear product, customer attitude, purchase intention

Corresponding Author:
Rani Dewi Nursilowati
rani.dewi@sbm-itb.ac.id

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1. Introduction

There are differences between the preference of women and men as consumers. In a summary, women are more nurturant, warm, altruistic, obedient, take risks, tend to be controlled, emotionally unstable, and open to feelings and aesthetic experiences (Del Giudice, 2015). Howarton and Lee (2010) show that the biggest factor that drives the selection of a woman's brand is their likes or dislikes, followed by ease of mobility, fabric with fashion/style/colour, and functionality also the brand name or image. A study found

that adult, as well as in women, aged 45 and older were not more brand loyal than those between the ages of 18-34. The attitude of consumers towards a brand refers to the overall assessment of consumers of a brand and forms the basis for consumer behavior towards the brand (Wu, 2009).

In this intense competition between local and imported footwear which is global brands, it is challenging for local footwear products to survive in the industry. Referring to Kotler and Armstrong (2018), people attitudes and behavior in everyday life is shaped by beliefs and values, which makes them hold on to their persistence. It is called as core beliefs and values. While secondary beliefs and values are more agile. Also, according to Gordon R. Foxall (2002), attitude is the affective side of human reactions, how people feel about an object, person or entity, an emotional or evaluative response that is beneficial or not beneficial to them. There is general agreement that consumer attitude refers first and foremost to the act of buying a particular product or service.

Thus, the purpose of this research is to understand woman attitudes as a customer and purchase intention towards local brand in the footwear industry. The finding in this research can be implemented by the entrepreneur in the footwear industry, to have a better understanding about customer attitudes and can make a better business strategy.

2. Theoretical Background

2.1. Customer Attitudes Towards Footwear Product

Somewhere between a belief, a position, a mood, and a pose is an attitude. It's the way people think and feel about someone or something, a feeling or way of thinking that affects the behavior of a person, and a way of thinking and behaving that people consider unfriendly, rude, etc. Attitude is a learned predisposition to respond with regard to a given object in a consistently favorable or unfavorable way (Fishbein and Ajzen, 1975). An attitude is also a summary assessment of a psychological object captured in dimensions of attributes such as good-bad, harmful-beneficial, pleasant-unpleasant, and likable-dislike (Ajzen, 2001). The style, design, price, comfort, durability and material used (quality), are the most mentioned attributes of the shoes (Yin-Yuk, 1990). Thus, this research will use the attributes mentioned as the indicator of the local footwear products.

2.2. Woman as a Customer

According to Martha Barletta on her book 'Marketing to Women (How to Increase Your Share of the World's Largest Market)', studies show that the prospects of men and women have very different priorities, preferences and attitudes about many things. The way in which they move through a decision process is radically different— and often leads to very different choices about brands and products. A woman is searching for the perfect answer. That means that she will look at more options and weigh and balance all possible choices before she feels that she has done due diligence and is ready to act.

> Women see the early stages of a decision process as an exploration, an opportunity to see what's out there, to discover options and features that they might not have known about before. They notice the key product characteristics and the finer details that make one option subtly but significantly different from the other. As they proceed, they build a vision of the ideal product to learn more about what is available. They eventually come to know what they want and they are willing to go the extra mile to find it. Women play a lot of roles, so they expect all the needs to be met by the products and offer the solution to everyone. But they also seek personal fulfillment, so to give them pleasure, they prefer products. In short, they want quality and efficiency together with design-driven narrative and marketing (Silverstein, 2009).

2.3. Purchase Intention

Intention to purchase refers to an effort under conscious planning to purchase a product (Spears & Singh, 2004). Many factors affect the intention of the consumer while choosing the product, and the final decision depends on the intention of consumers with large external factors (Keller, 2001). Wu et al (2011) defines buying intention as the likelihood of consumer readiness in the near future to buy a products and it is usually associated with the attitude, perception, and buying behavior of the consumer. Purchase intention is found to be a very important factor for consumers when they make decisions about buying any product (Fishbein & Ajzen, 1975). This is why purchase intention is always considered when studying the buying behavior of consumers and in order to study the factors affecting consumers buying behavior many researchers used purchase intention as a dependent variable (Musharraf, 2013).

