

Study of Factors Affecting Consumers' Online Clothing Purchase Intention

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Abstract

Online shopping has taken a crucial position in the 21st century, because most people are busy with their working life and make them having less time to go for shopping. In this case, online shopping purchase is the easiest and most appropriate channel for them to do their purchase. Internet has rapidly developed into a global perspective as it has changed the way for customers to shop. The spread of the internet causes the term of “online shopping” exist in year 1979. It is said that online marketing has gained huge popularity and importance all over the world. It is expected that by the end of 2040, the number would increase to more than 1.5 billion as far as internet user is concerned. One of the famous product that customers purchase online was clothing. However, there is a limited research being done regarding on how the customers in Sibul, Sarawak (Malaysia) purchase their clothes, whether they purchase at the retail store or do their purchase online. So, this research study seeks to explore what are the factors affecting customers’ online clothing purchase intention in Malaysia, particularly in Sibul, Sarawak.

Keywords: consumer, online purchase intention, price, convenience, visual clothing presentation

1. Introduction

Online shopping is a new technological breakthrough worldwide as it has just begun to attack the Malaysia’s retail industry through online shopping services. As mentioned by Ida (2016), clothing is considered as a popular online purchase category. This is due to the fact that, there are varieties of clothing only offered online and there are unlimited stocks of each category of clothing. But, according to Comegys et al. (2009), slow or late of shipping keeps customers away from online purchase. Lu (2014) discovered that, 90% of respondents feel nervous and worried when purchase on unknown or new websites. Some customers believe that the product information provided by the online website is insufficient to make a decision. The online customers will be dissatisfied when the product information does not reach their expectations (Liu and Tiansiang, 2010). In addition, the customers reluctant online shopping as they cannot use it immediately after purchase the item through online. They are difficult to believe about purchasing online as they can't feel and touch the product before they buy it (Wong, 2014).

As stated by Daroch et al. (2020), “people are now living in the digital environment. Earlier, internet was used as the source for information sharing, but now life is somewhat impossible without it. Everything is linked with the World Wide Web, whether it is business, social interaction or shopping. Moreover, the changed lifestyle of individuals has changed their way of doing things from traditional to the digital way in which shopping is also being shifted to online shopping”.

According to Jozef, Lukas & Martina (2018), it is indeed very vital that customers should monitor what are the factors that affect the online purchase process. Especially at present, there is a growing competition for online business.

Therefore, in our research study, we propose to examine the factors that affect the customers’

online clothing purchase intention. The result of the study can be useful for clothing companies especially those who want to do the online business, to have a better understanding about the factors affecting the customers' online clothing purchase intention. This is because there is very limited research done about the factors affecting the customers online clothing purchase intention. It is essential to identify factors that influence customers intention for online clothes purchasing.

1.1 Problem Statement

The rapid growth of online business or e-commerce has transformed the retail landscape, particularly in the clothing industry. Understanding the factors that influence customers' online clothing purchase intention is crucial for both online retailers and traditional brick-and-mortar stores aiming to establish a robust online presence. This research seeks to identify and analyze the key determinants, such as online purchase intentions, price, convenience, and visual clothing, that significantly impact customers' decision-making processes in the context of online clothing purchases. By gaining insights into these factors, businesses can develop targeted strategies to enhance the online shopping experience and optimize their marketing efforts, ultimately fostering greater customer satisfaction and loyalty in the competitive e-business environment.

2. Literature Review

2.1 Online Purchase Intention

Purchase intention is a decision to study the reasons why customer buy a particular product (Shah et al., 2012). So, purchase intention can be regarded as a kind decision making for customers before making a choice to buy or not to buy certain products. Intent is the degree of conscious effort an individual follows in order to approve his or her actions. On the other hand, intention is also regarded as one of the motivational components of an act (Ajzen, 1991). So, this clearly shows that customer purchase intention is one of the main factors that determines the customers buying of certain products.

