

THE FACTORS INFLUENCING CONSUMERS INTENTION TO PURCHASE ONLINE FASHION CLOTHES IN KLANG VALLEY

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ABSTRACT

The rapid growth and the development of e-commerce significant become popularity in any business sector. Numerous of the business owner started to adopting internet technology to create an online business channel for sells product and service on the internet, whereby conduct the online transaction activity. The e-commerce industry becomes popularity leader in the electronic business world which provide new opportunities and concept on a business transaction, expanded product variety and geographic. The main purpose and objective of this research are to identify the three factors significantly influencing the consumers' intention to online purchase fashion clothes through online shopping. The three were E-WOM in social networking sites, perceived usefulness and perceived ease of use. The research type was a quantitative research study that contained of self-administered questionnaire and distributed through online and offline channel. This research has involved 384 respondents who participated to the questionnaire. Descriptive analysis conducted to describe the demographics of respondents. The correlation analysis utilized to assess the research variables, whereby the regression analysis was utilized for determine how the independent variable influences toward dependent variable. The research findings proposed that there is a significant influence of E-WOM in social networking sites, perceived usefulness and perceived ease of use.

Key Words: *E-WOM in Social Network Sites; Perceived Usefulness; Perceived Ease of use; Online Purchase Intention; Online Shopping*

INTRODUCTION

Research Background

This research paper will be conducted by examining, understanding and ascertain the factors influences the consumers' intention to online purchase fashion clothes in Klang Valley. The scope of the research paper principally targeted the users of internet shopping that locate at Klang Valley. Therefore, the survey questions of this research will be distributed through the online channel, as it enables to meet the wide participants and easier to collect the data.

According to the Malaysian Communications and Multimedia Commission (2019), the internet users' survey report 2018 stated there were 28.7 million internet users in Malaysia. Among of 28.7 million users in Malaysia, 53.3% of internet users conducted online shopping activities. The survey also founded total up 85.6% of internets user engage with social networking. The global worldwide with evolution and rapid growth of digital technology, web-based technology, which had emergence numerous of the online business market and online shopping platform known as electronic commerce. Nowadays, the internet considers as the worldwide platform for individuals to create, exchange, operate the global information and enable to conduct the business transaction under no geographical barrier condition (Lim, Osman, Salahuddin, Romle, & Safizal, 2016). The internet improves the electronic commerce quality (e-commerce) and provides the consumers by plenty of benefits, such as convenience, easier for access information through social network platform, usefulness system improves performances and access the goods and service in anywhere and anytime (Tee, 2018). According to Adnan (2014) indicated compare to the traditional shopping, online shopping tends to without the restriction of time and location to complete the transaction. The e-commerce begins popular to any sort of business operation, the fashion clothing also become popular products category to purchase. Moreover, they have optional on selecting the different e-commerce sites in Malaysia such as Lazada, Shopee and Zalora to conduct online shopping activity. We found certain previous studies have conducted related to online purchase on fashion clothes (Kim and Kim, 2004; Fogel and Schneider, 2010; Napompech, 2014). Consequently, this research will investigate the influences of E-WOM on social network sites, usefulness and ease of use toward online purchase intention on fashion clothes. This research specifically focuses on the Klang Valley online shopping users.

SIGNIFICANCE OF THE PROBLEMS

Problems Statement

The rapid growth and the development of e-commerce significant become popularity in any business sector. Numerous of the business owner started to

adopting internet technology to create an online business channel for sells product and service on the internet, whereby conduct the online transaction activity. The electronic commerce emergence the opportunity of the marketplace. The electronic commerce as the platform of interactivity between online shoppers and sellers. Meanwhile, consumers conduct online buying activity tend to search for the product information, reviews from users', discuss experience regarding the products and services. Therefore, one of the famous categories usually purchased in e-commerce sites is the products fashion clothes. Although there are few of the research study on factors influences online purchase intention in the different country included Malaysia (Van der Haijden et al., 2003; Chu and Lu, 2007; Thamizhvanan and Xavier, 2013; Aziz and Wahid, 2018; Liew, 2015). However, there are no studies specific research topic on online intention to purchase fashion clothes in Malaysia Klang Valley. In fact, there was a research studies in Malaysia which emphasis on ZALORA online shoppers purchase intention (Zamri and Idris, 2013). While there are numerous of the factors could possibility influences the consumers' intention to online purchase fashion clothes. Thus, these research study objectives are to explore and understand the factors affect consumers' intention to purchase online clothes in Klang Valley. These research findings probable provide clear concept and statement of the factors influences on consumers' intention to online purchase fashion clothes. These studies also could possibility important for the marketer who interests in Klang Valley conduct the business.

