

Factors Influencing Consumer Online Purchase Intentions of Fashion Products on the Cross-Border E-Commerce

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Abstract

The cross-border e-commerce is expanding more than ever, however, despite its notable share in the e-commerce market, there is little attention on the studies of B2C cross-border e-commerce. There is also limited research that examines the factors that influence consumers to purchase on cross-border e-commerce although there is quite a number of past research that investigates consumers' intention to purchase online. On the other hand, e-commerce fashion is absolutely evolving at a fast pace. What worked two years ago may no longer be relevant due to changing consumer preferences and perceptions. Hence, it is crucial to examine the fashion market and investigate the importance of consumers' perceived values that may influence consumers' purchase intentions. Following this, 113 data sets from Malaysians living in Klang Valley could be obtained through online surveys. The data was then analysed to identify the relationship between the variables by using multiple linear regression via SPSS. It can be concluded that hedonic value and social value have a significant relationship with purchase intention. However, there is no significant relationship between utilitarian value and purchase intention. Global managers and marketing professionals who want to increase consumers' propensity for online shopping should consider whether their messages to consumers, the variety of products and brands offered, marketing strategies, and pricing should be more utilitarian or hedonistic in nature. Additionally, managers need to create suitable initiatives to motivate the kinds of value perceptions in consumers that will significantly boost their propensity for cross-border online shopping.

Keywords: cross-border e-commerce, online shopping, perceived value, hedonic value, utilitarian value, social value, purchase intention

1. Introduction

1.1 Background of Study

The surge of online purchases in Malaysia is not only contributed from the domestic market, but also from international online ordering or it can be referred to as “cross-border e-commerce”. It is a relatively new phenomenon when compared to domestic e-commerce. Ma & Zhang (2018), defined cross-border e-commerce as “the international business activities executed by trade entities belonging to different customs territories, with transactions concluded and payments settled through e-commerce platforms, and goods delivery relying on the international logistics system”. Since cross-border e-commerce provides enormous business opportunities globally, it is definitely an important channel for promoting international trade (Mou et al., 2017).

The cross-border e-commerce global business-to-consumer (B2C) generated transactions totaling \$230 billion in 2014 which was also expected to increase to \$1 trillion in the future (Huang & Chang, 2019; Erickson, 2015). In Malaysia's context, cross-border spending accounted for 44% of all Malaysian online or e-commerce sales, with 52% of Malaysian shoppers spending cross-border (Transport Intelligence, 2021). Meanwhile, Parcel Monitor, an online platform for e-commerce logistics insights and global package tracking, shared that China, the United States, and Singapore accounted for 60.3% of international parcels in Malaysia. This represents an increase from nearly 58% of international parcels in Malaysia during the first half of 2020.

Following this, the fashion market is being studied due to its significant contribution to the online business environment in Malaysia. The total annual amount of spending for fashion and beauty is roughly \$771 million USD which falls behind electronics and physical media with \$851 million USD in 2019. Meanwhile, in 2021, fashion products such as clothing, footwear, and accessories contribute 29% of online adoption, also falling second behind electronics with 38% (The Edge Markets, 2021). Since the fashion business is unpredictable and dependent on large sales, this industry should respond quickly to market changes and rapidly changing designs (Sumarliah et al., 2021; Koch et al., 2020).

Meanwhile, in a Global context, the fashion business is tremendous (Orendorff, 2022). The industry will reach a value of \$1 trillion over the next five years as online fashion's compound annual rate is increased to 7.18%. Fashion goods, which include apparel, accessories, and footwear are the world's largest e-commerce sector, with a global market value of \$759.5 billion USD in 2021. Orendorff & Dopson (2022) claimed that the fashion market is not necessarily saturated albeit the industry is growing. It is actually an advantage for consumers to have more choices than ever before, making it difficult for businesses to get returning customers or make them loyal to a single online store. Consequently, the competition among thousands of brands is getting tougher when it comes to advertising their products to their target market. E-commerce fashion is evolving faster than ever before (Orendorff & Dopson, 2022). What worked two years ago might be out of date now due to

changing consumer preferences, the return of foot traffic to brick-and-mortar stores as well as the importance of values in purchasing intentions and decisions, which will be discussed further in this study.

Therefore, the factors influencing consumers' purchase intention to buy fashion goods need to be examined. According to past researchers, one of the most important influencing elements that determine shoppers' online shopping decisions is value perception (Coker et al., 2011; Verhagen et al., 2011). According to Zeithaml (1988), value perception or perceived value is "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given," and it represents the trade-off between perceived benefit and perceived risk (Chunmei & Weijun, 2017). It also has been identified as one of the biggest factors influencing consumers' online shopping decisions (Coker et al., 2011; Verhagen et al., 2011) and is said to be multidimensional (Sweeney & Soutar, 2001).

Among different classifications of the perceived value dimensions that have been studied, hedonic and utilitarian value has emerged as the foundation of the multidimensional nature of the value perception of consumers (Sweeney & Soutar, 2001). Babin et al (1994) claimed that hedonic and utilitarian outcomes are driven by consumption activities. For example, one may regard shopping as a chore and not consider the enjoyable aspect of it whereas others may consider shopping to be enjoyable. Thus, assessing consumers' beliefs about both utilitarian and hedonistic shopping values is becoming important and when assessing shopping values, utilitarian and hedonistic values must be taken into account separately (Basaran & Buyukyilmaz, 2015).

Specific sub-dimensions of perceived value were further proposed to capture utilitarian and hedonic value in the context of online shopping, taking these two as the major higher-level value category (To et al., 2007). Consequently, one of those sub-dimensions that was still unclear was social value (Wu et al., 2018). According to the literature studies of Rintamäki et al. (2006), the hedonic and social dimensions of customer value are regarded as significant and complementary elements to the conventional utilitarian perspective.

Social value has been modelled by previous studies as a lower-level construct that contributes to the hedonic aspect or as a sub-dimension of hedonic value in the online shopping context (Chiu et al., 2012; Turelet al., 2010). Nonetheless, it is important to note that hedonic value and utilitarian value could be unrelated to each other as it is depending on a person themselves compared to the social value that derives from consumers' relationship and interaction on the specific platform (Wu et al., 2018; Zhou et al., 2011; Sanchez-Fernandez & Iniesta-Bonillo, 2007; Ahtola, 1985). Although this classification has been validated by certain scholars, the studies that supported the statement examine topics other than the online shopping experience such as product, brand, or store shopping experience level (Davis & Hodges, 2012; Rintamäki et al., 2006).

