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Consumers' Intention towards Online Clothes Shopping Adoption within Klang Valley, Malaysia

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Abstract: ***Online shopping provides the advantage of flexibility in terms of time, location, more relaxed and time saving which also contributes to customer satisfaction. The aim of this study is to determine the main factors that influence online customers' intention to shop for clothes online in the Klang Valley. In order to answer the research problem, six hypotheses have been developed. Multiple regression analysis was used to analyze the data and evaluate the formulated hypotheses. The results of this study found that, perceived usability, social influence, and website quality are all positively related to customers' intention to use online shopping methods in the Klang Valley, Malaysia.***

Keywords: perceived usefulness, perceived ease of use, social influence, trust, perceived behavioral control

1. Introduction

The increased use of the Internet in Malaysia opens up various opportunities for the e-commerce industry, online shopping platforms, and websites that provide fast online access to online purchases. Among the industries that are not exempted is the clothing and fashion industry. Examples of online shopping involved in the clothing industry include Zalora.com and FashionValet.com. The evidence and successful results they have achieved have drawn attention to the internet shopping trend, which is generally well received by Malaysian customers. The Covid-19 epidemic that has hit the world including Malaysia, forcing social distancing for a relatively long period of time may have a severe impact on the economy globally. As a result, it has influenced the development of e-commerce activities around the world, notably in Malaysia. Ecommerce sales have increased as a result of the movement control order, social isolation, and work from home instructions (Bhatti et al., 2020). Consumers have turned to online purchasing because it is more convenient and secure. Traffic to e-commerce websites for fashionable goods grew by 5% compared to before the outbreak (Adrienko, 2020).

During the Covid-19 epidemic, fashionable clothing became one of the most popular, fast-growing, and sustainable enterprises that runs through internet purchasing. The entry of leading global fashion companies such as ZARA, H&M, Forever 21, PUMA, Adidas, and Nike into the local market, as well as the emergence of sales platforms such as Lazada and Shopee, which is dominating the Malaysian e-commerce market (ASEAN UP, 2019), has boosted the country's online fashionable apparel industry. Online fashionable clothes retail contributes significantly to Malaysia's online sales business. Although the purchase of fashionable goods is typically associated with impulsive purchasing behavior, the consumer's decision-making process remains questionable, especially when it comes to online purchases (Ramya & Ali, 2016). The most current online shopping trends research does not pay much attention to the determining factors of online fashionable apparel purchases (Kumar, Khan, & Kesharwani, 2019).

Malaysia's fashion sector is in a modest state. Global interest in modest fashion is reshaping the fashion industry. Malaysian fashion is influenced by the historical fusion of Malay, Chinese, and Indian cultures. Since the 2000s, the Kuala Lumpur Fashion Week has served as a primary platform for promoting Malaysia as a dynamic developing fashion hub. Kuala Lumpur has many of the appropriate elements to succeed in its aim, with wealthy incomers from nearby nations such as Singapore and Brunei wanting to invest and spend part of its resources on fashion (Stephan Rabimov, Forbes Style and Beauty, 2018). Malaysia has always been a desirable location for clothing retailers. According to Euromonitor, the retail value of womenswear is expected to reach $3.4 billion in 2023. Selling products online is becoming an increasingly essential sales channel. Because Malaysia is a multicultural country, we will see an intriguing blend of information about what drives online womens wear sales in the country (Benedict Leong, Janio Asia, 2020).

Nonetheless, technological advancements have resulted in widespread sales of goods formerly assumed to be only sellable in a touch-and-feel environment, such as clothes and jewelry (Kim & Niehm, 2009). Online clothes merchants in the United States and Europe have enhanced profitability by providing consumers with interactive try-on sessions such as the "virtual dressing room," "digital supply chain," and "online fit prediction." Furthermore, the recent integration of clothes producers into direct web selling, as well as established retailers' continued penetration into the internet channel, has driven the clothing flow

2. Literature Review

Malaysia's society is made up of many ethnic groups. In general, Malaysians are divided into three races: Malays, Chinese, and Indians or Pakistanis. The Malays are known as Bumiputras, whereas the Chinese and Indians are known as non-Bumiputras. The Malay national language, formally

known as Bahasa Malaysia (formerly Bahasa Melayu), helps to bring this diverse group of people together. Malays account for 67.4% of the population, with Chinese accounting of 24.6%.