2.4. Hypotheses and Conceptual Framework

With aim to know the relationship between customer (women) attitudes and purchase intention, the summary of hypotheses proposed as follows:

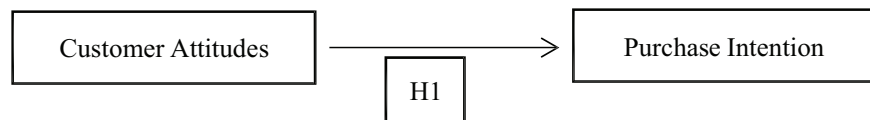*H1 Women attitude has a positive impact towards purchase intention toward local footwear products*

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┌─────────────────────┐                    ┌─────────────────────┐
│  Customer Attitudes  │ ─────────────────> │  Purchase Intention  │
└─────────────────────┘      ┌──────┐       └─────────────────────┘
                             │  H1  │
                             └──────┘
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Figure 1: Conceptual Framework.

3. Methodology

The method using for this research is an exploratory study, with a quantitative approach using survey through a questionnaire to collect the data. The population of this study is consisted of women between age 15-54 years old that have been buying local footwear products. Sample size refers to the number of elements in the study to be included. Malhotra (2010) stated that the marketing study's minimum sample size is 200, and more than 200 datas have gathered. The data was analyzed using Pearson, Simple Linear Regression (SLR), descriptive, and the validity, reliability, and classical assumption tests were done before, and all the operational variable on Table 1 has passed the tests.

4. Result

4.1. Socio-Demographic and General Buying Pattern of Respondents

There are 242 respondents gathered through questionnaire, all are women. The age are varies, range from 15-35 years old, with the majority 15-25 years old. They come from various regions, starting from Bandung with the most 30.9 percent, followed by Palembang with 28.5 percent and the third being Jakarta with 8.6 percent. The rest are from Yogyakarta, Bogor, Manado, Bali and so on. This shows quite a variety of differences from the data obtained. Their work also varies, with the majority of students accounting for 84.4 percent, private employees 9 percent, followed by small portions of students, civil servants, entrepreneurs, and others.

TABLE 1: Operational Variable List.

Author, Year	Construct	Operational Definition	Indicators	Item
Fishbein and Ajzen, 1975; Yin-Yuk, 1990	Customer Attitudes	Attitude is a learned predisposition to respond with regard to a given object in a consistently favorable or unfavorable way; The style, design, price, comfort, durability and material used (quality), are the most mentioned attributes of the shoes	Style/design	CA1
			Quality	CA2
			Price	CA3
			Comfort	CA4
			Durability	CA5
Wu et al, 2011	Purchase Intention	Buying intention as the likelihood of consumer readiness in the near future to buy a products and it is usually associated with the attitude, perception, and buying behavior of the consumer.	Willingness to buy [Design]	PI1
			Willingness to buy [Quality]	PI2
			Willingness to buy [Price]	PI7
			Willingness to buy [Comfort]	PI4
			Willingness to buy [Durability]	PI5

All of them have bought local footwears with a majority frequency of 1-3 times per year with 87.1 percent, followed by 4-6 times per year at 11.3 percent. From the Likert scale 1-10, the majority of them answered scale 5 when asked by their agreement that they preferred local footwear products rather than imported footwears. This shows their appeal to local footwear is still low. 71.1 percent of them answered that they spent on average less than Rp. 500,000.00 to buy local footwear products, followed by 26.6 percent which answered Rp. 500,000.00 - Rp. 1,500,000.00. The remaining answers vary from Rp. 1,500,001.00 - Rp. 4,000,000.00.