This study would be meaningful to global marketing practitioners to make the right decision making and grasp the dynamics influencing customers' behaviour when buying fashion

products online on cross-border e-commerce platforms such as Amazon, eBay, and Taobao. This is because as the business environment becomes increasingly globalised, target consumers are more exposed than ever to a vast selection of imported items and brands from which to choose. This leads to an increase in the complexity of customer decision-making in the global market across all product categories.

1.2 Problem Statement

Prior studies have shown that the growth of cross-border e-commerce has been supported by advanced technology, growing demand, and advantageous policy. However, consumer behaviour is one of the factors that may influence its success due to its varying results for different countries (Ding et al., 2017). Thus, it necessitates a thorough and in-depth investigation of cross-border e-commerce and consumer behaviour (Ding et al., 2017). Since cross-border e-commerce platforms are also expanding globally, it is critical to comprehend the factors that may motivate consumer purchases on such platforms (Mou et al., 2019). Despite its notable share in the e-commerce market globally, there is little attention on the studies of B2C cross-border e-commerce (Huang & Chang, 2019).

A report by Australian Trade (2020), stated that Malaysian consumers mainly purchase products online from abroad due to having greater access to items that are not readily available in the country and seek for better quality goods. It is also highlighted that fashion and cosmetics are one of the most purchased products online. Although there is quite a number of past research that investigate consumers' intention to purchase online, there is limited research that examines what factors influence consumers to purchase fashion products on cross-border e-commerce or foreign websites.

Online customers are said to demand both utilitarian rewards such as simplicity of use and an acceptable end and hedonic benefits such as enjoyment of the online experience (Bridges & Florsheim, 2008). A lot of studies have been done in discovering the effect of utilitarian and hedonic consumption values on customer satisfaction, attitude, and purchase intentions in the goods market and service industries (Redda, 2020; Guido, 2006), but only a few studies have been conducted in the context of online shopping (Redda, 2020; Moon, et al., 2017; To et al., 2007).

As mentioned before, some scholars have classified social value as a lower-level construct that contributes to the hedonic aspects of the online shopping context. However, most of the studies conducted related to the brand of a product or shopping experience of physical stores instead of the online shopping experience (Wu et al., 2018). Therefore, the social value should be considered as a significant and independent aspect that complements the conventional utilitarian and hedonic value perspective, as it may serve as a differentiating factor in competitive retail markets (Wu et. al., 2018; Rintamäki et al., 2006). There are also inconsistent findings regarding the relationship between social value and purchase intent (Wu et al., 2018; Kang & Johnson, 2015; Ozen & Engizek, 2014; To et al., 2007).

Identifying the intent of customers is even more critical for e-commerce businesses (Doan,

2020). A lack of online purchase intent is a significant stumbling block to e-commerce growth and has a significant impact on online business (Doan, 2020; He et al., 2008).

1.3 Literature Review

Purchase Intention

One's desire to purchase certain goods or services within a particular product could be referred to as the intention to purchase (Naseri, 2021). Howard & Sheth (1969), defined purchase intention as "a cognitive state reflecting the consumer's plan to buy in a specified time period," which Bigne-Alcaniz et al. (2008) defines as "a mental state that reflects the consumer's decision to acquire a product or service in the immediate future." Blackwell et al. (2006) on the other hand defined purchase intention as what consumers anticipate purchasing in the future to fulfill their needs and wants. However, unanticipated events may cause consumers' goals to change. And this is the reason businesses act proactively to guarantee that consumers have a favourable perception of their goods and services (McDaniel et al. 2006). Consumers' purchasing intentions are frequently influenced by a company's marketing plan, their attitudes, and how much they care about the deals that the company closes (Wong & Tang, 2008).

Meanwhile, when an individual is willing to purchase online or from an e-commerce site, it also means that the person has an "online purchase intention" (Ling et al., 2010). The term has come to light due to the advancement of technology and the internet's accelerating development. It significantly brought people to adopt the internet in their life, including conducting online shopping (Andriani & Sihombing, 2015; Hill & Beatty, 2011). Similar to physical stores, online consumers typically make a web search or visit an e-commerce website if they are interested in the product or service offered or they may already be familiar with the brand or shop (Sin et al. 2012; Gefen & Straub, 2004; Forsythe & Shi, 2003). They also acknowledge the process of the purchase transaction and what comes after (Wang et al. 2020; Cheng et al. 2019; Gefen & Straub, 2004).

The desire to shop online is an important determinant of actual shopping (Naseri, 2021; Kim & Lennon, 2008; Pavlou, 2003). Therefore, in order for online retailers to achieve their actual sales target, they must first confirm that their customers intend to make purchases online (Lee et al. 2015). Customers' true purchase behaviour is ambiguous since it is not necessary for them to make a purchase (Lee et al. 2015). Consumers' intention is needed to make a purchase however a customer's intention is not always followed by an action (Moghavvemi et al. 2015). Therefore, understanding consumers' purchase intentions in e-commerce settings are critical to achieving the study's goal.

Barnes (1982) asserts that online shopping motivations differ from those of physical shopping in which shoppers who prioritize hedonic motivation for example are more likely to purchase items in a physical storefront rather than via the internet channel. The difference between online and offline purchasing could be measured by their willingness and repurchase intention. According to some studies, factors like preferences, vendors, service, attributes of

the product, quality of a website, online shopping attitude, online purchase intention, and decision-making have a significant impact on online purchases. Therefore, e-commerce players are making efforts to meet consumer demand in order to increase their customers' purchasing intentions (Fortsythe & Shi, 2003).

Hedonic Value

Babin et al. (1994) were among the earliest academicians who found the relevance of hedonic value in their study as they revealed consumption leads to both hedonistic and utilitarian results. In the latter study, hedonic value is defined by Overby & Lee (2006), as “an overall assessment of experiential benefits and sacrifices, such as entertainment and escapism”. It can be fulfilled in a number of ways by one’s action, no matter what accomplishments of someone’s objective (Wu et al., 2018; Babin et al., 1994). The basic subjective aspects of hedonic-based consumption include pleasure, excitement, escape, and spontaneity (Arruda Filho, 2020; Okada, 2005; Babin, Darden, & Griffin, 1994). Hedonic value focuses more on the emotional benefit and is related to the non-functional benefits. For example, what an individual thought will be self-fulfilling (Gan & Wang, 2017; Heijden, 2004).

