THE EFFECTS OF ATTITUDE, SOCIAL INFLUENCES AND PERCEIVED BEHAVIOURAL CONTROL ON INTENTION TO PURCHASE ONLINE SHOPPING APPARELS IN MALAYSIA:

CASE STUDY ON ZALORA

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ABSTRACT

This study explores factors that influence consumer’s intention to purchase towards ZALORA apparels in Malaysia. ZALORA, Malaysia is the fastest growing online shopping portal that offers variety of brands like Prada, Marc Jacobs and Nike alongside famous local designers such as Jovian Mandagie that covers large price ranges. This represents an important initiative to provide input to service provider as online shopping is still in the infancy stage in emerging market. Based on theory of planned behaviour (TPB) concluded that there are three different determinants of attitude towards behaviour, subjective norms and perceived behavioural control. This theory has been applied on the study to adopt on online shoppers perceptions that varies and have been emerged as a model in investigation to increase predictive power. There are a total of 300 questionnaires that have been distributed around Klang Valley, Malaysia. However, only 200 questionnaires were received from the respective respondents. Specifically, this study investigates on consumer’s purchasing intention towards ZALORA using six different independent variables of perceived ease of use, perceived usefulness, information privacy and security, product and service quality, social influences and role of experiential online shopping motives. However, the result supports only one hypothesis from out of six hypotheses where only perceived ease of use is significant to consumer’s intention to purchase towards ZALORA. Therefore, perceived ease of use is the factor that is proved to be highly influential and acts a strong determinant in the study on purchase intention of ZALORA products. This research will be of benefit to ZALORA marketers who wish to propose the best marketing strategies in relation to increasingly market its product.

Field of Research: ZALORA, apparels, marketing, online shopping, intention to purchase, perceived ease of use, perceived usefulness, information privacy and security, product and service quality, social influences, role of experiential online shopping motives.

1. Introduction
The growing popularity of Internet has spurred the emergence of online marketers. Factors like low business entry, low capital investment and increasing success rates have increased the confidence of new marketers which are being undertaken as golden opportunity to start up online businesses (Siow, 2012). Online shopping is defined as the process of buying and selling of products and services over the Internet (Julietsneddon, 2004). By using online shopping, the consumers can purchase different types of products such as clothing, shoes, books, airline tickets and so on. This growth has indeed brought various advantages and opportunities to the government, business retailers and consumers (Eroglu, Machleit & Davis, 2001). In 2012, at least 90 percent of online respondents in Asia Pacific Region claimed to have made online purchase (The Nielsen Company, 2005). All these statistics showed the rapid growth of online shopping in this new millennium. According to Leong and Lee (2009), 30 percent of Malaysian Internet users have used online shopping. This figure is relative low as compared to more developed countries in Asia Pacific Region and it shows that Malaysian is relatively reluctant to shop online. Optimistically, Chua (2004) has stated that 7 percent of the current Malaysian Internet users plan to shop online within the next six month, indicating that consumers are now open to the idea of extending their shopping behavior online. The respondents for this study are Generation Y who have online shopping experience before. These Generation Y respondents are identified as the savviest cohort when it comes to Internet use (Ferguson, 2008). According to Jones (2008), Generation Y shoppers are most active and comfortable with online. It is important for the local companies in Malaysia to have a basic understanding of this new business platform so that they are able to reshape the products and services to meet the expectation of their target customers, especially the Generation Y. Hence, this study will provide the information of factors that influences consumers’ intention to purchase on the famous ZALORA online shopping portal site in Malaysia.