According to Salisbury, Pearson and Miller (2001), online purchase intent is the degree to which a customer is prepared to make a specific purchase over the Internet and the customers are think of it when they try to purchase something (Dodds, Monroe & Grewal, 1991). Simply says, it is a kind of decision making that customers want to make a purchase of a particular product. When a customer wants to purchase a particular product, one is likely to make some decisions, he or she normally considers about all the things such as the price, the visual presentation, convenience, time of delivery and so on, that can let them finalize make a purchase intention toward that particular product.

2.2 Price

One of the factors affecting online purchase intention is price. It is because many customers will make the purchase intention based on the price of the product. Not only that, Yulia & Dan (2018) found out that most consumers purchase online mainly because the price is more affordable. The price is more affordable when purchase online because they need not have to

pay the rent, incurred lower wages and also, they do not have to hire too many workers.

Similarly, Kukar-Kinney and Close (2010) also stated that, the customers would limit their buying intention when considering the cost of the ordering involved. Therefore, the price of the products is one of the key factors affecting the customer purchase intention. When there is the higher cost of the product, some of the customers will not consider purchasing it as they want to save more money. Sometimes, the customers would compare the price of the product with other similar product. As such, we can see that, price has always been a general factor that affect customers' purchasing intention (Ryu and Han 2010).

2.3 Convenience

As mentioned by Ahmad (2002) and Jayawardhena et al. (2007), one of the main factors that drive customers to access the online retailers is the convenience of online shopping. It is also said that online purchase is good compared to traditional store as it is open 24 hours a day and seven days a week (Hofacker, 2001; Wang et al., 2005). It is not the same at all like the traditional retail store, where traditional retail stores usually only open for eight to ten hours. Sometimes, the traditional retail stores have their own "holiday", which means off day.

King (2018) reported that 52% of consumers like online purchase because it is convenient. As we can see that customers are enjoy to purchase online as it is very convenience and have the ability to shop for the products at a time. Online purchase clothing enables the customers' access the online clothing store from their computers as long as they have free time. From a convenience point of view, some customers purchase online just because they feel uncomfortable when dealing or communicate with salesman, and they want to avoid face-to-face interaction with salesman as they feel stressed when dealing with salesman and also they do not want to be manipulated in the marketplace (Goldsmith & Flynn, 2005; Parks, 2008). So, by using the convenience of the online clothing purchase, the buyer does not have to directly meet the seller or directly to the retail store, the buyer only needs to select the clothes through the picture and then order the clothes they want and then pay at the agreed price (Harahap and Amanah, 2018).

2.4 Visual Clothing Presentation

Online clothing shoppers rely heavily on information displayed on the screen and visual product images (Napompech, K., 2014). The example of information are the size, the colours, the fabric content, the return policy, the payment, the price, the delivery time and so on. At the same time, the visual product image is about the clothes that presented are reach their expected desire.

When the information is not enough, the customer will not make the decision because they do not want to make them getting into trouble. So, an intention to search the information online has a direct effect on intention to purchase online. The customer are more likely to make a purchase when there are satisfied with the information provided by the retailer. This is because sufficient information will bring enough security. After all, customers cannot touch and feel the clothes across the screen. It is also said that, customers are more likely to make a purchase intention when they perceived more product information. Online shoppers on

clothing websites are most interested in written information about washing instructions and the content of fabric (Park and Stoel, 2005).

Some of the customers focus on the fibre content of the clothes and purchase the clothes based on it. For example, some customers are more likely to purchase cotton clothes, so, they will search the information on clothes that are produced by cotton. A study found out that the information on fiber content, and clothing care is important for online shoppers to make an online clothing purchase intention. Since customers rarely have the opportunity to touch and feel products online before making a decision, online sellers can provide more product information that customers can use when purchasing (Lim and Dubinsky, 2004).

2.5 Time

Compared to traditional ways, the Internet provides customers better convenient in time (Chen and Dubinsky, 2003; Jamali et al., 2015). The customers has been agree that the online purchase is more attractive to traditional shopping because of time (Kim and Kim, 2004). Traditional retail stores are only open on weekdays, but customers are also working, so they can't buy clothes in sufficient time. Therefore, customers have agreed that buying more online is their preferred choice.