Hedonic gains are intangible and linked to intrinsic stimulation, enjoyment, and pleasure (Kwok & Uncles, 2005). These advantages are manifested in a product's or service's potential entertainment value, which stems from the pleasure, excitement, and enjoyment derived from the buying experience (Wang, 2017; Koo et al., 2008; Carpenter & Fairhurst, 2005). Thus, consumers tend to search for pleasurable stimulants. Additionally, those with strong hedonic values may not be satisfied with the functional aspects of shopping (Khare, 2011; Wang et al., 2000; Fischer and Arnold, 1990). This type of consumer typically finds it enjoyable to interact with the retail environment and may experience it while examining products (Khare, 2011; MacInnis & Price, 1987).

Furthermore, hedonic value is an important factor in evaluating customer behaviour in e-commerce. Customers perceive hedonic value as a value based on pleasant experiences and pleasures. Hedonic value is more subjective and personal than utilitarian value, and it is based on enjoyment rather than task composition (Chunmei & Weijun, 2017). Avcilar & Özsoy (2015) and Hanzaee & Rezaeyeh (2013), claimed that hedonic value had a significant effect on e-commerce customer satisfaction, in which customers would feel more satisfied if they felt they were getting more value for their money based on their enjoyable e-commerce experience.

Moreover, the hedonic benefits or the hedonic experience could also be achieved even if they do not purchase any products on a shopping trip (Lee & Wu, 2017; MacInnis & Price, 1987). This is because the experience itself is important to consumers motivated by hedonic values (Anderson et al., 2014; Babin et al., 1994). Shopping processes that include activities like inspecting window displays, browsing the shelves, chatting with the staff, and having fun bargain hunting make a shopping trip an adventure. Hence, even if shopping does not result in a purchase, hedonic value can be obtained from many aspects of the shopping stages or processes (Hanzaee & Rezaeyeh, 2013; Markin et al., 1976).

Utilitarian Value

Utilitarian value could be referred to as functional, goal-oriented behavior (Kumar & Kasyap, 2018; Childers et al., 2001) which orient the consumer towards obtaining economic, rational, or extrinsic benefits (Kumar & Kasyap, 2018; Martinez-Lopez et al., 2014), and it reflects the task-related value of a shopping experience (Kumar & Kasyap, 2018; Overby & Lee, 2006). Consumer utilitarianism has been characterized from earlier studies as task-oriented and rational (Babin et al., 1994; Batra and Ahtola, 1991; Sherry, 1990). According to Holbrook & Hirschman (1982), utilitarian value is dependent on shopping as an internal work state while the completion of a specific shopping task stimulated by consumer demand determines the perception of utilitarian value.

Consumer values are classified as intrinsic or extrinsic, with extrinsic values relating to the functional aspects of shopping and being primarily 'utilitarian' in nature (Khare, 2011). Utilitarian values are founded on rational and analytical data processing (Khare, 2011). It also derives from the consumer's overall assessment of the functional benefits and drawbacks of a product or service (Lee & Wu, 2017). Moreover, it is relevant when one is considering a purchase as one may consider the product, service, and price features before one decide to purchase the item (Khare, 2011; Hoffman and Novak, 1996).

According to Zeithaml (1988), utilitarian value includes more cognitive aspects of attitude, such as economic "value for the money" and assessments of convenience and time savings (Overby & Lee, 2006; Teo, 2001; Jarvenpaa and Todd, 1997). For example, customers may shop online since it is easier to find and compare merchants, compare value, and save time as well as energy (Overby & Lee, 2006; Grewal et al., 2003; Mathwick et al., 2001).

Utilitarian buyers are driven by cognitive activities and goal-oriented tasks. As a result, utilitarian purchasing behaviour is more consistent with daily routine, and logical, rational, and planned thinking (Sangkoy & Tielung, 2015; Hamzah, 2013). Past studies claimed that utilitarian values that motivated online consumers may be looking for ways to save time conveniently (Anderson et al., 2014; Kwon and Jain, 2009; Childers et al., 2001) or to easily get information (Anderson et al., 2014; Kwon and Jain, 2009; To et al., 2007; Childers et al., 2001). Nonetheless, the influence of utilitarian values is not limited to online consumers only as it also motivates purchases in physical channels (Babin et al., 1994).

Social Value

Social value is the benefits of forming, extending, and maintaining relationships with other consumers that are achieved from communication and interactions (Wu et al., 2018; Dholakia et al., 2004; To et al., 2007). In other words, social value is the perceived utility gained from an alternative's association with one or more specific social groups. Sheth et al. (1991) noted that social value is acquired through associations with demographic, socioeconomic, and cultural-ethnic groups that are positively or negatively stereotyped. This is accomplished when a person improves their communication skills and interacts with others (Haba et al., 2017; Rhoads, 2002).

Customers value the ability to socialise with others and affiliate with reference groups while shopping online (Arnold & Reynolds, 2003). Virtual interaction in online communities could generate intimate social support and it is comparable to offline relationships (Mathwick et al., 2008). Additionally, meeting socialisation needs can help transform online shopping into a social experience. Hence, the social value could be obtained from friendship, social support, and intimacy, which are resulted from one's involvement and communication with other members (Wu et al., 2018; Vock et al., 2013).

The concept of social value was first put forward as one of the hedonic shopping motivations in the offline shopping context, while later studies extended it to the online shopping context (Wu et al., 2018). Accordingly, most previous studies have modeled social value as a lower-level construct contributing to hedonic motivation or as a sub-dimension of hedonic value (Wu et al., 2018; Chiu et al., 2014; Turelet et al., 2010). However, hedonic and utilitarian values are based on personal responsibility for its own sake, which can be unrelated to other users whereas social value is based on consumers' relationships and interactivity on a specific platform, which is group-referent (Omigie, 2017; Sanchez-Fernandez & Iniesta-Bonillo, 2007; Ahtola, 1985).

Although some researchers have validated this classification, their research has mostly focused on product, brand, or store shopping experiences rather than online shopping experiences (Rintamäki et al., 2006; Davis & Hodges, 2012). Besides that, previous research on the impact of social value on consumer online purchase intent has been inconsistent, which could be due to a lack of a clear definition of the role of social value (Wu et al., 2018).

Referring to Chiu et al. (2012), scholars argue that consumers' purchase intentions are influenced by social value because it satisfies social motivations such as getting to know like-minded people, interacting with others, and identifying with a reference group. Meanwhile, according to other researchers, people prefer shopping online to avoid social interaction, and consumers who are motivated by social interactions prefer shopping in a traditional retail store format over shopping online (Ozen & Engizek, 2016).