According to Shien (2012), online fashion and footwear seller ZALORA has decided on both a domestic and regional strategy, offering its goods in Southeast Asia, Hong Kong and Taiwan as well as within the country. ZALORA online fashion shopping is the fastest growing and largest style merchant in Southeast Asia that was officially launched on 5th April 2012 (Chow, 2012). Its online and expanding warehouse operation offers major brands like Prada, Marc Jacobs, Nike and Puma alongside local famous designers such as Jovian Mandagie, Christy Ng and ZangToi, so covering not just cheap prices but a larger price range (Shien, 2012). ZALORA offers many unique criteria that constantly attract more new customers to engage in with them where it has more than 300 international and local brands, and growing, with an expansive catalogue of womenswear, menswear, children’s wear, beauty products and cosmetics across all categories and styles, at different price points. The most highlighted service provided will be the free shopping nationwide within Malaysia and 30 days return policy for store credits. With an established Klang Valley Call Centre, ZALORA Malaysia offers the urbanites the option of 3 hour delivery starting at the very low price of RM 19.99, and Cash on Delivery (COD) on selected brands. A variety of secured payment methods can be used at ZALORA Malaysia such as Credit Cards (Visa / Mastercard), Paypal and many more via Ipay88 (Direct bank transfer via Maybank2u, CIMBClicks, MEPS, etc). Furthermore, ZALORA Malaysia is committed to providing great customer service and enjoyable shopping experiences for all Malaysians (Winnie, 2012). In addition, ZALORA caters to everyone from high end luxury brands (Prada, Marc Jacobs, Prada, Dolce & Gabbana), recognisable international brands (Havaianas, Nine West, Steve Madden), local designers (Jovian Mandagie, Tom AbangSaufi, ZangToi), hipster high street brands (Pestle & Mortar, Chic Yamada, Christy Ng), sports brands (Nike, Puma, Reebok, Rip Curl) and even beauty products (Elianto, Yves Rocher, Stage) where it portrays that ZALORA has successfully in fulfilling various demands of its customers (Winnie, 2012). This can be clearly proven where, Ai (2013)
reported recently that ZALORA Malaysia has over two million visitors every month and has recorded double digit growth for monthly sales.

2. Research Objective

To achieve the aim, the following research objectives are formulated:

1. To find out consumer’s attitudes towards the intention to purchase apparels from ZALORA.
2. To explore the effect of social influences on purchasing intention of ZALORA apparels.
3. To examine the impact of perceived behavioural control in the purchase intention towards ZALORA apparels.
4. To recommend strong determinants of intention to purchase apparels from ZALORA.

3. Research Gap

In Malaysia, it is noticeable that there was no particular research done related to factors that affect the consumers’ intention to purchase on ZALORA apparels. Prior researches have documented the purchase of intention of Chinese consumers toward a US apparel brand: a test of a composite behaviour intention model (Jin & Kang, 2011), what drives consumers’ continuance intention to e-shopping? (Maghrabi & Dennis, 2011), the influence of prior experience and age on mature consumers’ perceptions and intentions of internet apparel shopping (Kwon & Noh, 2010), However, most of these studies were carried out individually and it does not reveal insight on consumers’ intention to purchase as a whole. Moreover, there is relatively less research carried out on these factors in Malaysian context and particularly ZALORA. Hence, this study identifies which determinant has the strongest influence on the intention to purchase apparels on ZALORA based on six factors, perceived ease of use, perceived usefulness, information privacy and security, product and service quality, social influences and role of experiential online shopping motives.

4. Literature Review

4.1 Purchase Intention

Intention to purchase online refers to the strength of a consumer’s willingness to perform a specified purchasing behavior over the internet (Salisbury et al., 2001). According to Dodds, Monroe and Grewal (1991) purchase intention comes into consideration when a customer is probably attempting to buy some product or service. For marketers purchase intention is of great importance as their forecasted consumer behaviour is highly dependent on this purchase intention of the customers where it keeps on changing under the influences of unknown and uncertain factors; consequently leading to a purchase intention which is difficult to measure under different circumstances. For example, Schlosser et al. (2006) finds consumers’ trust in the firm’s ability to fulfill their needs and wants rather than trust in benevolence and integrity influence consumers’ purchase intentions. The presence of a strong privacy and security statement did not lead to higher purchase intention (Schlosser et al., 2006). Other studies
suggested risk-reducing attributes such as a strong company reputation, well-known brands, warranties, and perceived quality of products can persuade consumers to buy online (Lwin and Williams, 2006; Tan, 1999; Van den Poel and Leunis, 1999). Jarvelainen (2007) argues despite a secure internet environment, consumers still abort the shopping process suggesting that other factors than trust play a role in online purchase intention. According to Ajzen (1991), intention to purchase can be greatly influenced by several determinants of attitude towards behaviour, subjective norms and perceived behavioural control. In addition, consumer’s purchasing intention is regarded as one of the most important predictor of corresponding behaviour (Fishbein & Ajzen, 1980).