This time pressure come from two different sources, which is individual and the situation. The most common and easy to identify cause is the situation. It is because people often find that they have too much work on hand and they are busy because they need to do too many stuffs, and they don't have enough time to do the actual work. Those who recognize time pressure can and do record their dilemmas by blaming work stress, family and other connection-related needs. (Alreck, P.L., Dibartolo, G., Diriker, M. and Settle R.B., 2011).

Saving time, especially during the holidays is also one of the factors that affect the customers' online purchases (Morah, 2018). During the holidays, the traditional shopping mall will be crowded with people. Every customer is going to shopping at the mall to buy things. But now there are online virtual malls where customers do not have to queue up in crowded malls to buy what they want. Just click on the websites of clothes and choose slowly the clothes they want in a comfortable corner.

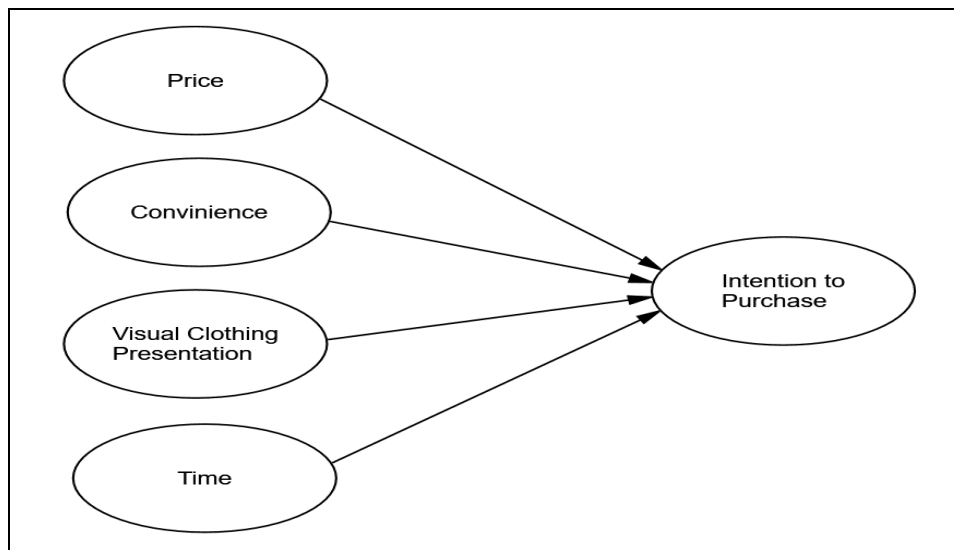


Figure 1. Conceptual Framework

3. Methodology

3.1 Research Design

In this study, quantitative research was adopted to identify factors affecting customers' online clothing purchase intention. The justification for adopting a quantitative approach was to investigate the factors affecting customers' online clothing purchase intention and understand the relationship between the dependent variable, that is online clothing purchase intention, and the independent variables that is the price, convenience, visual clothing presentation, and time.

This study will deploy descriptive analysis to analyze the data that helps to display, describe, or summarize them in a meaningful way by using The Statistical Package for the Social Sciences (SPSS) software. Multiple Regression Analysis is used to determine how changes in certain assumptions or drivers of the business will impact revenue or expenses in the future.

3.2 Population of Study

The target population for this research study is the people who are online internet users and it depends on their ages, races, and occupations who reside in the Sibuhut area. The target population must be online Internet users who must have past experiences in purchasing clothing online. To have a piece of better information and knowledge regarding the dependent variable (online clothing purchase intention) and independent variables (price, convenience, visual clothing presentation, and time), the target respondents should be those who have past experiences in purchasing clothing online.

3.3 Sampling and Sample Size

Snowball sampling has been chosen for the respondents to answer the questionnaires in this

research study. Snowball sampling is where a researcher begins with a person who meets his or her criteria and then uses that person to identify others. This study begins with respondents who have experience in purchasing clothing through online platforms. Easily accessible for the researcher in the process of the data collection is the main reason for choosing snowball sampling. This is because this method is effective when the sample has very specific characteristics since nowadays everyone has access to the internet and smart devices. The researcher only finds a person with a specific responsibility and asks the person to introduce the researcher to someone else with that particular characteristic.