Underpinning Theory

Theories such as the Theory of Planned Behaviour (TPB) and the Technology Acceptance Model (TAM) have been shown to be highly effective at predicting human behaviour in a variety of contexts (Pena-Garcia et al., 2020). Furthermore, referring to the literature review, attitudes, subjective norms, and perceived behavioural control were all common factors in some studies, which originate from the TPB by Ajzen (1985). For example, the subjective norm in the TPB could also be referred to as social value (Pradika, 2018). Besides, academics and practitioners widely recognize that consumer perceived value is an important facilitating factor in consumer behaviour (Sánchez-Fernández & Iniesta-Bonillo, 2007). Both utilitarian and hedonic values have continually attracted academics to investigate Internet behavioural decisions from the consumer-perceived value perspective in areas of e-mail dissemination, search engine adoption, and online store shopping (Wang, 2010). Therefore, TPB, TAM, and

consumer perceived value theories have been the underpinning theory to develop this study.

1.4 Hypotheses Development

Hedonic value and purchase intention

Previous studies such as Sumarliah et al. (2021), and Wu et al. (2018), with various situational factors and context, found that hedonic value or motivation has a positive relationship with consumers' online purchase intention. Lin & Lu (2015) discovered that hedonic values have a significant influence on user intention. On top of that, Avcilar (2015) cited past studies such as (Bart et al., 2005; Koufaris, 2002; Davis et al., 1989) that the consumer who has a higher level of perceived hedonic value is most likely to have a higher purchase intention. Therefore, the hypothesis to be tested is

Hypothesis 1 (H1): There is a significant relationship between hedonic value and consumers' online purchase intention.

Utilitarian value and purchase intention

Past studies indicate that perceived utilitarian value has a positive relationship with the intention to purchase or repurchase (Avcilar & Ozsoy, 2015; Hume, 2008; Chiu et al., 2005; and Parasuraman & Grewal, 2000). Hsu & Lin (2016) also discovered that utilitarian value influences purchase intent. Bridges & Florsheim's (2008) claimed that the utilitarian flow elements have a favourable impact on online shopping. When a purchase has a high level of perceived utilitarian value, the higher probability of a purchase being made (Avcilar & Ozsoy, 2015). Thus, the hypothesis constructed is

Hypothesis 2 (H2): There is a significant relationship between utilitarian value and consumers' online purchase intention.

Social Value and Purchase Intention

The impact of social influence on consumers' tendency to prefer online shopping has been supported by numerous studies from marketing literature. According to Clemes et al. (2014), customers' adoption of online purchasing has been proven to be significantly influenced by subjective norms like social influence. Meanwhile, Ingham et al. (2015)'s meta-analytic review claimed that social influence was found to have a substantial influence on customers' intentions in the majority of research that explored the acceptance of online purchasing. Chong et al. (2012), found that Malaysian consumer decisions were found to statistically predict the role of social influence. Hence, the hypothesis developed is as follows:

Hypothesis 3 (H3): There is a significant relationship between social value and consumers' online purchase intention.

Theoretical Framework

The research conceptual framework for this study could be illustrated as follows

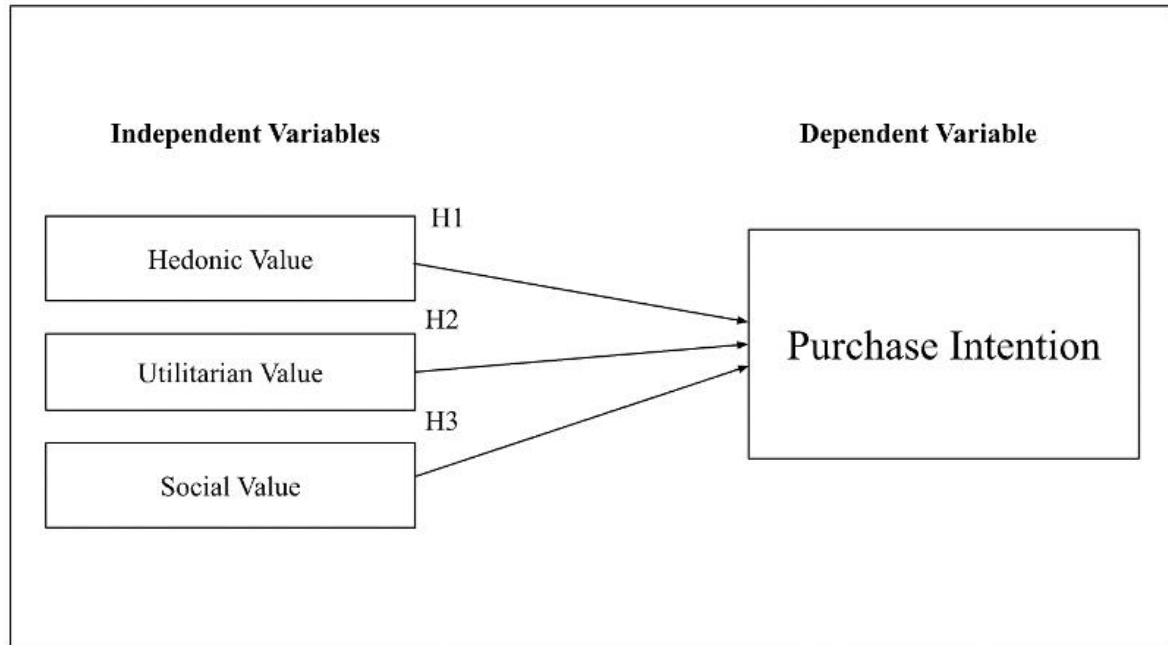


Figure 1.1. Research Conceptual Framework

H1: There is a significant relationship between hedonic value and consumers' online purchase intention.

H2: There is a significant relationship between utilitarian value and consumers' online purchase intention.

H3: There is a significant relationship between social value and consumers' online purchase intention.

2. Method

2.1 Sampling Procedures

The population targeted is Malaysian locals who lived in the Klang Valley area. Klang Valley is located in the heart of Peninsular Malaysia's west coast (Saba et. al., 2020). Department of Statistics Malaysia (DOSM) (2021), stated that Klang Valley consists of Selangor, the Federal of Kuala Lumpur, and the Federal of Putrajaya. As of mid-year 2021, Selangor's citizens population amounted to 6,026,900. Meanwhile, Kuala Lumpur and Putrajaya citizens accounted for 1,539,900 and 113,400 respectively. Hence, these population areas totalled up to 7,680,200.

2.1.1 Sample Size, Power, and Precision

The data collection is collected using a survey questionnaire method by selecting non-probability convenience sampling as there is no sampling frame and it is easier to determine. From the size of the population, the number of samples generated by the Raosoft sample size calculator is 385. By the end of the survey period, 113 respondents were obtained, making the response rate recorded at 29%.

