



## **EXPLORING DIFFERENCES BETWEEN INTERNET APPAREL PURCHASERS, BROWSERS, AND NON-PURCHASERS**

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The objective of this study was to investigate differences between Internet apparel purchasers, browsers, and non-purchasers in terms of their attitudes, Internet usage, and demographic characteristics.

Data were obtained from an Internet survey conducted by the Graphic, Visualization, & Usability Center from the Georgia Institute of Technology. Among 12 datasets, the general data about Internet users and Inter-net shopping were downloaded from the Web and were merged into one data file based on subject ID number (n=1,055). Multivariate analyses of variance and univariate analyses with Scheffe's tests were used to investigate differences between Internet apparel purchasers (n=170), browsers (n=213), and non-purchasers (n=672).

In general, Internet apparel purchasers were significantly different from non-purchasers: they were more likely to perceive Internet shopping as having relative advantages, as being safe, as an easy way to shop, and to perceive Internet retailers as providing better customer service than other off-line retailers. They browsed frequently, had high incomes, and were female.

Internet apparel browsers were also significantly different from apparel purchasers: they were less likely to perceive Internet shopping as having relative advantages and as being safe and to perceive that Internet retailers provided better customer service than off-line retailers. They were more likely to browse the Internet, more likely to be young and to have low incomes. In general, apparel browsers were not significantly different from apparel non-purchasers.