Significance of Study

The research study primary contributes and beneficial to the following below sector.

E-commerce Business Operators. The consumer online purchase intention can determine by numerous of the factors. The research provides deep understanding on the three factors such as E-WOM in social network sites, perceived usefulness and perceived ease of use that influences intention to online purchase fashion clothes. Apart from this study, it provides concept and insight on consumer online buying behaviour through online shopping platform. Hence, the business operators' relevance in e-commerce or online platform can understand the trend of consumers' behaviour, characteristic on online purchase and understand on the how three factors impact toward the consumer intention to online purchase fashion clothes.

Marketing. The research also benefited to marketing people. The study provides the theoretical concept and insight of customer purchase behaviour toward online platform on fashion clothes. Hence, the three factors generalize the better insight to marketing people or companies understand the consumer on online purchase pattern, proposed efficient marketing strategic to retain or attract the potential consumers.

Academic or Institution. The research contributes and beneficial to academic students. The study provides the students with the new discover of knowledge and fundamental on certain theoretical. Overall, the information from this research could be part of students referencing and further use on develop the relevance topic.

Research Question

The purpose of this research is to study the factors which may influence consumers' intention to online purchase fashion clothes through online shopping. Moreover, this study will address the gaps through the research questions. The research questions showed as following below:

1. Does E-WOM in Social Network Sites influence consumers' intention to online purchase fashion clothes?
2. Does perceived usefulness impact consumers' intention to online purchase fashion clothes?
3. Does perceived ease of use influences consumers' intention to online purchase fashion clothes?

Research Objectives

The main purpose and objective of this research are to identify the factors influencing the consumers' intention to online purchase fashion clothes through online shopping. In this study, we student examined whether the E-WOM in SNSs, perceived usefulness and perceived ease of use as independent variables have an influence on the dependent variable which is consumers online purchase intention for clothing products. The result of the research study will provide a clearer understanding concept of the reasons that trigger consumers' intention to online purchase fashion clothes. Thereby, the research objectives listed as below:

RO1: To examine E-WOM in Social Network Sites (SNSs) influences consumers intention to online purchase fashion clothes.

RO2: To analyse perceived usefulness influences consumers online purchase intention in fashion clothes.

RO3: To analyse perceived ease of use influences consumers online purchase intention toward fashion clothes.

Research Hypothesis

Hypothesis 1

H0: There is no positive and significant relationship between E-WOM in Social Network Sites and online fashion clothes purchase intention.

H1: There is a positive and significant relationship between E-WOM in Social Network Sites toward online fashion clothes purchase intention.

Hypothesis 2

H0: There is no positive and significant relationship between perceived usefulness and online fashion clothes purchase intention.

H2: There is a positive and significant relationship between perceived usefulness and online fashion clothes purchase intention.

Hypothesis 3

H0: There is no positive and significant relationship between perceived ease of use and online fashion clothes purchase intention.

H3: There is a positive and significant relationship between perceived ease of use and online fashion clothes purchase intention.