2.1.2 Measures and Covariates

The study used four validated measures for purchase decisions, country of origin, brand image, and consumer ethnocentrism, in that order. The constructs are all scored on a 5-point Likert scale. This section contains information on measuring instruments. Cronbach's alpha, “ α ”, was used to assess the measurements' reliability.

The measurement of each variable was adopted and referred to from various researchers' work as shown in Appendix A. The statements are then rewritten and modified in order to standardise different linguistic terms used by many authors throughout the questionnaire.

The study focused on the individual level of the population targeted. The data that is collected during the pilot test phase is analysed using SPSS. Consequently, the consistency reliability for each scale is generated. In regards to a reliability measurement, Nunnally & Bernstein (1994), stated that a reliability coefficient of 0.60 or above is considered acceptable. In addition, according to Sekaran & Bougie (2010), if Cronbach's Alpha of 0.7 is considered fair and if it is close to one, the measures are more reliable.

2.1.3 Research Design

This study is adopting the hypothetical deductive model. Since data is collected only once over a specific period of time, the research is done in a cross-sectional approach (Sekaran & Bougie, 2016). Following this, a questionnaire survey is used to acquire primary data from the target population.

The first of four sections is designed particularly to collect respondents' demographic information such as age, gender, education level, employment status, and income range. Additionally, the respondent is also asked about their familiarity with “cross-border e-commerce”. Meanwhile, the remaining three sections are the respective instruments for measuring hedonic value, utilitarian value, social value, and consumers' online purchase intentions. All questions are measured by using the 5-point Likert scale. The measurements are 5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

The pilot test is analysed by a reliability test using IBM Statistics SPSS 26 software. The results as shown in Table 2.1 below indicate that the variables are reliable as the Cronbach's Alpha for each of the variables is more than 0.7. Hence, no amendments are made as there are no issues arising upon the survey and pilot test implementation.

Table 2.1. Results of Reliability Analysis

	Variables	Cronbach's Alpha	Number of Items
Independent Variables	Hedonic Value	0.945	8
	Utilitarian Value	0.920	8
	Social Value	0.873	8
Dependent Variable	Purchase Intention	0.906	8

3. Results

Data Collection Procedures

The primary data is collected from Malaysian consumers who lived in the Klang Valley. The data analysis of this study is represented in a qualitative manner. The questionnaire is compiled by using Google Forms and it is used for collecting the online survey with the link shared via social networks such as WhatsApp and Facebook.

Data Analysis Techniques

As mentioned earlier, the data is collected by distributing questionnaires. Consequently, the analysis will be qualitative and SPSS software will be used to analyse the data gathered. The data that will be collected from the questionnaire were subjected to descriptive and inferential statistical analysis to achieve the stated objectives and test the hypothesis.

Referring to Mishra et. al., (2019), descriptive statistics analysis is conducted to summarise features of data that has been collected. Normality tests are carried out to identify the normality of data distribution. Subsequently, multiple regression analysis is used so that the independent variables and the dependent variable could be examined. Hence, the raw data could be analysed to determine the association between the variables and their relationship.

Data Collection Process

The online survey is done by utilising Google Forms. The 38-item online questionnaire was distributed to consumers who live in Klang Valley. Moreover, the respondents who participated all have experience in online purchasing generally. 113 data sets were collected after the survey period had ended. There were no blank responses received from the collected surveys as all of the questionnaires from the form are set to be responded to by the respondents. All 113 responses were thus usable data sets. IBM SPSS Statistics 26.0 is used to analyse the data, in which a descriptive analysis of the data and a multiple linear regression test were run.

Descriptive Statistics
Demographic Profile

The descriptive analysis of 113 respondent profiles could be presented on Table 3.1 as follows:

Table 3.1. Summary of Demographic Profile

Variables	Category	Frequency	Percentage
Age	18-24	10	8.8%
	25-34	68	60.2%
	35-44	31	27.4%
	45-54	1	0.9%
	55-64	2	1.8%
	Above 64	1	0.9%
Gender	Female	78	69%
	Male	35	31%
Education	Diploma/Degree	89	78.8%
	Master/PhD	23	20.4%
	Professional Certification	1	0.9%
Employment	Employed full-time	75	66.4%
	Employed part-time	3	2.7%
	Unemployed	3	2.7%
	Self-employed	3	2.7%
	Retired	1	0.9%
	Student	25	22.1%
	Housewife	2	1.8%
	Contract	1	0.9%
Salary Range	Less than RM 1,000	22	19.5%
	RM 1,000 - RM 1,999	7	6.2%
	RM 2,000 - RM 2,999	21	18.6%
	RM 3,000 - RM3,999	10	8.8%
	RM 4,000 - RM 4,999	5	4.4%
	RM 5,000 or more	40	35.4%
	None	8	7.2%
Cross-border e-commerce familiarity	Yes	88	77.9%
	No	25	22.1%

The respondents are Malaysian, online shoppers who live in Klang Valley. As for the age group, the majority of the respondents are from 25-34 years (60.2%) and 35-44 years (27.4%), which represent 88% of the total respondents. Meanwhile, the gender composition of males and females proportionate at 31% and 69% respectively.

The majority of the respondents are holding either a Diploma or/and Bachelor's Degree (78.8%), followed by Master's Degree or/and Ph.D. holders (20.4%). The majority of the respondent's monthly income is more than RM5,000 (35.4%) whereas many of them are also earning RM2,000-RM2,999 as monthly income (21%). There are also respondents that either earn less than RM1,000 and no income at all (26.7%).

Mean and Standard Deviation of Variables

The characteristics of the data are summarised using descriptive statistics. Each of the four constructs' four useful statistical parameters is shown in Table 3.2 whereas the full SPSS output of descriptive statistics is available in Appendix B.

Table 3.2. Descriptive statistics output

Construct	N	Mean	Standard Deviation	Skewness	Kurtosis
Hedonic Value	113	3.6925	0.79269	-1.175	2.689
Utilitarian Value	113	3.5929	0.72190	-0.523	0.775
Social Value	113	3.4126	0.74737	-0.375	0.208
Purchase Intention	113	3.2566	0.84974	-0.157	-0.558

Based on the results presented, the means for the variables are in the range of 3.26 to 3.69. This indicates that respondents agreed with most of the statements from the survey.