Ecommerce in Malaysia began in 2004 with the establishment of eBay Malaysia. Lelong.com followed in 2007. Lelong is credited with inventing the Malaysian e-commerce business, and it controlled the market for several years before being joined in 2011 by Fashionvalet.com and Mudah.my. The current condition of the Malaysian e-commerce business began to take shape in 2012, when two main firms, Lazada and Zalora, opened operations in Malaysia, followed by Shopee in 2015 (Amrutha Aprameya, Capillary blog, 2020).

E-commerce has been extensively covered in the vast body of literature that has evolved since the emergence of the Internet. Experiential study, particularly at the technology innovator level, indicates that e-commerce has a large and beneficial influence on firms worldwide (Daniel et al., 2003; Pool et al., 2006; Chuang et al., 2007). In the United Kingdom, officials appear to believe that e-commerce has unquestionable benefits. Managers are certain that e-commerce will benefit their businesses by changing consumer and supplier relationships, improving company processes, and even reorganizing entire sectors in some situations (Daniel, 2003; Pool et al.,2006). Intense competition in both foreign and local markets has put pressure on businesses to enhance their product and service quality, costs, management methods, and operations. To survive, the Organization for Economic Cooperation and Development (OECD) advised developing-country enterprises to fully leverage ICT, such as implementing e-commerce for commercial operations (OECD, 1997).

In 2009, the OECD reaffirmed the importance of e-commerce in commercial transactions by providing a wide variety of consulting services targeted at aiding developing nations in the building of an enabling legal and regulatory framework for e-commerce (OECD, 2009). Businesses may adopt e-commerce due to its several advantages (poon and Jevons, 1997; Daniel and Wilson, 2002; Daniel et al., 2003; Martin and Maday, 2003), as well as its potential to compete with big enterprises. Businesses are believed to be able to enter the worldwide market and sell 24 hours a day, seven days a week exclusively through e-commerce (Martin and Matlay, 2003). However, research reveals that huge multinational corporations continue to dominate e-commerce, such as websites with online transaction capabilities.

Running an e-commerce business in Malaysia is not as simple as it appears. Little is known about the elements that influence customers' purchasing decisions for fashion items. There has been no study that looked at a collection of independent factors when purchasing for fashion items. As a result, the study investigates many problem areas of the customers' influence on ecommerce business success.

When it comes to fashion, there is no doubt that Malaysia's modest fashion business is thriving. One of the fundamental principles in branding that may be leveraged to generate competitive distinction is brand personality. The Aaker (1997) brand personality measure is extensively used, although multiple research has demonstrated that the scale is not stable across many different organizations. Young Muslim entrepreneurs all across the world are making their own modest fashion statements, challenging the status quo in their communities and stereotypes outside of their communities. These developments in Islamic dress occurred not just in Western nations, but also in Malaysia's fashion sector. In this age of the internet and social media, a new generation of fashion designers or fashion entrepreneurs has displayed numerous practical and proactive methods of bringing fashion and faith together. As a result, they developed a modest fashion concept in response to new requirements and wants, as well as to suit diverse types of customers in order to broaden their market base, including the non-Muslim market. Coming up with fresh concepts and ideas to meet new requirements and demands has become an essential element of the Islamic fashion business.

3. Methodology

This study uses a survey questionnaire method as a research instrument. The study design structure is a cross-sectional study using a Likert scale model as a measurement scale. The sampling method that has been chosen is non-probability sampling for convenience sampling of online consumers. The survey questionnaire were developed in English and distributed to a defined population circle after pilot testing. Data is then collected and imported into SPSS software to measure the scale reliability (Cronbach's' alpha of 0.929) for several testing and analysis. According to Sweet and GraceMartin (2008), the alpha value of more than 0.7 is an acceptable value which indicates high reliability. Therefore, there is no change of the questionnaire. Finally, the finding and implementations are presented and discussed based on the derived results. Judgmental sampling and convenience sampling had been fully utilized and regression analysis has been chosen to analyze the data. This study applies quantitative research. Data collection is from respondents around the Klang Valley (Kuala Lumpur and Selangor). The findings of the study allow the writer to evaluate the differences of opinion of the respondents.