4.2 Perceived Ease of Use

According to Davis (1989), perceived ease of use refers as the degree to which an individual believes that using a particular system would be free of effort. Thus, purchasing goods via Internet does not include much effort as the process of purchasing can be done within ‘just-a-click’ and it shows that online shopping provides convenience to consumers. In comparison, conventional shopping usually attributes anxious, crowded, traffic jam, limited time, parking space and etc. (Yulisahsri, Islam & Daud, 2011). A study by McCloskey (2004) used the Technology Acceptance Model (TAM) to evaluate the acceptance of e-commerce and found that “ease of use has a direct effect on consumer’s attitude towards purchasing via online”. In short, the perceived ease of use is associated with the “user-friendliness” of the website. However, although Internet shopping is surmised to have beneficial outcomes, yet the hassle of engaging in the interaction medium (i.e. website) could prove to be daunting for some consumers (Ramayah & Ignatius, 2005). If the hassle proves to outweigh the benefit of purchasing through the net, then potential Internet shoppers would prefer to purchase through conventional channels. Additionally, poorly designed forms might cause potential e-shoppers to lose focus of their carts and purchases. In other words, these barriers reduces the perception on the ease of use of Internet shopping, therein, allowing Internet user’s to develop a negative attitude (Ramayah & Ignatius, 2005). In turn, this leads to Internet shopper’s unwillingness to engage in Internet shopping. Moreover, the dimension of perceived ease of use included characteristic such as easy to learn, controllable, clear and understandable, flexible, easy to become skillful, and easy to use. As a website has a well-designed user interface, consumers are likely to believe that online shopping is easy. According to Jun et al. (2004), ease of use will influence the consumers’ intention to purchase online. As such, it could be hypothesized that the perceived ease of use will exhibit a significant influence on intention to purchase apparels online.

H1: Perceived ease of use will exhibit a significant influence on intention to purchase apparels online.

4.3 Perceived Usefulness

Perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance (Davis, 1989). Perceived usefulness has been found to be a significant predictor of attitude toward usage and actual use. This can be measured through the availability of function on the website as such where consumers may find it highly useful in order to perform the purchasing process. Since purchasing intention depends on cognitive choice, a potential online shopper can either respond favorably or unfavorably towards engaging in online purchasing. Meaning, the “like/dislike nuance” would be based on whether the tradeoff is beneficial to the potential online shoppers. Partly, this study believes that the power to attract online shoppers lies in the
technology’s usability and usefulness. This is in line with Davis (1989) who defines the latter as perceived usefulness, i.e. the belief that using the application would increase one’s performance. Additionally, the Internet retailing should be “free from effort”, which reflects the former as the perceived ease of use construct in the technology acceptance model (Davis, 1989). Along with the technology acceptance model (TAM), Pavlou (2003) used the theory of reasoned action to predict acceptance of e-commerce and found perceived usefulness, along with perceived ease of use, important in e-commerce acceptance. Chen, Gillenson, and Sherrell (2002) used the technology acceptance model and the diffusion of innovations theory to examine consumer behavior in the virtual store context and found perceived usefulness as having an important impact on attitude toward using the virtual store. In the past, researchers (e.g. Koufaris, 2002) have validated the construct of perceived usefulness and they were found to influence the intention of potential Internet shoppers. Additionally, Agarwal and Prasad (1999); Chau and Hu (2001); Davis, et al. (1989); Hu et al. (1999); Igbaria et al. (1995); Igbaria (1993); Mathieson (1991); Mathieson et al. (2001); Moon and Kim (2001); Ramayah et al. (2002); Venkatesh and Davis (2000) also reported that perceived usefulness is significant and positively influences the purchasing intention. Thus, it is reasonable to hypothesize that perceived usefulness will have a significant relationship with the intention to purchase apparels online.

H2: Perceived usefulness will have a significant relationship with the intention to purchase apparels online.

4.4 Information Privacy and Security

Privacy refers to “the condition of limited access to identifiable information about individuals” (Smith, 1993) where the extent of the available privacy has a heavy influence on the intention to purchase online. Thus, the adoption of online buying depends partly on the nature experience faced by consumers. For instance, any bad or unfavourable experience faced by consumers will lead to reluctance on the intention to purchase online. According to Zviran (2008), online consumers that are highly concern on privacy may become reluctant to provide complete information due to their lack of trust on the system. Thus, for online shoppers to be willing to transfer resources such as payment information, they have to rely on the online retailer’s promise on their private information to be highly-secured. On the other hand, security can be defined as the “quality or state of being secure to be free from danger” (Whitman & Mattord, 2003). Though online shopping is expanding at a great pace, the concern about information security is also increasing. Security issues are one of the reasons consumers wish not to purchase goods over the Internet and in addition, Rasid (2011) stated that “with 7 out of 10 online shoppers expressing their willingness to spend more online if Internet safety measures were improved”. In relation to this, if consumers have high doubts on the security of their information or security of the information system in use by an online seller, these concerns could offset the benefits offered by an online transaction. Therefore, the technology has to be improved in order for the users to be convinced and guaranteed of their privacy and security measures. Many studies have shown the importance of website reputation in online shopping. Ba and Pavlou (2002) mentioned that better feedback profiles induce higher trust. In other words, if consumers believe that a particular shopping website can be trusted, their purchase intention is enhanced. A website reputation positively relates to consumers’ trust in the fact that the website will not reveal personal information to others (Chang & Chen, 2008). A positive reputation has been proven to be a critical factor in reducing consumers’ perceived risk of information security (Kim et al., 2008). Thus, it can be hypothesize that information privacy-security will exhibit a significant influence on consumer’s intention to buy online.
H3: Information privacy-security will exhibit a significant influence on consumer’s intention to buy online.