The statistical method of skewness and kurtosis could also indicate the normality of the data (Aminu & Sharif, 2014; Hair Jr et al., 2010; Kline, 2011; Tabachnick & Fidell, 2013). The absolute value of Skewness and Kurtosis should not be greater than 3 and 10 (Aminu & Sharif, 2014; Kline, 2011). In accordance with this suggestion, the absolute values of the Skewness and Kurtosis for each item in this study are all within the acceptable range of < 3 and < 10 . Hence, the scores are distributed normally.

Normality

Normality, according to Hair Jr et al. (2010), is the similarity between the data's shape for each individual metric variable and the normal distribution used as a standard for statistical methods. Since normal data is a fundamental premise of parametric testing, an evaluation of the data's normality is necessary before performing many statistical tests (Mishra et al., 2019). The results of the Kolmogorov-Smirnov normality test performed in SPSS on the valid responses are displayed in Table 3.3.

The Kolmogorov-Smirnov test is defined by these hypotheses:

H0: The data of all the variables follow a normal distribution

H1: The data of all variables do not follow a normal distribution.

Alpha level = 0.05.

Table 3.3. Kolmogorov-Smirnov Normality Test Outcome

	Statistic	df	Sig
Hedonic Value	0.121	113	0.000
Utilitarian Value	0.095	113	0.014
Social Value	0.067	113	0.200
Purchase Intention	0.091	113	0.23

Referring to Table 3.3, the p-value of hedonic value is 0.000 which is lower than the alpha level of 0.05. Hence, H0 is rejected and H1 is accepted. The data of hedonic value does not follow a normal distribution.

The p-value of utilitarian value is 0.014 which is also lower than the alpha level of 0.05. Hence, H0 is rejected and H1 is accepted. The data of utilitarian value does not follow a normal distribution.

The p-value of social value is 0.2 which is higher than the alpha level of 0.05. Hence, H0 is accepted and H1 is rejected. The data of social value follow a normal distribution.

The p-value of purchase intention is 0.2 which is higher than the alpha level of 0.05. Hence, H0 is accepted and H1 is rejected. The data of purchase intention follow a normal distribution.

Even though the data of hedonic value and utilitarian value do not follow a normal distribution based on the statistical normality test, it is also possible to use a graphical way to determine whether the data is normal. To achieve this, visual verification of the Q-Q plot could be observed. The data point must be near the diagonal line if the variable's values are

normally distributed. The data points should also not deviate too far from the diagonal line.

Multiple Regression Analysis

This study aims to establish links between the dependent variable and the three independent variables. Hence, multiple regression is conducted as it attempts to represent the linear relationship between the independent explanatory variables and the dependent response variables (Hayes, 2022). The summary of the regression model that was created using the responses to the independent and dependent variables is shown in Table 3.4.

Table 3.4. Regression Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	0.78	0.609	0.598	0.53855

1. Predictors: (Constant), SV, UV, HV

Generally, a model could be a good fit if it has a high R-Squared (Muralidhar, 2021). In this study context, the value of R-Square is 0.609. It represents 61% of the variability in online purchase intention that could be predicted by the regression model that includes the independent variables of hedonic value, utilitarian value, and social value. Consequently, the remaining variability of 39% in online purchase intention could not be explained by the said independent variables.

There are only slight differences between adjusted R-Square and R-Square values which are 0.598 and 0.609 respectively. This also indicates that the model calculated is a good fit as a predictor.

Therefore, the model presented is a good fit to identify the purchase intention of online shoppers. Next, the Analysis of Variance (ANOVA) is conducted to test whether the model formed by hedonic value, utilitarian value, and social value can reliably predict purchase intention. The ANOVA summary presented in Table 3.5, shows that the test statistics are significant as the p-value is 0.000 which is smaller than the significant value of 0.05. Hence, the overall applicability and validity of the research framework are implied.

Table 3.5. ANOVA from SPSS

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.257	3	16.419	56.610	0.000
	Residual	31.613	109	0.290		
	Total	80.870	112			

1. Dependent Variable: Purchase Intention
2. Predictors: (Constant), Hedonic Value, Utilitarian Value, Social Value

As was already shown, the statistical analysis performed with SPSS also yields the coefficients needed to create an estimated regression equation that accurately predicts purchase intention. The model coefficients for each independent variable are shown in Table 3.6.

Table 3.6. Model Coefficients Table

		Coefficients				
Model		Unstandardised B	Coefficients Std. Error	Standardised Coefficients Beta	t	Sig.
1	(Constant)	-0.032	0.279		-0.114	0.909
	Hedonic Value	0.242	0.102	0.226	2.367	0.020
	Utilitarian Value	0.079	0.098	0.067	0.805	0.423
	Social Value	0.619	0.118	0.544	5.244	0.000

1. Dependent Variable: Purchase Intention

The estimated multiple regression equation could be formed by applying the coefficients presented by Unstandardised B. Thus, below is the equation formed:

$$Y_{\text{predicted}} = (-0.032) + 0.242X_1 + 0.079X_2 + 0.619X_3 \text{ (Equation 1)}$$

Where,

$Y_{\text{predicted}}$: Purchase Intention

X_1 : Hedonic Value

X_2 : Utilitarian Value

X_3 : Social Value

The estimates under the Unstandardised B column show how much of an increase in the dependent variable would be predicted by one unit of growth in the independent variable, commonly known as the predictor. In this study context, the increase of one unit for hedonic value predicted an increase in purchase intention by 0.242. Then, one unit of increase in utilitarian value predicts an increase of 0.079 in purchase intention. Likewise, one unit of increase in social value predicts an increase of 0.619 in purchase intention.

The first hypothesis is on the relationship between hedonic value and purchase intention:

H10: There is no significant relationship between hedonic value and consumers' online purchase intention.

H1a: There is a significant relationship between hedonic value and consumers' online purchase intention.

Referring to Table 3.6, the corresponding p-value of hedonic value is indicated at 0.02. The value is less than 0.05. Hence, there is sufficient evidence to reject H10 at a significant level of 0.05, and accept H1a. This also means that the coefficient for hedonic value has a positive relationship with purchase intention.

Next, the second hypothesis is the relationship between utilitarian value and purchase intention, where:

H20: There is no significant relationship between utilitarian value and consumers' online purchase intention.

H2a: There is a significant relationship between utilitarian value and consumers' online purchase intention.

The p-value of utilitarian value is 0.423 which is higher than 0.05. There is sufficient evidence to reject H2a at a significant level of 0.05 and accept H20. Thus, it could be concluded that utilitarian value has no significant relationship with purchase intention.

Last and not least, the third hypothesis is on the relationship between social value and purchase intention where:

H30: There is no significant relationship between social value and consumers' online purchase intention.