This research is accomplished by conducting a self-administrated questionnaire survey, which is conducted using web-based survey (https://www.alchemer.com/). This is to ensure that every question is comprehended correctly and each response is clear (Gray, 2009). The survey questions were tested with a sample of 35 online users to ensure the reliability and validity of the instrument before being distributed to the target respondents of the study. To obtain a large, more diverse and geospatially dispersed sample, the survey was distributed online by publishing in high exposure Malaysia and well-known forums such as lowyat.net (https://forum.lowyat.net). The forum was chosen due to its popularity and high participation rate and response rate. A total of 250 respondents consisting of online users participated in the survey for a period of 16 weeks from June 2020 – September 2020. There were 40 samples that were excluded from the analysis due to incompleteness and

missing data, making the sample for the unit of analysis 210. Respondents who excluded this has not spent enough time and attention to answer all the questions. In addition, since the population of interest in this research is focused on visitors, respondents who do not browse clothing websites or those who have never purchased clothing over the internet are also eliminated.

4. Results and Discussion

The demographic profile of the surveyed respondents is presented in Table 4.1. This includes gender, age, marital status, highest level of academic qualification and monthly income. The total sample for the survey consists of 210 respondents. The respondents consist of 28% male and 71% female. The respondents are aged between 20 and 30 years, which contribute to 100% of the total respondents. The result also indicates that the respondents are mostly single (57%). The respondents mostly have attained degree/professional qualification level (90%) and followed by those who have

Diploma level (4%). This is because some of the respondents are the university students who are still pursuing their study.

4.1 Demographic Profile of Respondents

Variables	Frequency	Percentage (%)
Gender		
• Male	60	28.57
• Female	150	71.43
Age		
• 20 - 25 years	105	50
• 25 - 30 years	105	50
Marital Status		
• Single	120	57.14
• Married	90	42.86
Highest Level of Academic Qualification		
• SPM/STPM	5	2.38
• Diploma/Advanced Diploma	10	4.76
•Degree/Professional Qualification	190	90.48
• Master Degree	5	2.38
Income		
• Below RM 1000	5	2.38
• RM 1001 - RM 2000	70	33.33
• RM 2001 - RM 3000	100	47.62
• RM 3001 - RM 4000	20	9.52
• RM 4000 and above	15	7.14

As shown in Table 4.2, majority of the respondents spend more than 10 hours a week on the Internet (48%). The results also show that the majority of respondents have experience buying clothes online (71%).

Table 4.2: Online Shopping Characteristics

Variables	Frequency	Percentage (%)
Hours spent on the Internet (weekly)		
• Less than 5 hours	3	1.43
• 5 – 10 hours	63	30
• 10 – 20 hours	101	48.1
• More than 20 hours	43	20.48
Frequency of purchase		
• Never	1	0.48
• 1 – 2 times	9	4.29
• 3 – 5 times	50	23.81
• More than 5 times	150	71.43

Factor analysis

Since multiple regression analysis is used in testing the hypothesis, therefore factor analysis will be applied prior to performing the linear regression analysis to identify collinearity of the variables. In order to assess the validity of the constructs for the questionnaires, the 25 items are tested by Principal Components Extraction with Varimax rotation. The KaiserMeyer-Olkin (KMO) measure of sampling adequacy and Barlett's test of Sphericity are presented in Table 4.3. Field (2005) recommends that the acceptance value for KMO statistic is 0.5 and above. For these data, KMO value of 0.884 is within the acceptable range and the Bartlett's test with p value less than 0.001 is highly significant. Therefore, it can be concluded that factor analysis is appropriate for the data set.

Table 4.3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.884
Bartlett's Test of Sphericity	Approx.Chi-Square	5112.016
	df	595
	Sig.	0.000

Reliability Test

After conducting the factor analysis, the data set obtained from the survey is then tested for its reliability. Reliability refers to the examination of the degree of consistency between multiple measurements of a variable (Hair et al., 2006). The measure of reliability used in this study is internal consistency, which assess the consistency among the constructs in a scale.