4.5 Product and Service Quality

Three types of factors related to product quality information were measured in this study: product information and product price. In reference to belief dimensions, these three factors indicate three belief dimensions, based on social psychology theories such as the theory of reasoned action (TRA) (Fishbein & Ajzen, 1991) and the theory of planned behavior (TPB) (Ajzen, 1991), as well as technology acceptance model (TAM) (Davis, 1989). These theories have been verified and support the content of this study. According to Davis (1989), he explained that the product quality information and efficiency of service quality would extend a sense of security to consumers and ensure a more confident purchasing behavior. Good product quality information can increase customers’ confidence and trust in website shopping (Lee, 2009). The present study also explores that better product information can help consumers make more confident decisions during online purchases because consumers trust the website and therefore perceive a lower risk of information security. Meanwhile, product prices are a factor that affects purchase intention (Sweeney et al., 1999). In addition to the rapid growth of the Internet population there has been an emphasis on Internet exchanges occurring at lower prices than in conventional outlets. If the quality of the product is considered to be better, the price may have a negative impact on consumers’ perceived risk (Shimp and Bearden, 1982). From another perspective, high prices may be outside of the customers’ budget, in which case the website will face financial risks (Chen & Dubinsky, 2003). Efficiency service quality is used to measure the excellence and precision of the services that online customers receive. Previous studies have argued that consumer’s purchasing intention is related to the quality of online service, which proves the importance of network services (Zeithaml et al., 2002). Other studies have also tested the relationship between efficiency service quality and website success using quick response, assurance, reliability, empathy, and follow-up service as variables to estimate efficiency service quality (Liu and Arnett, 2000). On the other hand, Lin (2007) indicated that efficiency service quality had a strong impact on customer satisfaction, especially in the realm of trust. There is a strong correlation between product and service quality with intention to purchase as consumers will respond in favourable if the given product and service are good in quality. According to Gotlieb et al (1994), quality-satisfaction-behavioural intention link framework proposes that cognitive online shopping quality evaluation drives online shopping satisfaction evaluation which contributes to the continuance of satisfaction levels and development of reactions that underlie the future behavioural intention such as online shopping intention. Thus, when a consumer is fully-satisfied with its product and service quality, he or she will tend to purchase online continuously and this will enhance loyalty within consumers. Therefore, it can be hypothesized that there will be a significant relationship between product and service quality and intention to apparels online.

H4: There will be a significant relationship between product and service quality and intention to apparels online.

4.6 Social Influences

In general, the social circle of a person comprises of his or her peers, which constitute siblings, friends and acquaintances (Pilgrim & Lawrence, 2001). The concept of reference groups is of great importance in understanding the purchasing behaviour of consumers as these groups make a major and significant
impact on the consumer behaviour. Literature defines peer pressure as the price of group membership (Clasen & Brown, 1985) as an individual who belongs to a certain group adapts his habits according to the peers of that group, intentionally or unintentionally he complies with the dominant traits of the peers and forms his own traits. According to Ventakesh & Davis (2000), online shoppers are likely to look among their family or peer’s opinion with initial experience for evaluative information within their social environment to increase their familiarity with online shopping sites. In general, the social circle of a person comprises of his or her peers who constitute family members, friends and acquaintances (Pilgrim & Lawrence, 2001). Therefore, if online shopping is a socially desirable behaviour, an individual is more likely to purchase online shopping. Besides that, social media also contribute a strong impact towards consumers in having to purchase via online through the exposure of attractive advertisements and social networking sites. Social networking sites provide a platform for people to connect with friends, conduct online social networking activities and send product recommendations and/or discounts to friends; and for retailers to leverage consumers’ connections for commerce purposes, advertise and promote their brands/products (e.g. the ‘Marketplace’ and ‘Fan page’ in Facebook), and manage interaction with consumer directly in an open environment and sharing-economy. This kind of social networking behavior intention can be accounted for by the social influence theory in this study. It happens when a consumer starts to share his or her purchasing experiences in a blog or social networking sites such as Facebook and Twitter (Ng, 2012). In general, social commerce is a trusted environment of which prospective consumers make buying decisions based on the advice of a network of friends and family (LeeRaito.com, 2007). Thus, commerce is usually generated via social recommendation (ShopSocially, 2011). As such, this can be hypothesized that there will be a significant relationship between social influences and intention to purchase apparels online.