H3a: There is a significant relationship between social value and consumers' online purchase intention.

On the other hand, the p-value of social value is 0.000, which is less than 0.05. Therefore, there is sufficient evidence to reject H30 at the significant level of 0.05 and accept H3a. It could be concluded that social value has a positive relationship on purchase intention.

4. Discussion and Conclusion

Summary of Findings

Table 4.1. Summary of Hypotheses

Independent Variable	Hypothesis	Findings
Hedonic Value	H1a: There is a significant relationship between hedonic value and consumers' purchase intention	Supported
Utilitarian Value	H2a: There is a significant relationship between utilitarian value and consumers' purchase intention	Not supported
Social Value	H3a: There is a significant relationship between social value and consumers' purchase intention	Supported

Discussion

The findings revealed that consumers who shop on cross-border e-commerce are influenced by hedonic value when they intend to purchase fashion products. The result could be supported by other past studies with different settings and backgrounds. Sütütemiz, & Saygılı (2011) in their study in Turkey found that there is a positive relationship between hedonic value and online consumers' purchase intention. Lee et al. (2015), which also conducted a study on fashion consumers' purchase intention on cross-border e-commerce found that hedonic motivation has a greater impact on fashion customers than utilitarian and social value. Soebandhi et al. (2019), who investigated the factors that influence consumers' purchase intention on Instagram found that hedonic motivation affects consumers' intent to buy.

Secondly, some earlier studies stated that utilitarian motivation is a key element in motivating both online information-seeking and shopping intentions (Mikalef, Giannakos, & Pateli, 2013; Mikalef et al., 2012; To, Liao, & Lin, 2007). However, the findings show that there is no significant relationship between utilitarian value and consumer purchase intention. Hence, it appears that consumers who shop on cross-border e-commerce are not likely to be influenced by utilitarian values when they intend to purchase fashion goods.

The finding could be supported by Soebandhi et al. (2019), which they found that utilitarian motivation does not affect consumers' intent to purchase on Instagram. However, the result is inconsistent with many past studies. For example, Lee et al., (2015) who also conducted a study on fashion consumers' purchase intention on cross-border e-commerce found that utilitarian desire could affect fashion consumers. Haque et al. (2020), who examine the purchase intention of Gen-Z students in the Klang Valley area, found a significant relationship between utilitarian value and online purchase intention. Sumarliah et al. (2021), also found that utilitarian motives positively influence online consumers' purchase intention during COVID-19.

It has been demonstrated by Clemes et al. (2014) that subjective norms like social influence have a substantial impact on how consumers adopt online shopping. Meanwhile, the findings found that social value has a significant relationship with purchase intention. Therefore, it could be concluded that consumers who shop on cross-border e-commerce are influenced by social value when they intend to purchase fashion products.

This result is also supported by Lee et al. (2015), that found that social aspects affect cross-border e-commerce fashion consumers. Pradika et al. (2018) found a significant relationship between social value and consumer shopping intention on Instagram applications among Millennials in Indonesia. Haque et al. (2020), who examine the purchase intention of Gen-Z students in the Klang Valley area, found a significant relationship between social value and online purchase intention. Moreover, Doan (2020)'s result showed that social influence gives the most impact on Vietnamese online consumers when purchasing.

*Implication of Study**Theoretical*

This study examines the factors influencing Malaysian consumers' purchase intention of fashion products on cross-border e-commerce. The findings could provide more insights into the international marketing literature and contribute to the scholars' further understanding of the factors influencing online shoppers' purchase intention when purchasing fashion products abroad.

Practical

This study discovers that consumers who shop on cross-border e-commerce are influenced by hedonic value when they intend to purchase fashion products. It also indicates that consumers have the intention to purchase fashion goods just for fun or feel the enjoyment of online shopping. From this study, this kind of shopper is labelled as hedonic shoppers which is motivated by a desire for enjoyment and amusement. They have the intention to purchase, but past studies found that hedonic shoppers cause the rate of shopping cart abandonment to rise (Lynch, 2016). They frequently add items to online shopping carts for pleasure or excitement even though they do not intend to buy them right away (Song, 2019; Close and Kukar-Kinney 2010; Kukar-Kinney & Close 2010). Hence, international online businesses of fashion industries need to improve their marketing strategies to convert hedonic shoppers into highly potential buyers.

Besides, this study discovers that consumers who shop on cross-border e-commerce are not influenced by utilitarian values when they intend to purchase fashion products. As per earlier discussion, this finding contradicts a number of previous research on online consumers' purchase intention. However, it is important to highlight this study's different focus as it focuses on 1) fashion products and 2) cross-border e-commerce. Thus, the finding may imply that the intention of online consumers to buy fashion products is not motivated by the usefulness of cross-border e-commerce. This is probably because fashion items like clothing and shoes can be easily purchased in local online stores. They also may not perceive cross-border e-commerce as a platform that could give a better value for their fashion purchase.

This study also discovers that consumers who shop on cross-border e-commerce are influenced by social value when they intend to purchase fashion products. In other words, they are influenced by their relatives, friends, and their trusted person when purchasing fashion products on cross-border e-commerce websites. Doan (2020), claims that customers generally believe the reviews and ratings left by friends and family who have made online purchases. Those who are apprehensive to shop online may find their circles' opinions are important regardless of their subjectiveness. Therefore, international marketers may take advantage of the referral program or other marketing strategies that needed customers to be more interactive with each other to attract more customers.

Limitations of Study

There are several limitations that can be identified from this study. First of all, it is important to exercise caution when interpreting and generalising the results of this research. This is because this study only covered the Klang Valley of Malaysia population. Moreover, the research only managed to receive a limited number of respondents due to time constraints for the study. Additionally, the majority of the respondents might also be within the researcher's social circle. Therefore, it is clear that these 113 respondents do not represent the actual Malaysian population. This research was collecting respondents' demographic and their perception of online shopping. However, this research did not fully utilise the data collected. For example, there are opportunities to examine the relationship between the demographics such as education and income with their online purchase intention. Lastly, this research is focusing on specific industries which are the fashion business and cross-border e-commerce. This study also focuses on the consumer's perspective only and involves the business-to-consumer (B2C) segment. Hence, there is no involvement of the retailer or the e-commerce website handler which is also interesting to investigate.