Research Conceptual Framework

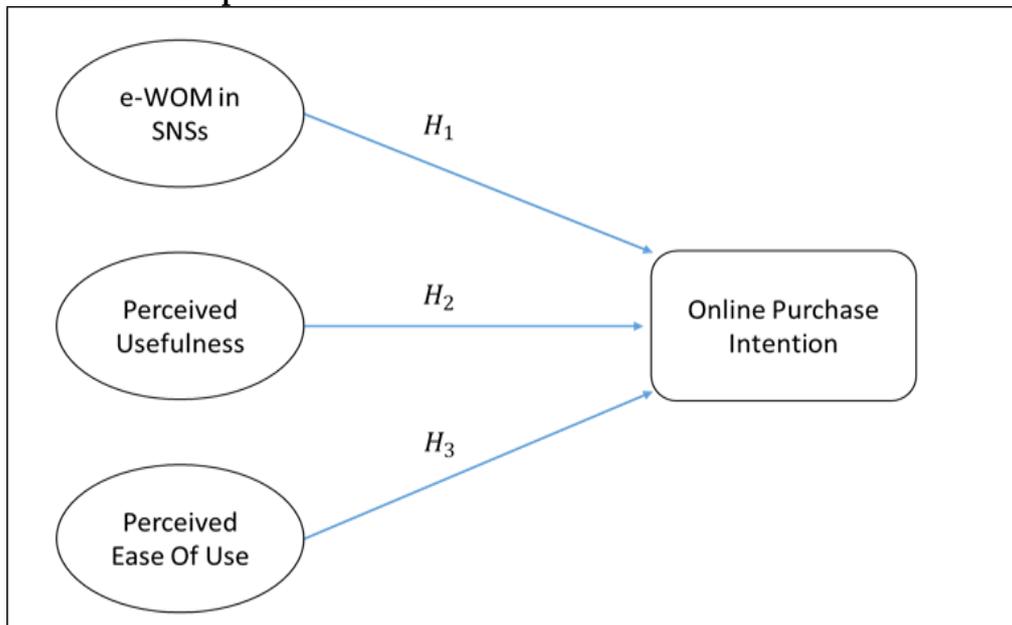


Figure 1. The Proposed Conceptual Framework for the Online Purchase Intention

LITERATURE REVIEW

Online Shopping in Malaysia

With the advanced technology and social network in the world, more than 4.3 billion internet users with 80% active user on social media, in the world almost

total of 57% people connected to the internet network (The Star Online, 2019). There is a study from Khan (2016) shown that the e-commerce industry becomes popularity leader in the electronic business world which provide new opportunities and concept on a business transaction, expanded product variety and geographic. That significantly affected the traditional business system and more toward providing benefits to people. According to the study of Harrington and Reed (1995), electronic commerce (e-commerce) defined as activities of exchange the goods, services and information from the internet in return for payments, by electronic means, between businesses and consumers perform the business transaction. Meanwhile, Zwass (1996) also indicated the e-commerce refer as the telecommunications networks, whereby used for the public the business information, preserve the business relationship and carry out the business transaction. E-Commerce in Malaysia continually growth and contribution to Malaysia economics (New Straits Times Online, 2018). Therefore, e-commerce continues to develop and emerging new market. Thus, e-commerce potentially to provide opportunities for retailers to create with the new service concept, client interface and delivery system. (Madan & Yadav, 2018; Weltevreden et al., 2005). The most visited popularity online shopping websites in Malaysia are Lazada, Shopee, & 11 Street, (Lelong, & Zalora (Chew, 2018).

E-WOM in Social Networking Sites

The electronic word of mouth (E-WOM) defined and referred to any of positive or negative statement created by potential, actual, or former customers in relation to a product or company, which enable a mass of people and institutions via the internet (Hennig-Thurau et al., 2004). Word of Mouth as a powerful tool that enables influence the people and their purchase intention (Balakrishnan et al., 2014). According to Kaplan and Haenlein (2010), social media explained as Internet-based application that initiates the ideological and technological from establishments Web 2.0, that enable user creates and exchange content with generated by other users. The social media emerged valuableness and opportunities for E-WOM platform, as allowed people in social media to discuss and shared their opinion toward the products and brands with anyone or acquaintances (Erkan & Evans, 2016).

With the advanced technologies support, recently the social network sites usage and popularity have increased, consumers exchange the knowledge on the public platform with more transparent and omnipresent on the social network sites (Charo et al., 2015). As Charo, Sharma, Shaikh, Haseeb & Sufya (2015) mentioned, consumers more rely on E-WOM to gain and influenced by other consumers who shared their perception and experiences of the same service on social media groups. The evolution from WOM becomes to E-WOM have played an important role in develop of consumer purchase behaviour. Nowadays, consumers are increasingly sharing their opinions and experiences regarding the consumed products and service in social networking sites, such as Facebook, Instagram, YouTube, Twitter, etc.

The studies also explained consumers are more toward using the E-WOM reviews to form the decision and minimize risk, which also possible to enhance consumer confidence (Huete-Acocer, 2017). According to Farzin & Fattahi (2018) explained the social network sites consider most of the consumers' favourite online platform and allowable the consumers to connect with others by share the review, information on products and services, brands and institutions. According to Kunja & GVRK (2018), social networking sites (SNSs), people enable to sharing their experience and information with other people in real and virtual by constructing their own web pages.

The SNSs developed the new communication platform where firms and consumers able to communicate with brands. Moreover, consumers allowed to converse about the products with anonymity review through social media, which the numbers of the consumers increasingly actively engage with SNSs for discovering the relevant information about unfamiliar brands (Kunja & GVRK, 2018). According to both research studies (See-To & Ho, 2014; Kunja & GVRK, 2018) indicated the E-WOM generated by SNSs among the customers have significant influence consumers purchase intention.