The types of local footwear products that they like most are flat footwears with 50.8 percent, followed by 19.1 percent of sneakers, and 18.8 percent of slip-on. The rest varies from high heels, boots, wedges, and others. 50.4 percent of them stated that they bought most local footwear products from offline stores, then through Instagram social media with 27.7 percent, e-commerce platforms with 14.8 percent, and others

such as websites and social media Facebook. They claimed to use social media to look for local footwear products with the majority score of 8 (20.7 percent) on the Likert scale and following several local footwear brand accounts on their social media accounts with the 9th highest point (15.2 percent). 94.2 percent of them see local footwear products from Instagram social media accounts.

4.2. Reliability and Validity Test

4.2.1. Reliability

TABLE 2: Reliability Test Result.

Construct	Indicator	Item	Corrected Item-Total Correlation	Cronbach's Alpha	Cronbach's Alpha If Item Deleted
CA	Design	CA1	,654		,905
	Quality	CA2	,701		,902
	Price	CA3	,587	0.912	,909
	Comfort	CA4	,730		,901
	Durability	CA5	,629		,907
PI	Willingness to buy [Design]	PI1	,487		,934
	Willingness to buy [Quality]	PI2	,599		,931
	Willingness to buy [Price]	PI7	,574	0.934	,932
	Willingness to buy [Comfort]	PI4	,644		,930
	Willingness to buy [Durability]	PI5	,557		,932

To test the reliability, we use repeated measure or one shot tools. Based from Table 2, we can see that customer attitudes and purchase intention data are reliable because the Cronbach's Alpha if the item is deleted are bigger than the cronbach alpha score. It implies that the respondents are consistent when answering the survey and the data is reliable.

4.2.2. Validity

To test the validity, which is the ability of a scale to measure what was intended to be measured, we use Pearson tool. Based on Table 3, we can implies that all the data are valid because all the 'R-calculated are bigger than 'R table'.

TABLE 3: Validity Test Result.

Construct	Indicator	Item	Sig.	R-Table	R-Calculated	Validity
CA	Style/design	CA1	0,05	0.138	,816**	VALID
	Quality	CA2	0,05	0.138	,902**	VALID
	Price	CA3	0,05	0.138	,731**	VALID
	Comfort	CA4	0,05	0.138	,882**	VALID
	Durability	CA5	0,05	0.138	,835**	VALID
PI	Style/design	PI1	0,05	0.138	,762**	VALID
	Quality	PI2	0,05	0.138	,865**	VALID
	Price	PI7	0,05	0.138	,795**	VALID
	Comfort	PI4	0,05	0.138	,860**	VALID
	Durability	PI5	0,05	0.138	,812**	VALID

4.3. Classical Assumption

4.3.1. Normality

Statistical methods require that the numeric variables we are working with have an approximate normal distribution. To test the normality, the tools used is Kolmogrov-Smirnov Test. The results is customer attitudes data and purchase intention data are normal since the value of K-S Z=1.147 Sig. > 0,05. The data are distributed normally.

4.3.2. Multicolinearity

Multicollinearity detected by examining the tolerance for each independent variable, in this case is the customer attitudes toward the attributes of local footwear products. Tolerance is the amount of variability in one independent variable that is no explained by the other independent variables. If VIF (Variance Inflation Factor), ≤ 10, no multicollinarity accured. Based on the result, we got the VIF results of 1. Thus, since VIF < 10, no multicolliniarity occured.

4.3.3. Heteroscedascity

To test the heteroscedascity, we are using metode glesjer. Customer attitudes p-value = 0.850 > 0,05, it indicates there is no heteroscedasticity. Then, it is considered as a good regression model as it is the one that has similar residual from all observations (homoscedascity).

4.3.4. Autocorrelation

To test the autocorrelation, we are using Durbin Watson test. Durbin Watson score (d) is 2,001. Based on K=1 and N=242, the dL score is 1.78012 and dU is 1.79685. Based on these data, the result is dU<d<4-dU which indicates no autocorrelation.