Recommendation for Future Research

Based on the study conducted and the limitations that occurred, there are some recommendations for future researchers. This research could be expanded by involving other independent variables such as perceived risk and trust. Moreover, it also could be improved if the dimensions of hedonic value and utilitarian value could be examined so that the questionnaire or item for measurement of the variables could be more accurate. This will also allow the researcher to identify which hedonic and utilitarian value dimensions are the most important and relevant. Similar research also could be done with different populations or demographics. While this study targeted the general group age, future researchers may only focus on the Millennials or Gen Z as these group ages tend to consume more internet usage. This study was limited to B2C cross-border online retail shopping that is also specific to the fashion market. Hence, future research may focus on the less explored topics and settings such as online airplane ticketing services and online hotel booking services. The chosen underpinning theory also could be used to examine purchase intention in different types of businesses such as business-to-business (B2B) and consumer-to-consumer (C2C).

5. Conclusions

This study has presented the factors that influence consumers' purchase intentions of fashion products in cross-border e-commerce. It can be concluded that there is a relationship between hedonic value and purchase intention and so does social value and purchase intention. However, there is no significant relationship between utilitarian value and purchase intention. The literature review is able to discuss further in regards to past studies regarding variables that have been chosen. This study is able to provide implications for future research, international marketing literature, and businesses in general. In a nutshell, the objective of this study is achieved.

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Appendix A

Table A.1. Measurement of Each Variable

Variable	Items	Modified Statements	References
Hedonic Value	HV1	Purchasing fashion products on cross-border e-commerce is enjoyable.	Lee et al., 2015
	HV2	Purchasing fashion products on cross-border e-commerce is very entertaining.	Lee et al., 2015
	HV3	Purchasing fashion products on cross-border e-commerce is fun.	Lee et al., 2015
	HV4	Purchasing fashion products on cross-border e-commerce brings me happiness.	Yu & Huang, 2022
	HV5	Purchasing fashion products on cross-border e-commerce is relaxing.	Yu & Huang, 2022
	HV6	Purchasing fashion products on cross-border e-commerce is joyful for bargains.	Dang & Farid, 2016
	HV7	Purchasing fashion products on cross-border e-commerce is a treat.	Dang & Farid, 2016
	HV8	Purchasing fashion products on cross-border e-commerce would allow me to keep up with the trends and innovations.	Dang & Farid, 2016
Utilitarian Value	UV1	Cross border e-commerce enables me to spend less money on fashion products.	Lee et al., 2015
	UV2	I find cross-border e-commerce is useful for shopping for fashion products.	Lee et al., 2015
	UV3	Shopping for fashion products on cross border e-commerce gives me a higher chance of purchasing at a better price.	Yu & Huang, 2022
	UV4	I use cross-border e-commerce to shop for fashion products for more cost-effective shopping.	Yu & Huang, 2022
	UV5	I think cross-border e-commerce to shop for fashion products is useful (such as saving money, entertainment, environmental protection, and social promotion).	Yu & Huang, 2022
	UV6	I can get the value I want from using cross-border e-commerce to shop for fashion products.	Yu & Huang, 2022
	UV7	Purchasing fashion products on cross-border e-commerce has reduced my purchase costs.	Yu & Huang, 2022
	UV8	Purchasing fashion products on cross-border e-commerce is what I really need.	Peng & Liang, 2013
Social Value	SV1	People who influence my behaviour think that I should shop fashion products on cross-border e-commerce	Lee et al., 2015
	SV2	People whose opinion that I value prefer that I shop fashion products on cross-border e-commerce	Lee et al., 2015
	SV3	People who are important to me think that I should shop fashion products on cross-border e-commerce	Lee et al., 2015
	SV4	I think many people shop fashion products on cross-border e-commerce	Yu & Huang, 2022
	SV5	Many people around me shop fashion products on cross-border e-commerce	Yu & Huang, 2022
	SV6	I can be influenced by other people to shop fashion products on cross-border e-commerce	Yu & Huang, 2022
	SV7	My relatives and friends have a positive attitude to shop fashion products on cross-border e-commerce	Yu & Huang, 2022

	SV8	Shopping fashion products on cross-border e-commerce is giving good impression to others	Pradika et al., 2018
Purchase Intention	PI1	The possibility for me to shop fashion products on cross-border e-commerce is high	Peng & Liang, 2013
	PI2	I plan to continue to shop fashion products on cross-border e-commerce frequently.	Lee et al., 2015
	PI3	I will always try to shop fashion products on cross-border e-commerce in my daily life.	Lee et al., 2015
	PI4	I tend to choose to shop fashion products on cross-border e-commerce	Yu & Huang, 2022
	PI5	I often shop fashion products on cross-border e-commerce	Yu & Huang, 2022
	PI6	I shop fashion products as much as possible on cross-border e-commerce	Yu & Huang, 2022
	PI7	In the future, I will continue to shop fashion products on cross-border e-commerce	Yu & Huang, 2022
	PI8	I will never shop fashion products on cross border e-commerce	-

Appendix B

Table B.1. Descriptive Statistics Output

		Descriptives			Statistic	Std. Error
HV	Mean				3.6925	.07457
	95% Confidence Interval for Mean		Lower Bound		3.5447	
			Upper Bound		3.8402	
	5% Trimmed Mean				3.7520	
	Median				3.8750	
	Variance				.628	
	Std. Deviation				.79269	
	Minimum				1.00	
	Maximum				5.00	
	Range				4.00	
	Interquartile Range				.88	
	Skewness				-1.175	.227
	Kurtosis				2.689	.451
UV	Mean				3.5929	.06791
	95% Confidence Interval for Mean		Lower Bound		3.4584	
			Upper Bound		3.7275	
	5% Trimmed Mean				3.6184	
	Median				3.7500	
	Variance				.521	
	Std. Deviation				.72190	
	Minimum				1.25	
	Maximum				5.00	
	Range				3.75	
	Interquartile Range				.88	
	Skewness				-.523	.227
	Kurtosis				.775	.451
SV	Mean				3.4126	.07031

	95% Confidence Interval for	Lower Bound	3.2733	
	Mean	Upper Bound	3.5519	
	5% Trimmed Mean		3.4303	
	Median		3.5000	
	Variance		.559	
	Std. Deviation		.74737	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.00	
	Skewness		-.375	.227
	Kurtosis		.208	.451
PI	Mean		3.2566	.07994
	95% Confidence Interval for	Lower Bound	3.0983	
	Mean	Upper Bound	3.4150	
	5% Trimmed Mean		3.2594	
	Median		3.2500	
	Variance		.722	
	Std. Deviation		.84974	
	Minimum		1.13	
	Maximum		5.00	
	Range		3.88	
	Interquartile Range		1.38	
	Skewness		-.157	.227
	Kurtosis		-.558	.451

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