H5: There will be a significant relationship between social influences and intention to purchase apparels online.

4.7 Role of Experiential Online Shopping Motives

Generally, shopping motives refer to meeting consumers’ needs and wants through the experience in shopping (Sheth, 1983). Online shopping experience comprises a past or present occurrence and results in two consequences which are outcome-desired conflict and outcome-desired fulfillment (Gotlieb et al., 1994). The outcome-desired conflict occurring when a person fails to meet a goal or experiences an unpleasant event develops negative emotional reactions (e.g. disappointment, anger) that lead him or her to avoid the unpleasant occurrence. On the other hand, the outcome-desired fulfillment occurs when a person achieve a goal, experiences a pleasant event derives positive emotional responses (e.g. pleasure, happy) that lead in maintaining the pleasant outcome (Bagozzi, 1992). A study by Childers et al. (2001) focused on experiential online shopping motives where online shoppers seek benefits including fun, entertainment and uniqueness from shopping at a chosen online store and are driven by experiential motives for online outlet selection. Therefore, to those who seek sensuality and enjoyment from online shopping would pay more attention to similar online shopping cues such as aesthetic appeal and service quality and use them to make their purchase intention. Moreover, there has been extensive research on consumers’ shopping experience and their evaluations based on perceptions concerning e-brands (Griffith et al., 2001; Jarvenpaa and Todd, 1997; Szymanski and Hise, 2000). Experience has been recognised as an important factor leading to brand loyalty, as a consumer’s experience with a brand will affect its intention to purchase from the brand in the future. East (1990) explains that repetitive brand purchase action depends mainly on previous experience with the product. In addition to this, Hoyer and
MacInnis (2001) state that the past experience with a brand is by far the most critical factor in brand choice. Furthermore, Kent et al. (2001) suggest that the more experienced the e-consumers are, the more confident they are about doing transactions online and the less concerned about site’s credibility while, according to O’Cass (2001), consumers satisfied with their previous purchasing experiences are more likely to express brand loyal behaviour. As such, it can be hypothesized that experiential online shopping motives will exhibit a significant influence on intention to purchase apparels online.

H6: Experiential online shopping motives will exhibit a significant influence on intention to purchase apparels online.

5. Theoretical Framework

This study examines on consumers purchasing intention towards ZALORA products which served as the dependent variable and perceived ease of use, perceived usefulness, information privacy and security, product and service quality, social influences, role of experiential online shopping motives as independent variables.

![Theoretical Framework Diagram](attachment:image.png)

Figure 1: Theoretical Framework (Relationship between Independent Variables and Dependent Variable)
6. Methodology

6.1 Sample and data collection method

In this study, convenience sample of 200 respondents with a wide range of age in between the adolescents (18 year-old and below), adults (19 – 29, 30 - 39 and 40 - 49 year-old), and aging group (50 year-old and above) within Klang Valley are being examined. In order to ensure consistency throughout the study, surveys are only distributed to all ZALORA online shoppers in resulting to an effective study on determinants of intention to buy apparels from ZALORA. In addition to that, convenient sampling method will be used in this study as to obtain the required sample. This survey used on convenience sampling of 200 respondents which can be seen through a given situation where fashionable respondents are spotted and being assumed to purchase on ZALORA’s apparels. Thus, these respondents are being approached and were asked on ‘Have you ever purchased on ZALORA?’ as a warm up question before handing out the survey. The questionnaires were designed using the five-point Likert scale (5) to measure the factors in order to capture subject dependent respondents in this study. Plus, the five-point Likert scale was used in order to ease the understanding of respondents and to lead consistent answers.