The scale reliability is tested by Cronbach's alpha coefficient. According to Sweet and Grace-Martin (2008), alpha score typically ranges from 0 to 1, with higher number indicating higher reliability. Then, the reliability test is conducted on each construct individually. The reliability analysis of the scale items for every construct (Perceived Usefulness, Perceived Ease of Use, Trust, Social Influence, Perceived Behavioral Control, Website Quality and Intention to Adopt) is observed by the Cronbach's alpha coefficient for all of the constructs that range from 0.743 to 0.888, which are greater than 0.7. These values imply that every individual item of a scale is measuring the same construct and suggest that the scale items have high reliability and good internal consistency (Field, 2005; Sweet & Grace-Martin, 2008). Consequently, the construct reliability in this study is established. In order for one item to be correlated well with the rest of the items, the score should be greater than 0.3. Each of the items for each construct obtained corrected item – total correlation score of over 0.3, therefore it is concluded that the construct reliability is confirmed for this dataset.

Correlation Analysis

Since the multiple-item method is used in the questionnaire, therefore the average score of a single construct is generated.

This average score is employed in further analysis such as correlation analysis and multiple regression analysis (Park & Kim, 2003). In order to investigate the relationship between two variables, Pearson correlation coefficient (r) is used to measure the strength of the relationship (Sweet & GraceMartin, 2008). The correlation coefficient ranges from -1 to +1. A correlation of 0 implies that there is no relationship between the two variables, whereas the correlation of 0.30 is considered a "good" correlation, and a correlation above 0.40 is considered "strong" (Garson, 2011; Sweet & Grace-Martin, 2008). However, Garson (2011) recommends that the correlation coefficient should not exceed 0.80 in order to avoid multicollinearity.

Table 4.4: Pearson Correlation Coefficient

	PU	PEOU	T	SI	PBC	WQ	IA
Perceive Usefulness (PU)	1						
Perceive Ease of Use (PEOU)	0.354	1					
Trust (T)	0.271	0.229	1				
Social Influence (SI)	0.292	0.228	0.466	1			
Perceive Behaviour Control (PBC)	0.187	0.473	0.186	0.103	1		
Website Quality (WQ)	0.331	0.429	0.408	0.304	0.365	1	
Intention to Adopt (IA)	0.422	0.308	0.345	0.443	0.211	0.452	1

As shown, every pairs of the variables are significant at level 0.01, except for the relationship between Perceived Behavioral Control and Social Influence. However, the relationships of the proposed hypotheses developed are found to be statistically significance at level 0.01. It means that the PU (r = 0.422), PEOU (r = 0.308), T (r = 0.345), SI (r = 0.443), PBC (r = 0.211) and WQ (r = 0.452) are correlated to IA significantly and positively. There is a 0.452 correlation between WQ and IA, which offers the strongest correlation among the other hypothesized relationships. It is followed by the correlation between SI and IA. Multiple regression analysis can provide the "net strength" of the relationship of each of the independent variable towards the dependent variable. In other words, by comparing beta weight, the researcher can examine how strong each independent variable influences the dependent variable (Garson, 2011).

Referring to Table 4.4, it shows that the independent variables do not correlate highly with each other as the correlation coefficient does not go beyond 0.80. In addition, the tolerance statistic value and variance inflation factor (VIF) are employed in order to identify multicollienarity. According to Hair et al. (2006), the most default threshold is a tolerance value of 0.10. For VIF however, it is suggesting that VIF should be greater than 1.0 in order to avoid multicollinearity problem (Garson, 2011). The collinearity statistic in Table 4.5 presents that both tolerance value and VIF are above the recommended threshold for all the variables. It is therefore concluded that the assumption of non-collinearity of independent variables are not violated.