Normal P-P Plot of Regression Standardized Residual
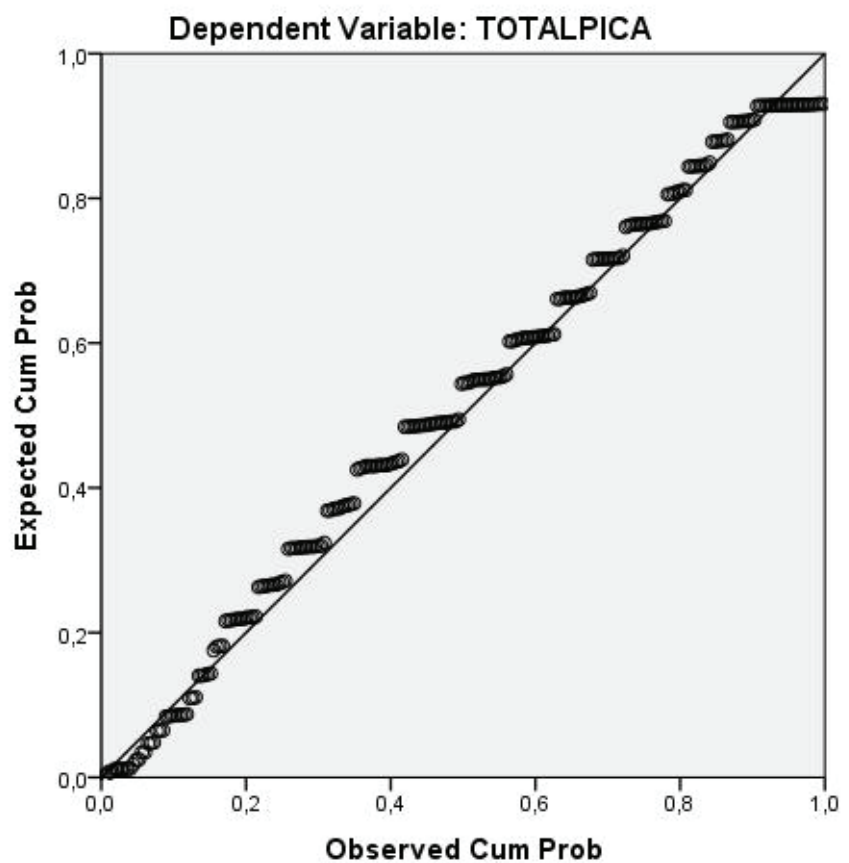
Dependent Variable: TOTALPICA

Figure 2: Linearity Test Result.

From this normal probability plot, we can see that the data is linear with a strong relationship, indicated the amount of change, or rate of change, between scores on two variables are constant for the entire range of scores for the variables.

4.4. Hypothesis Testing

4.4.1. Pearson Correlation

Pearson correlation measures the existence (given by a p-value) and strength (given by the coefficient r between -1 and +1) of a linear relationship between two variables (Samuels, 2014).

H0: ρ = 0 ("the population correlation coefficient is 0; there is no association")

H1: ρ ≠ 0 ("the population correlation coefficient is not 0; a nonzero correlation could exist")

TABLE 4: Pearson Correlation.

Pearson Correlation					
	PI1	**PI2**	**PI7**	**PI4**	**PI5**
CA1	0,534				
CA2		0,467			
CA3			0,372		
CA4				0,468	
CA5					0,443

Based on table 4, the customer attitudes and purchase intention have a statistically significant linear relationship (p < 0.05), accept H1. Then, the direction of the linear relationship is tested.

4.4.2. Scatterplot

According to Cohen, 1988, the strength can be assessed by these general guidelines:

i..1 < | r | <.3 ... small / weak correlation

ii..3 < | r | <.5 ... medium / moderate correlation

iii..5 < | r | ......large / strong correlation

The direction of the relationship is positive as the customer attitudes and purchase intention per indicator are positively correlated, meaning that these variables tend to increase together (i.e., the greater customer attitudes is associated with greater purchase intention). The strongest indicator based on the r is the design with r = 0.5347 which indicate the large correlation, followed by the other indicators with the strength that are approximately moderate.
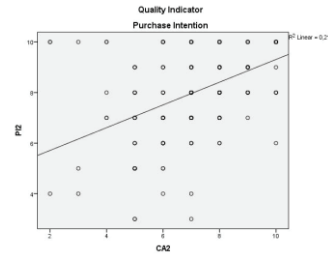
TABLE 5: The Direction and Strength of the Linear Relationship.
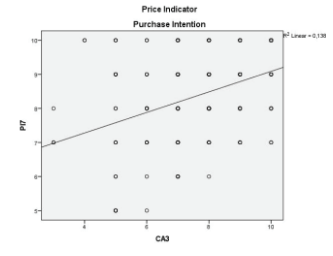
1. **Design Indicator**
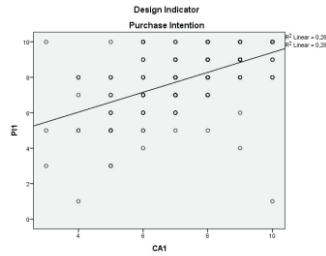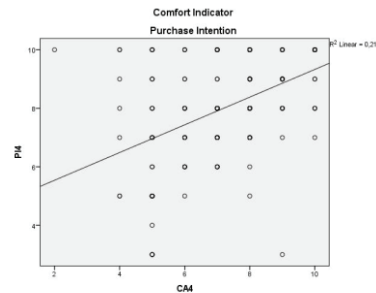

r = 0.5347

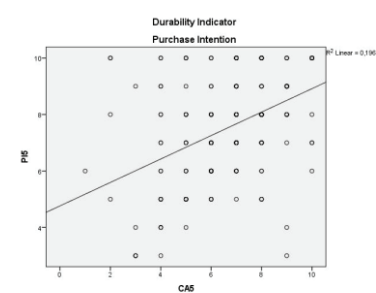2. **Quality Indicator**

r = 0.4679

3. **Price Indicator**

r =   0.3714

4. **Comfort Indicator**

r = 0.4679

5. **Durability Indicator**

r = 0.4427

TABLE 6: Simple Linear Regression Results.

Indicators	Adjusted R-Square	ANOVA (Sig.)	B-Coefficients		Coefficients (Sig.)
Design	0.283	0.000	Constant	3.786	0.000
			CA1 Test Score	0.562	
Quality	0.219	0.000	Constant	4.814	0.000
			CA1 Test Score	0.450	
Price	0.135	0.000	Constant	6.072	0.000
			CA1 Test Score	0.302	
Comfort	0.219	0.000	Constant	4.592	0.000
			CA1 Test Score	0.474	
Durability	0.192	0.000	Constant	4.764	0.000
			CA1 Test Score	0.415	

4.4.3. Simple Linear Regression

Adjusted r-square gives a more realistic estimate of predictive accuracy. Based on Table 6, it explains that the attitude to the footwear design has 28.3 percentinfluence to the purchase intention, the quality indicator has 21.9 percentinfluence, the price has

13.5 percent, comfort has 21.9 percent, and the attitude to the durability influence 19.2 percent of the purchase intention. In the ANOVA section, it displayed a probability level of significance value of 0.000. Therefore, the probability (0.000) is much smaller than 0.05, then the simple linear regression model can be used to predict the purchase intention. Table 6 also shows the B-coefficients. As indicated, these imply the linear regression equation that best estimates the purchase intention from customer attitudes toward the indicators in the sample. The equations are as follows.

    i. Attitude to Design = 3.786 + 0.562 * Purchase Intention

    ii. Attitude to Quality = 4.814 + 0.450 * Purchase Intention

    iii. Attitude to Price = 6.072 + 0.302 * Purchase Intention

    iv. Attitude to Comfort = 4.592 + 0.474 * Purchase Intention

    v. Attitude to Durability = 4.764 + 0.415 * Purchase Intention

All the B coefficient for purchase intention has "Sig" or $p = 0.000 < 0.05$, indicates they all are significant. Based on all the results, we should accept H1 which is women attitude has a positive impact towards purchase intention toward local footwear brand.

In this part, the researcher use continuum line to assess respondent perception toward each variable.