Previous research shows that eWom has significantly influence purchase intention. According to Wang and Yu (2015) have indicated consumer purchase intention on social-commerce will influence by the alternative of positive and negative opinion on product review with their peers. Based on the studies of Balakrishnan, Dahnil & Wong (2014) was founded the E-WOM has a positive significant relationship between purchase intention, whereby E-WOM treated as an essential element in promoting purchase intention. From the studies mentioned, when the firm sold the product or brand whereby consumers noticed with many of positive E-WOMs, it eventually build a positive image on product or brand sold by the firm and consumers gained the trust of that firm (See-To and Ho, 2014; Jalilvand and Samiei, 2012).

The recent research studies from Nuseir (2019) suggested the E-WOM has a positive influence on the consumer's purchase intention. According to the studies of Sharma, Shaikh, Haseeb & Sufya (2015), that showed eWOM significant of indirect and direct impact toward purchase intentions. Farzin & Fattahi (2018) also mentioned E-WOM had a positive significant influences consumer purchase intention, the studies suggested when positive E-WOM increase towards particular products and brands through social networks would intensify the consumer purchase intention. Therefore, the first hypothesis is created to test the influence of E-WOM in Social Networking Sites on consumers online fashion purchase intention:

H1: There is a positive and significant relationship between E-WOM in Social Network Sites toward online fashion clothes purchase intention.

Perceived Usefulness

According to Davis (1989), perceived usefulness is defined as the degree that which person believes in using the system would improve his or her job performance. The system with a high standard influences user to have a significant positive relationship of use-performance. The studies of Davis (1989) suggested Technology Acceptance Model (TAM) should be explained with online purchase intention. There is the study from Koufaris and Sosa (2004) that explained the consumer main perspective from perceived usefulness on online purchase are viewed as the efficient internet usage enable the purchase progress more smoothly.

Kim and Song (2010) indicated perceived usefulness of the website normally relying on the efficiency of technology and characteristics, for example, the advanced search engines and service provider provided personal service for consumers. Moreover, the studies from Putro and Haryanto (2015) in Indonesia explained the online shopping websites should proffer consumers with the consciousness pleasurable experiences. The studies also conducted the concept of the higher of usefulness, the higher consumer attitudes toward intention to purchase the online products.

In the previous of studies showed that perceived usefulness has significantly influence on online purchase intention. According to Athapaththu and Kulathunga (2018), indicated the website should be easy to use and useful for them to achieve their need and want, also improve the trust on web retailers and consequently will lead to higher intention to online purchase. Cheng and Yee (2014) suggested the E-commerce websites required to frequently maintain in order to continually provide a stable condition and enable people easy to get access. There are the studies mentioned the Taiwanese consumer overview the technologies as the useful tools for them in online shopping, they tend to increase the online purchase activities.

The research studies also suggested it should include the smart tools and proper functionalities of technological application to enable the user with easy access to online shopping (Moslehpour et al., 2018). Finding from Wei, Lee and Shen (2018) indicated compared to traditional shopping model, the online purchase clothes have better advantages such as product variety in online and do not need to struggle in the crowded shopping environment.

However, according to Teh and Ahmed (2012) stated consumers from a different developed or developing country would have a different point of view on perceived usefulness to determine the online buying intention. Hence, the hypothesis is created to test the influence of perceived usefulness on online fashion purchase intention:

H2: There is a positive and significant relationship between perceived usefulness and online fashion clothes purchase intention.

Perceived Ease of Use

According to Davis (1989) perceived ease of use defined in “the degree which person believes that using a particular system will be easy without much of effort or no effort implicate”. More likely refer to the application accepted by users, if the application was perceived as easier to use. The belief of perceived usefulness and perceived ease of use is a model based on the Theory of Reasoned Action (TRA), which specifically elucidate of usage of technology. The term of “ease” refers as minimizing the difficulty or not requiring any of effort. The “Effort” refers to limited resources that a person may assign to various activities, which he or she will accountable for the activities.