Table 4.5: Collinearity Statistics

Independent variables	Tolerance	VIF
PU	0.800	1.251
PEOU	0.656	1.524
T	0.698	1.432
SI	0.740	1.351
PBC	0.740	1.351
WQ	0.669	1.494

Hypothesis Testing

Referring to the ANOVA table of multiple regression analysis as shown in Table 4.6, it reveals that the p-value is less than 0.001, which is smaller than 0.05. This means that at least one of the six independent variables can be applied to model the dependent variable which is Intention to Adopt.

Table 4.6: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	56.276	6	9.379	28.211	0.000
Residual	99.742	300	0.332		
Total	156.018	306			

Table 4.7 presents the result of the multiple regression analysis. Hypothesis 1 suggests that there is positive relationship between Perceived Usefulness and customers' intention to adopt online shopping. As can be seen from Table 4.7, it is found that there is a significant positive relationship between Perceived Usefulness and Intention to Adopt ($\beta = 0.232$, $t = 4.486$, $p < 0.001$). Therefore, the hypothesis 1 is supported in this study. Hypothesis 2 predicts that there is positive relationship between Perceived Ease of Use on customers' intention to adopt online shopping within Klang Valley. According to the result in Table 4.7, it shows that the relationship between PEOU and IA is not statistically significant although the standardized beta coefficient is positive (0.035). Given that the t-value is smaller than 2.0 and p-value is larger than 0.05, therefore hypothesis 2 is not supported. On the other hand, hypothesis 3 investigates the trust concern of customers toward the intention to adopt online shopping within Klang Valley. Surprisingly, the result shows that the t-value is below 2.0 and the p-value is above 0.05, which indicates that the relationship is not statistically significant. In other words, it means that trust has no influence on customers' intention to adopt online shopping.

Therefore, it leads to the rejection of hypothesis 3. Hypothesis 4 predicts that the greater the social influence, the higher the online shopping intention. The result shows that there is positive relationship and it is statistically significant ($\beta = 0.268$, $t = 5.001$, $p < 0.001$). This hypothesis has the most significant relationship among the others. The standardized beta coefficient of 0.268 at the 0.05 level and the t-value of 5.001 reveal that social influence is a significant independent variable to predict the intention to adopt online shopping and therefore hypothesis 4 is

supported. Next, hypothesis 5 examines the relationship of the customers' ability to search for information on the website and the intention to adopt online shopping. As shown from Table 4.7, hypothesis 5 is not statistically significant as it has the p-value of more than 0.05 and t-value of 0.441 which is below the acceptable threshold. This means that hypothesis 5 is not supported in this study. With respect to hypothesis 6 which predicts that there is a positive relationship between website quality and the intention to adopt online shopping, it is confirmed that it has a significant effect towards customers' intention to adopt online shopping ($\beta = 0.253$, $t = 4.484$, $p < 0.001$). This offers support that website quality has considerable positive impact on the customers' willingness to adopt online shopping and therefore hypothesis 6 is supported.

Table 4.7: Multiple Regression Analysis for Research Model

Hypothesis	Beta	t-value	Sig.
Hypothesis 1 Perceived usefulness is positively related to consumers' intention to adopt online apparel shopping.	0.232	4.486	0.000
Hypothesis 2 Perceived ease of use is positively related to consumers' intention to adopt online apparel shopping.	0.035	0.616	0.538
Hypothesis 3 Trust is positively related to consumers' intention to adopt online apparel shopping.	0.041	0.749	0.455
Hypothesis 4 Social influence is positively related to consumers' intention to adopt online apparel shopping.	0.268	5.001	0.000
Hypothesis 5 Perceived behavioral control is positive related to consumers' intention to adopt online apparel shopping.	0.024	0.441	0.660
Hypothesis 6 Website quality is positively related to consumers' intention to adopt online apparel shopping.	0.253	4.484	0.000

Summary of Model Analysis

The summary of the model analysis is illustrated in Figure 4.1. The standardized beta coefficient and the statistical significance of each coefficient are displayed in the figure. The result confirms that three hypotheses (H1, H4, and H6) have predictive power to explain the intention to adopt online shopping. Therefore, they are accepted in this study. On the other hand, the other three hypotheses (H2, H3, and H5) are rejected and their relationships are represented in dashed line in Figure 4.41. This means that perceived ease of use, trust and perceived behavioral control has no direct impact in online shopping adoption.