Respondents Attitude toward Local Footwear Attributes

Based on the question 1 on Table 7, we can see that majority respondent gave 7 point which mean respondent think that the design of local footwear are attractive enough. Then, on the question 2, majority of the respondent gave 8 point thus, consumer are agree that the quality of local footwear products are good. Then, the question 3 mostly given 7 point which indicates that the products of local products are well-fit in their perspective. The local footwear products are also comfortable based on the question 4 with most point given at 8. Question 5 indicates that the local footwear products are quite durable with 7 points.
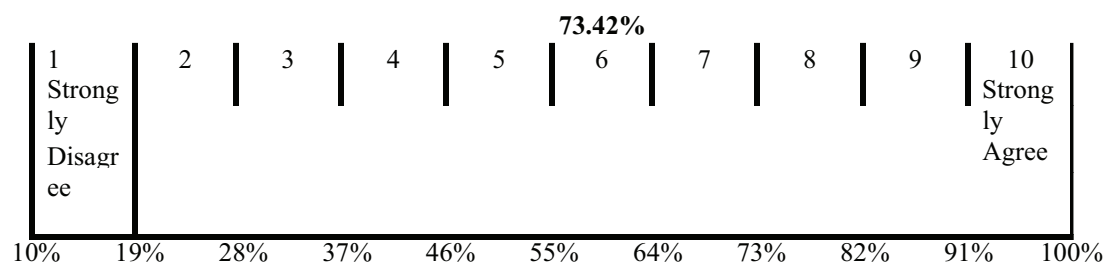

Figure 3: Continuum Line of Customer Attitudes.

TABLE 7: Respondents Attitude toward Local Footwear Products.

No.	Question	1	2	3	4	5	6	7	8	9	10	Total	Score	Ideal Score
1	The style/design of local footwear products are attractive	0	0	3	7	21	29	62	58	34	28	242	1800	2420
		0%	0%	1.24%	2.89%	8.68%	11.98%	25.62%	23.97%	14.05%	11.57%	100%		
2	The quality of local footwear products are good	0	3	3	5	25	31	57	67	29	22	242	1762	2420
		0%	1.24%	1.24%	2.07%	10.33%	12.81%	23.55%	27.69%	11.98%	9.09%	100%		
3	The price of local footwear products are well-fit	0	0	3	2	20	19	58	65	42	33	242	1865	2420
		0%	0%	1.24%	0.83%	8.26%	7.85%	23.97%	26.86%	17.36%	13.64%	100%		
4	The local footwear products are mostly comfortable to use	0	1	0	7	32	24	53	70	30	25	242	1785	2420
		0%	0.41%	0%	2.89%	13.22%	9.92%	21.9%	28.93%	12.4%	10.33%	100%		
5	The local footwear products are durable enough	1	4	5	18	22	36	59	53	27	17	242	1672	2420
		0.41%	1.65%	2.07%	7.44%	9.09%	14.88%	24.38%	21.9%	11.16%	7.02%	100%		
	Total												8884	12100
	Percentage													73.42%

Ideal score for these five questions are 12100 and the data has scored 8884 or 73.42 percent of ideal score, it indicates the customer attitudes variable is in high category, which is at 8. It means women has positive attitudes towards the local footwear products.

Respondents Purchase Intention toward Local Footwear Attributes

According to Table 8 at the question 1, the majority respondent gave 8 point which means the respondents want to buy the local footwear products that has the attractive design. On the question 2 we can see the majority of the respondent gave 8 point thus, consumer are willing to buy local footwear products that has the good quality. Then, on the question 3, there is a tie between point 9 and 10 which implies they are strongly agree that they want to buy the local footwear products with the well suited price. Question 4 is answered by the majority of 8 points that indicate the willingness of respondents to buy the comfortable local footwear products. 8 points is the majority of answers of question 5 which indicates the respondents are willing to buy the durible local footwear products.
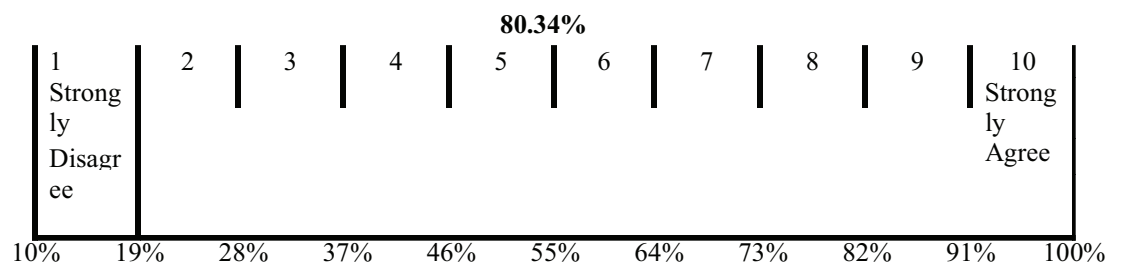