6.2 Instrumentation

For the purpose of this research, a five-section questionnaire was developed and pilot tested. The first part of the questionnaire (Section A) is focusing on ZALORA online shoppers’ status in terms of number of times that a consumer normally visits on ZALORA website, number of items a consumer usually purchases at a time and amount of time usually spent per visit. Thus, these questions are related to purchasing intention which is the dependent variable. The second part of the questionnaire (Section B) is mainly focusing on the independent variable of attitude which has been categorized as perceived ease of use, perceived usefulness, information privacy and security and product and service quality. The third part of the questionnaire (Section C) is focusing on the independent variable of subjective norms that can be examined through both social influences and social media. The following part of the questionnaire (Section D) will be focusing on the perceived behavioural control that will be explored through the roles of experiential online shopping motives. The last part of the questionnaire (Section E) consists of questions regarding to demographic factors of respondents which included age, gender, nationality and occupation. The following table indicates the instrument items that were adopted from previous studies.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Section A</strong> Purchasing Intention (DV)</td>
<td>• Adapted from Javadi et al. (2012), Goldsmith (2002) and Ruiz &amp; Sanz (2006)</td>
</tr>
<tr>
<td><strong>Section B</strong> Perceived ease of use (IV1)</td>
<td>• Adapted from Lin (2007), Goldsmith (2002), Davis (1989), Sultan &amp; Uddin (2011)</td>
</tr>
<tr>
<td></td>
<td>• Adapted from Sultan &amp; Uddin (2011),</td>
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</table>
Table 3: Instrument Design

7. Finding & Discussion

7.1 Descriptive Statistics & Analysis

The findings showed that the distribution of gender was higher for females with a total of 115 female respondents (57.5%). On the other hand, there were 85 male respondents with 42.5 percent out of total respondents. The age of the respondents showed that there was a majority of 19-29 years old with 69.5%, 30-39 years old with 18.5%, 18 and below with 11.0% and the least is from 40-49 years old with only 1.0%. Most respondent that participated in answering the questionnaire are Malaysians with 85.0%, while Non-Malaysians only consist of 15.0%. The overall sample has collected respondents with majority 72.0% of students and minority 28% of workers.

7.2 Factor Analysis & Reliability Analysis

Based on factor analysis, it has resulted in four independent variables which are perceived ease of use (IV1), the information privacy-security (IV3), social influences (IV5), the role of experiential online shopping motives (IV6) and a dependent variable of purchasing intention. The result of the Kaiser Meyer
Oklin Measure of Sample Adequacy that was analysed by factor analysis is 0.912 which indicated that the sample is very adequate for factor analysis conduction as it is greater than 0.8. On the other hand, the p-value for the Barlett’s Test of Sphericity is less than 0.05 as it contains p-value of 0.00 and the Chi-Squared test is 7425.561 that meet the test assumption for factor analysis. In addition, the table of results also shows that the variables are valid because the values of Eigenvalue for these variables are above 1; information privacy-security (19.854), social influences (2.544), purchasing intention (1.898), role of experiential online shopping motives (1.472), purchasing intention (1.231) and perceived ease of use (1.138). Based on Cronbach Alpha for the information privacy-security (0.911), social influences (0.774), role of experiential online shopping motives (0.866) and perceived ease of use (0.878) are considered reliable as they are all above 0.700. Meanwhile, Cronbach Alpha for purchasing intention of 0.419 is unreliable as it is below 0.700.

7.3 Multiple Linear Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>B</th>
<th>Std. Error</th>
<th>Beta</th>
<th>t</th>
<th>Sig.</th>
<th>Lower Bound</th>
<th>Upper Bound</th>
<th>Tolerance</th>
<th>VIF</th>
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<tbody>
<tr>
<td>1</td>
<td>4.598</td>
<td>.321</td>
<td></td>
<td>14.323</td>
<td>.000</td>
<td>3.965</td>
<td>5.231</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IV1</td>
<td>-.256</td>
<td>.101</td>
<td>-.250</td>
<td>-2.539</td>
<td>.012</td>
<td>-0.455</td>
<td>-0.057</td>
<td>.449</td>
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</tr>
<tr>
<td>IV2</td>
<td>-.136</td>
<td>.116</td>
<td>-.144</td>
<td>-1.177</td>
<td>.241</td>
<td>-.365</td>
<td>.092</td>
<td>.291</td>
<td>3.435</td>
</tr>
<tr>
<td>IV3</td>
<td>-.049</td>
<td>.103</td>
<td>-.050</td>
<td>-0.473</td>
<td>.636</td>
<td>-.251</td>
<td>.154</td>
<td>.389</td>
<td>2.569</td>
</tr>
<tr>
<td>IV4</td>
<td>.113</td>
<td>.119</td>
<td>.112</td>
<td>.948</td>
<td>.345</td>
<td>-.122</td>
<td>.349</td>
<td>.309</td>
<td>3.239</td>
</tr>
<tr>
<td>IV5</td>
<td>-.025</td>
<td>.087</td>
<td>-.026</td>
<td>-0.284</td>
<td>.776</td>
<td>-.196</td>
<td>.147</td>
<td>.516</td>
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<td>.368</td>
<td>-.334</td>
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<td>.390</td>
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</table>
The multiple regression analysis has resulted in F-value to be 6.152 and the p-value is less than 0.05 which indicated that at least one of the variables of the study is significant. On the other hand, the $R^2$ square (0.161) indicated that 16.1% of the observed variability in purchasing intention towards ZALORA is explained by the independent variables. In conjunction, the $R$ value shown in the model summary is 0.401 which signified that the correlation efficient between observed value of the dependent variable (Purchasing Intention) and the predicted value based on the regression model. In this case, it is observed that the value of 0.401 indicates that the linear regression model predicts poorly.