In this research, 150 sets of online questionnaires were prepared for the respondents. Thus, 150 sets of online questionnaires were distributed to the different areas in Sibul, Sarawak

4. Findings and Discussion

This section presents the results of the study in a clear and concise manner, followed by an interpretation of the findings in relation to existing literature.

4.1 How Often Do You Shop Online

Table 2. How Often Do You Shop Online

How Often Do You Shop Online						
Frequency of Shopping	Online Number of Respondents	Percentage of Total Respondents (%)	Valid Percent	Cumulative Percent (%)		
	Very often	17	11.3	11.3	11.3	
	Quite often	32	21.3	21.3	32.7	
Valid	Often	45	30.0	30.0	62.7	
	Rarely	56	37.3	37.3	100.0	
	Total	150	100.0	100.0		

Refer to Table 2, there are 56 respondents rarely shop online, which consist of 37.3%. Next, 45 respondents often shopping online, which consist of 30%. There are 32 respondents or 21.3%, who are quite often shopping online. However, there are a minority of respondents who not doing shopping online very often, which consist of 17 respondents or 11.3%.



Figure 2. Frequency of Online Shopping Habits Among Respondents

The bar chart titled "Frequency of Online Shopping Habits Among Respondents" provides a comprehensive overview of the varying frequencies with which respondents engage in online shopping. The X-axis delineates four distinct categories of shopping frequency: Very Often, Quite Often, Often, and Rarely, while the Y-axis quantifies the number of respondents in each category, ranging from 0 to 60.

The data reveals that the largest segment of respondents, approximately 55 individuals, engage in online shopping rarely. This is followed by about 40 respondents who shop online often, indicating a moderate level of engagement. A smaller group, roughly 30 respondents, shops online quite often, suggesting a more frequent interaction with online shopping platforms. The smallest cohort, approximately 15 respondents, shop online very often, demonstrating a high frequency of online shopping activities.

4.2 How Long Have You Been Shopping Online

Table 3. How Long Have You Been Shopping Online

How Long Have You Been Shopping Online				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a year	46	30.7	30.7
	1-5 years	89	59.3	90.0
	5 years or more	15	10.0	100.0
Total	150	100.0	100.0	

Based on Table 3, the highest frequency of respondents been shopping online is 1-5 years which consist of 89 respondents and is 59.3%. Next is respondents who have been shopping

online less than a year, consist of 46 respondents and is 30.7%. Last, consists of 15 respondents and is 10% were those who have been shopping online 5 years or more.

4.3 Descriptive Statistics

Table 4. Descriptive Statistics on Variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Price	150	3.40	7.00	5.4000	.88234
Convenience	150	3.40	7.00	5.7507	.92944
Visual Presentation	Clothing 150	3.00	7.00	5.4493	.95845
Time	150	3.00	7.00	5.5689	1.05730
Purchase Intention	150	2.67	7.00	5.5133	1.00679
Valid N (listwise)	150				

Based on Table 6.3, it had shown the descriptive statistics of independent variables, which are price, convenience, visual clothing presentation, time and purchase intention (Dependent variable). All of the data was collected and analysed from the online questionnaires through a 7-point Likert Scale from 1 (Very Strongly Disagree) to 7 (Very Strongly Agree).

From the result, the variable that has the highest mean is convenience, 5.7507. Followed by time and visual clothing presentation which are 5.5689 and 5.4493. This means that most of the respondents agreed that convenience, time and visual clothing presentation are the main factors that affect the customers' online clothing purchase intention.

At the same time, the lowest mean variable is price, which is 5.4000. It means that the average level of agreement toward price as the factors of affecting customers' online clothing purchase intention is the least compared to convenience, visual clothing presentation and time.

4.4 Scale Measurement

4.4.1 Internal Reliability Test

The internal reliability test is tested through using Cronbach's alpha in this research study. There are 18 items used to measure four constructs. The results of Cronbach's alpha will be show from 0.1 to 0.99 and if the value of Cronbach's alpha is less than 0.60 it means unsatisfactory consistency. However, if the value is more than 0.60 it means that it is a satisfactory consistency.