Figure 4: Continuum Line of Purchase Intention.

From the calculation, the data has scored 9,721 or 80.34 percent of the ideal score 12,100. It indicates the purchase intention according to the attitude towards the local footwear indicators results in high category, which is at 8. It implies women has high purchase intention based on the attributes towards the local footwear products.

5. Conclusion and Recommendation

5.1. Conclusion

Women, especially students, do not tend to buy local footwear products at frequent frequencies. They still have a low desire to buy local footwear products compared to imported footwear. They tend to buy footwears at economical prices. Offline stores are still their main choice in buying local footwear products, followed by social media, and

Table 8: Respondents Purchase Intention toward Local Footwear Attributes.

No.	Question	1	2	3	4	5	6	7	8	9	10	Total	Score	Ideal Score
1	I want to buy local footwear products that have an attractive design	2	0	3	2	14	17	41	69	42	52	242	1928	2420
		0.83%	0%	1.24%	0.83%	5.79%	7.02%	16.94%	28.51%	17.36%	21.49%	100%		
2	I want to buy local footwears because they have good quality	0	0	3	4	11	16	40	68	43	57	242	1957	2420
		0%	0%	1.24%	1.65%	4.55%	6.61%	16.53%	28.1%	17.77%	23.55%	100%		
3	I want to buy the local footwear products with well-suited price	0	0	0	0	6	10	37	75	57	57	242	2032	2420
		0%	0%	0%	0%	2.48%	4.13%	15.29%	30.99%	23.55%	23.55%	100%		
4	I want to buy local footwear products because it feels comfortable to use	0	0	5	1	14	14	38	71	40	59	242	1957	2420
		0%	0%	2.07%	0.41%	5.79%	5.79%	15.7%	29.34%	16.53%	24.38%	100%		
5	I want to buy local footwear products because of the durability	0	0	5	6	19	26	49	62	32	43	242	1847	2420
		0%	0%	2.07%	2.48%	7.85%	10.74%	20.25%	25.62%	13.22%	17.77%	100%		
	Total												9721	12100
	Percentage													80.34%

e-commerce. Social media is recognized as one of the most influential in the business world now, especially Instagram. It was proven by the majority of those who answered they used Instagram to find out about local footwear products and follow their account to get updates about these local footwear products.

There is a positive linear relationship between attitudes towards local footwear products and their purchase intention, indicating that with increasing customer attitudes, purchase intention also rises. The strongest indicator with having a large correlation is the indicator design. Attitude to the indicator design has the highest influence on purchase intention towards local footwear products with 28.3 percent, followed by quality and comfort with the same score of 21.9 percent, then durability with 19.2 percent, and the last is the price with 13.5 percent.

Women have a positive attitude towards local footwear products. They are most satisfied with the prices that local footwear products have now, followed by design, comfort of footwears, quality, and finally the durability. Then, the price of good local footwear products makes them want to buy it. Followed by quality and comfort, and design, and durability.

5.2. Recommendation

Because design is the most influential indicator of purchase intention, the owners of local footwear products must give more attention. The design of existing local footwear products is also considered attractive by women so brand owners must actively seek out women's preferences for footwear design from time to time. They also have to improve the durability of local footwear products because women are not satisfied with what is available now. They can cover those shortcomings and make the strength of the local footwear products they make.

This research is limited to women, thus the study of men may be done to better study the differences. The influence (R square) is still low, so further research can be done to find out the construct that cannot be explained in this study.

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