Hypothesis Result:

- **H1:** Perceived ease of use will exhibit a significant influence on intention to purchase apparels online.

As shown in the table of coefficients summary, the t-statistic for the perceived ease of use is 2.539 where p-value is less than 0.05 (p-value = 0.12) and Beta is 0.250 which proven that perceived ease of use affects consumer’s purchasing intention by 25.0%. Hence, **H1 is accepted.** Therefore, there is sufficient evidence to conclude that the perceived ease of use does influence on intention to purchase apparels online. The finding is in line with the work of McCloskey (2004) and Jun (2004) who reported that the perceived ease of use is positively and significantly correlated to the consumer’s purchasing intention on online shopping. On the other hand, Ramayah and Ignatius (2005) have also reported on perceived ease of use to have a positive influence on the online shopping intention. This suggests that the ease of use of the technology is imperative in predicting the potential e-shopper’s intention.
Specifically, this study further contends that individuals would only purchase through the Internet if they find it to be at the ease of engaging in the mechanisms of the technology. More importantly, the greater impact of perceived ease of use suggests that the intention to shop online pivots on creating a web interface that is easy to be used.

- **H2**: Perceived usefulness will have a significant relationship with the intention to purchase apparels online.

As shown in the table of coefficients summary, the t-statistic for the perceived ease of use is 1.177 where p-value is more than 0.05 (p-value = 0.241) and Beta is 0.11 which proven that perceived usefulness does not strongly influence consumer’s purchasing intention towards ZALORA apparels by only 14.4%. Hence, **H2 is rejected**. Therefore, there is sufficient evidence to conclude that the perceived usefulness does not influence on intention to purchase apparels online. This research is consistent with the study of Ramayah & Ignatius (2005) who reported that perceived usefulness is not a significant factor in determining the intention to shop online. The notion that individuals are more influenced by the usefulness of the products instead of its ease of use had been challenged. This study believes that it is contingent upon variables such as type of products. Online purchases are believed to be more common in familiar products, such as books and CDs, while shoppers still prefer conventional means for household items (Ramayah & Ignatius, 2005). This may be due to the former has a lower quality uncertainty that governs them, while the latter requires much personal interaction with the products.

- **H3**: Information privacy-security concerns will exhibit a significant influence on consumer’s intention to buy online.

As shown in the table of coefficients summary, the t-statistic for the information privacy and security is 0.473 where p-value is more than 0.05 (p-value = 0.636) and Beta is 0.050 which proven that information privacy-security does not strongly influence consumer’s purchasing intention towards ZALORA apparels by only 5.0%. Hence, **H3 is rejected**. Therefore, there is sufficient evidence to conclude that the information privacy and security does not influence on intention to purchase apparels online. In a study by Miyazaki and Fernandez (2001), information privacy-security concerns were proposed to be negatively influencing online purchase rate. They found that though privacy was an important concern but still did not have a significant impact on the online purchase rate, whereas system security did have a significant impact. Meanwhile as for the present study, this concern was still not as deeply rooted among the participants that could make it a restraining factor as far as intention to buy online is concerned. The possible reason can be the sample itself, that is a majority of adolescents (69.5%) between 19-29 years old, they may even not considered the concern of information privacy-security in a way that a population, more mature in age, may have considered.

- **H4**: There will be a significant relationship between product and service quality and intention to apparels online.

As shown in the table of coefficients summary, the t-statistic for the product and service quality is 0.948 where p-value is more than 0.05 (p-value= 0.345) and Beta is 0.112 which proven that product and service quality does not strongly influence consumer’s purchasing intention towards ZALORA apparels by only 11.2%. Hence, **H4 is rejected**. Therefore, there is sufficient evidence to conclude that the product and service quality does not influence on intention to purchase apparels online. However, this finding is in contrast with study by Gotliebet al (1994) who reported that cognitive online shopping
quality evaluation drives online shopping satisfaction evaluation which contributes to future behavioural
intention such as online shopping intention. Thus, when a consumer is fully-satisfied with its product
and service quality, he or she will tend to purchase online continuously and this will enhance loyalty
within consumers.