Table 5. Reliability Test

NO	Variables	Cronbach's Alpha	No. of items
1	Price	0.848	5
2	Convenience	0.875	5
3	Visual Clothing Presentation	0.923	5
4	Time	0.890	3
5	Purchase Intention	0.950	6

According to Table 5, the results show that all variables are reliable as its exceeded 0.6. Visual clothing presentation was measured by five items produced 0.923 with the highest Cronbach's alpha. Followed by time measured by three items with 0.890 Cronbach's alpha.

On the other hand, convenience is measured by five items with Cronbach's alpha of 0.875, which is the third highest among all variables. Last, is price measured by five items and the Cronbach's alpha is 0.848, which is the lowest. Although it is the lowest, it is still reliable as it exceeded 0.6 in Cronbach's alpha.

4.5 Inferential Analysis

4.5.1 Pearson Correlation Analysis

Table 6. Correlations

Correlations		Price	Convenience	Visual Presentation	Clothing Time	Purchase Intention
Price	Pearson Correlation	1	.719**	.661**	.666**	.649**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	150	150	150	150	150
Convenience	Pearson Correlation	.719**	1	.641**	.676**	.682**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	150	150	150	150	150
Visual Clothing Presentation	Pearson Correlation	.661**	.641**	1	.503**	.701**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	150	150	150	150	150
Time	Pearson Correlation	.666**	.676**	.503**	1	.659**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	150	150	150	150	150
Purchase Intention	Pearson Correlation	.649**	.682**	.701**	.659**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	150	150	150	150	150

Note. **. Correlation is significant at the 0.01 level (2-tailed).

According to Table 6, it shows the significant relationship for each of the variables which are the correlations between the independent variables (price, convenience, visual clothing presentation and time), and the dependent variable (online clothing purchase intention). If the value of correlation coefficient is positive, there is a positive relationship between each of the independent variables and dependent variable.

Based on the data shows in Table 6, there is a strongest positive relationship between visual clothing presentation and online clothing purchase intention with the correlation value of 0.701. Followed by convenience also have a positive relationship toward online clothing purchase intention with the correlation value of 0.682. The third strongest of positive relationship is between the time and online clothing purchase intention with the correlation value of 0.659. Last, there is also a positive relationship between price and online clothing purchase intention although it is a weak positive relationship with the correlation value of 0.649.

Lastly, if the p value (sig.) is lower than 0.01, then, there is a significant relationship between independent variables and dependent variable. Therefore, based on the data shows in Table 6, there is a significant relationship between the price, convenience, visual clothing presentation and time toward the online clothing purchase intention.

4.6 Multiple Regression Analysis

4.6.1 R Square

Table 7. Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.797 ^a	.636	.626	.61580

a. Predictors: (Constant), Time, Visual Clothing Presentation, Convenience, Price

Table 7, it had shown that R square is 0.636 for regression of Online Clothing Purchase Intention of 0.797, 63.6% of Online Clothing Purchase Intention was affected by these independent variables, which are price, convenience, visual clothing presentation and time.

4.7 Test of Significance

Table 8. ANOVA^a

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.044	4	24.011	63.320	.000 ^b
	Residual	54.985	145	.379		
	Total	151.029	149			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Time, Visual Clothing Presentation, Convenience, Price

 Table 9. Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.168	.348		.482	.631
	Price	r.064	.094	.056	.679	.498
	Convenience	.207	.089	.191	2.333	.021
	Visual Clothing Presentation	.413	.074	.393	5.583	.000
	Time	.281	.069	.295	4.061	.000

The Statistical Package for the Social Sciences (SPSS) software was used in this research study to analyse data. The data was in the form of numerical table, descriptive analysis (Pearson's Correlation and Multiple Regression Analysis) and also reliability test (using Chronbac Alpha).

Descriptive analysis is also used to analyze the data that helps to display, describe or summarize them in a meaningful way. Two types of descriptive statistics which are use to measure the central tendency is by using means, mode and median and using of standard deviation, variance and range to measure its spread.

The results show that all variables are reliable as its exceeded 0.6. Visual clothing presentation was measured by five items produced 0.923 with the highest Cronbach's alpha. Followed by time measured by three items with 0.890 Cronbach's alpha.