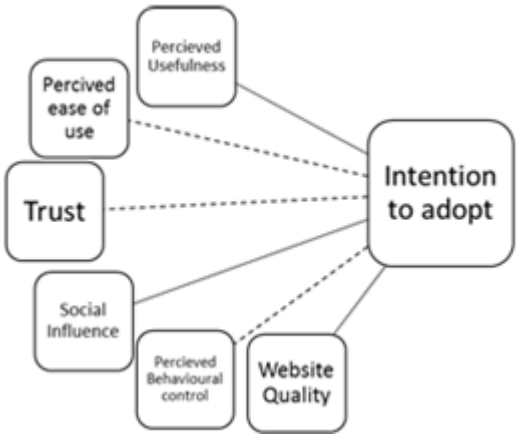

Figure 4.1: Final Research Model

The research model presented in Figure 4.1 shows that Social Influence has the strongest positive relationship with online apparel shopping intention ($\beta = 0.268$). Meanwhile, Perceived Usefulness and Website Quality also have the considerable impact on the intention to adopt online apparel shopping. Since all of the independent variables has positive relationships with IA, it indicates that the increase of Perceived Usefulness, Social Influence and Website Quality, will lead to the rise of customers' intention to adopt online apparel shopping. In conclusion, these three independent variables account for 36.1% of the variance in customers' intention to adopt online apparel shopping.

5. Conclusion

The findings are similar to results found in prior studies.

Table 5.1: Summary of Hypothesis Results

Hypothesis	Results
Hypothesis 1 Perceived usefulness is positively related to consumers' intention to adopt online apparel shopping.	Supported
Hypothesis 2 Perceived ease of use is positively related to consumers' intention to adopt online apparel shopping.	Not supported
Hypothesis 3 Trust is positively related to consumers' intention to adopt online apparel shopping.	Not supported
Hypothesis 4 Social influence is positively related to consumers' intention to adopt online apparel shopping.	Supported
Hypothesis 5 Perceived behavioral control is positively related to consumers' intention to adopt online apparel shopping.	Not supported
Hypothesis 6 Website quality is positively related to consumers' intention to adopt online apparel shopping.	Supported

Among all constructs, Social Influence has the greatest impact towards consumers' online shopping intention, followed by Website Quality and Perceived Usefulness. Marketers are suggested to consider these factors if they would like to promote the adoption of online apparel shopping and increase sales through online channel. This

research provides a clear picture on online consumers' perspective towards the online apparel shopping adoption. This is very important because the respondents are visitors and buyers who have a high potential to become customers of clothing retailers.

The strong social influence suggests that the marketers should use various promotional channels to reach the target market as well as to identify the referent groups that influence online consumers' intention to adopt online shopping. In addition, this research has created the foundation for further research on the area of online shopping behavior. Researchers could use this research to target on specific group of samples based on gender, age, and education level. Additionally, this research provides better understanding of consumers' perception on online apparel shopping as well as their online behavior which eventually creates an opportunity for those apparel retailers who wish to expand their businesses in online retailing to plan and execute effective marketing strategies that promote consumers to purchase apparel online. It is also believed that this research will be useful in promoting the further research as well as shaping the future of ecommerce in Malaysia.

6. Future Scope

The research model of this research explains a high percentage of the variance in intention to adopt online shopping. Looking at the problem, further research could improve the model explanation power by adding new constructs or factors which have been validated in previous studies such as perceived playfulness (Moon & Kim, 2000), perceived benefits (Delafrooz et al., 2009), perceived risk (Kamarulzaman, 2007), and enjoyment (Ha & Stoel, 2009). Concerning on the sample size of the research, it is suggested that the larger sample size is required in further research in order to improve the explanation power and reduce generalization of the derived results. Apart from that, this research is cross-sectional which means that it measures the intention to adopt online shopping and it describes broadly on the online shopping behavior (Moon & Kim, 2000). Therefore, there is a need for further longitudinal studies to better predict the online shopping behavior and increase validity because longitudinal studies can measure both intention to adopt and actual adoption of consumers at the same time.

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Author Profile

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