• **H5:** There will be a significant relationship between social influences and intention to purchase
apparels online.

As shown in the table of coefficients summary, the t-statistic for the social influences is 0.284 where p-
value is more than 0.05 (p-value = 0.776) and Beta is 0.026 which proven that the social influences affect
consumer’s purchasing intentions by only 2.6%. Hence, **H5 is rejected.** Therefore, there is sufficient
evidence to conclude that the social influences does not influence on intention to purchase apparels
online. This research is consistent with the study of Jarvanpaa & Tod (1997) and Shim et al. (2001) who
reported that there is no significant influence of subjective norm or possible disapproval from friends
and family for online shopping purchase intentions.

• **H6:** Experiential online shopping motives will exhibit a significant influence on intention to
purchase apparels online.

As shown in the table of coefficients summary, the t-statistic for the role of experiential online shopping
motives is 0.903 where p-value is more than 0.05 (p-value = 0.368) and Beta is 0.095 which proven that
role of experiential online shopping motives does not strongly influence consumer’s purchasing
intention towards ZALORA apparels by only 9.5%. Hence, **H6 is rejected.** Therefore, there is sufficient
evidence to conclude that the role of experiential online shopping motives does not influence on
intention to purchase apparels online. To the contrary, other researchers (Johansson & Nebenzahl,
1987; Reinstein, 1978; Wilson et al., 1975) noted that in a specific situation such as actual purchase, high
involvement, and brand evaluation, the normative variable is significant in explaining the behavioral
intentions model. In this perspective, online consumers may not be as highly involved as compared to
shopping in a store where they can enjoy several benefits that may not be easily obtained through the
Internet, such as touching and trying products, personally inspecting the quality of the product, and
browsing styles of fashion or prestige. On the other hand, online consumers may perceive higher
performance risk since they have no opportunity to try products prior to purchase (Jarvenpaa & Todd,
1997).

8. Conclusion & Future Recommendation

In this study we examined that among all the proposed differences factors; perceived usefulness has
been found as the most significant to influence consumer’s purchasing intention towards ZALORA
apparels. This study suggests that consumer’s confidence in their capabilities to do online shopping is
relevant. Furthermore, consumers find online shopping to be convenient, and time-saving. From the
results and literature it is evident that perceived ease of use needs to be considered by marketers so
that they can increase the sales and consumption of their products by advancing their ease of navigation
so that consumers are able to make online purchases easily. From this study, marketers can benefit by
making their marketing mix more effective and target on the perceived ease of use aspect which can
enhance customer retention and customer base. Thus, this concludes that perceived ease of use is the
most strong and influential determinant in affecting consumer’s purchasing intention. Further research
may consider to what extent the range of ZALORA apparels purchasing intention determinants such as on other demographic factors and other purchasing considerations to be made on due to their various changes on demand. Therefore, it is likely for future research to consider on other determinants. In conjunction to that, the study was conducted based on limited area in Klang Valley. Hence, it is highly recommended that future research shall extend the geographical area in order to obtain a more comprehensive view on ZALORA, Malaysia apparels purchasing intention. Last but not least, it is also highly recommended to include on interviews in order to have a more in-depth sight on ZALORA, Malaysia among respondents as they will be given the opportunity to share their opinion regarding to the topic discussed. If this is conducted, the data collected will provide more representative result of the findings.

9. Limitations

This research paper contains several limitations that hindered the capability to generalise the result of the project. Due to many constraints, researcher is unable to do more reading on literature and journals. The sampling frame for this study was only limited to the consumers in Klang Valley area. Therefore, the findings of this study were unable to be generalised to all ZALORA online shoppers in Malaysia. Furthermore, it was noted that the questionnaire survey conducted was utilizing the five point Likert Scale for most of the questions that are measured. However, the result was likely to be biased as most questions were given answers to as neutral. Thus, this shows that most respondents were likely to be insincere when answering the survey. As a result, the analysis result generated may be insignificant or may not reflect the reality based on the study. Moreover, the questionnaire was designed in only one language which is English. However, some respondents find it difficult to understand and this has created an unfair command on the language which will affect the precision of response. Lastly, another limitation found in this study is the insufficient resources as to support the literature, in such instances where only several variables can be fully supported by certain journals. Thus, there is a failure in supporting certain variables in relation to the insufficient resources.

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