On the other hand, convenience is measured by five items with Cronbach's alpha of 0.875, which is the third highest among all variables. Last, is price measured by five items and the Cronbach's alpha is 0.848, which is the lowest. Although it is the lowest, it is still reliable as it exceeded 0.6 in Cronbach's alpha.

This shows the significant relationship for each of the variables which are the correlations between the independent variables, which are price, convenience, visual clothing presentation and time, and dependent variable which is online clothing purchase intention. If the value of correlation coefficient is positive, there is a positive relationship between each of the independent variables and dependent variable.

From Multiple Regression Analysis and also Test of Significance done, Online Clothing Purchase Intention was affected by the independent variables. There is a significant relationship between price, convenience, visual clothing presentation and time. Visual clothing presentation have the strongest significant relationship with online clothing purchase intention as its standardized coefficient is the highest among all variables at 0.393. This explain that the visual clothing presentation has strongest effect among all independent variables toward dependent variables.

In addition, the second and third effected independent variables which are time and convenience with standardized coefficient at 0.295 and 0.191, means that the time and convenience are also one of the independent variable that effected toward dependent variable.

Lastly, the lesser effect among all independent variable toward dependent variable was price. It is because it has the lowest standard coefficients among all the independent variables at 0.056.

Based on the data, there is the strongest positive relationship between visual clothing presentation and online clothing purchase intention with the correlation value of 0.701. Followed by convenience also have a positive relationship toward online clothing purchase intention with the correlation value of 0.682. The third strongest of positive relationship is between the time and online clothing purchase intention with the correlation value of 0.659. Last, there is also a positive relationship between price and online clothing purchase intention although it is a weak positive relationship with the correlation value of 0.649.

Lastly, if the p value (sig.) is lower than 0.01, then, there is a significant relationship between independent variables and dependent variable. Therefore, based on the data, it shows that there is a significant relationship between the price, convenience, visual clothing presentation, and time toward the online clothing purchase intention.

5. Limitation, Direction and Future Research

Online clothes retailers should prioritize product visual presentation because it appears to be a strong driver of client purchase intentions. However, this research limit on Sibuluan resides in which customer preferences can vary widely based on factors such as age, culture, and fashion trends. Besides that, this study does not take into consideration outside variables that can also affect consumers' buying intentions, such as economic situations.

Policymakers should focus on consumer protection where they have to implement and uphold policies that safeguard online clothes consumers from fraudulent or deceptive tactics. This entails guaranteeing that online merchants faithfully depict their products through visuals and descriptions and that consumers have convenient access to return and refund alternatives.

Policymakers must prioritize the protection of consumers from deceptive or misleading

practices. This entails the enforcement of regulations that ensure product descriptions and visual representations on online retail platforms accurately reflect the actual items being sold. Furthermore, standardized and transparent return and refund policies should be mandated to safeguard consumers against dissatisfaction or fraudulent activities.

Besides that, it is crucial to ensure the presence of an intuitive and easy-to-use internet platform. It is imperative for businesses to frequently update and optimize their websites and applications to offer a smooth and aesthetically pleasing purchasing experience. This will indirectly encourage customer reviews and ratings for the products. Positive reviews can build trust and influence purchase decisions. Interact with clients using social media, email marketing, and various other methods to foster a feeling of camaraderie and devotion. Customers that are actively involved or committed are more inclined to engage in repeat purchases.

Future studies should cover the entire state of Sarawak or Malaysia. By integrating other sections of Sarawak or Malaysia, it can gain a broader perspective on the subject, allowing for comparisons and study of any contrasts or parallels. Moreover, future research may consider including external factors such as economic situations in the study. Additionally, exploring how these external factors interact with the variables of interest may help to uncover new insights and potential implications for policymaking or decision-making in relevant fields.

6. Conclusion

The research findings can be concluded that customers are more concern to the visual clothing presentation as it is most effective factor that contribute to the customers' intentions toward online clothing purchase. The result of the study can also be used as a tool and a guide for online business owner as a reference for them to develop further the image of their products through online. Since the price and convenience is not the main factor that affect customers' online clothing purchase intention, thus, the company do not need to be more concern in this area, that is in terms of price and convenience, it is secondary to the customers compared to its visual presentation.

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