Moreover, under the context of online clothes purchasing, the perceived ease of use review as the less effort on buying online clothing. Therefore, if consumers found online shopping is difficult to perform and without any of benefit to consumer, they tend to return the traditional shopping form (Wei et al., 2018). Perceived ease of use does not merely represent the person to implement innovation with no difficulty, it can be people own ability to discern the quality products or services and also with the ability able to compare benefits and function from product and services (Tan et al., 2017). According to Reibstein (2002), in the e-commerce context include several dimensions in ease of use, the dimension stated as easy ordering function, website navigation and accessibility of information and functionality. Naturally, the customer would prefer the online services that consist of speedy and efficient operational functionality of technologies. (Jiang and Yang, 2013).

The previous studies from Moslehpour et al. (2018) suggested purchasing service from the website should be easy and useful, including the supportive and detailed information, for example, the information of products, prices, promotions, delivery system and consumer protections. The online shopping sites with the lower or free effort to online purchase and order eventually become factors to attract more potential consumers to online purchase. According to the study of Zamri and Idris (2013), it has proven perceived ease of use significantly influences on the online purchase intention.

The study also suggested the ease of use of the technology is prerequisite in forecasting the potential consumer intention on online shopping. The person intending to purchase through the internet when he or she found to be ease for engaging in technology system. Aineah (2016) also suggested online shops functionality should be simplified and include the actual sense of easy to use, therefore it would significant influences on consumers to make the purchase on such a website. Recent studies from Do, Nguyen and Nguyen (2019) proven there is a positive relationship between perceived ease of use and online buying behaviour intention. Hence, the third hypothesis is created to test the influence of perceived ease of use on online fashion purchase intention:

H3: There is a positive and significant relationship between perceived ease of use and online fashion clothes purchase intention.

Online Purchase Intention

The purchase intention is to refer to the preference of consumer purchase the product or service in future by after evaluation of the product and service (Younus, Rasheed and Zia, 2015). According to Jamali and Khan (2018) and Shah et al. (2012), purchase intention is the circumstance of a decision-making process whereby consumer made the decision to buy a particular product. According to Mirabi, Akbaryeh and Tahmasebifard (2015), the purchase intention usually involved with the factors from behaviour, perceptions and attitudes of consumers. Moreover, the studies indicated consumers decision making the products and services will be based by searching the information from the internal and external environment. The internal information review as collected from experiences and external information refer to the marketplace whereby gathered with peers (Blackwell et al., 2001, as cited in Younus, Rasheed & Zia, 2015).

The definition of the online purchase intention explained as the intention of the consumer's participant in the online exchange relationship between with the web retailer or shopping websites, such as sharing business information, maintaining business relationships, and conducting business transactions (Zwass, 1998, as cited in Pavlou, 2003). According to Cheah, Phau and Liang (2015), the interpersonal influence from the social network include the peers will affect the consumer's purchase intention and the actual choice of online shopping also positively affect to the consumers.

However, from the study of Järveläinen (2007) declare although already given safety and secure network environment, there are still possibility consumers would discontinue the shopping process. There are other factors than trust could influence consumers online purchase intention. According to Ketabi, Ranjbarian and Ansari (2014); Ajzen (1991), explained there are several dimensions such as subjective norms, behavioural control, attitude, social influence and perceived credibility would affect the consumers online buying intention. Furthermore, the online purchase intention would involve the online transaction with information sharing, purchase action, Pavlou (2013) mentioned the intention to purchase would influence on many factors. In this study, it would examine and understand the concept of factors influencing the consumer's intention to purchase online clothes.

RESEARCH METHODOLOGY

Research Design

This research study conducts by descriptive study method, which targets to interpretation and identifies the factors influences consumers online fashion clothes purchase intention. The research study of the population group is referred to as the Klang Valley population. This method allows the researcher to determine

and study the sample population characteristic on the phenomenon of online purchase intention. Meanwhile, this research will be adopting the quantitative approach to collect related numerical data from numerous respondents. As the quantitative research more specific and focus on the collected numerical number, which enables to reduce the effort and saving time on analysis and describe the research result (Daniel, 2016). Hence, this research will be implementing the self-administered survey as the method of data collection.

Data Collection Methods

Data collected that are significant and important for the research, as we enable to analyse the data collected from respondents to explain and support the hypotheses statement and questions. The major resources will use for this research study is both primary data and secondary data. Therefore, collected data will be used for testing the research significant relationships between the independent variables and dependent variables.

The primary data. The data will only collect from the online purchaser locate at Klang Valley who participate in the survey question. This research will be adopting the Google form as part of a supportive tool to collect the primary data. The Google form as the platform to create and design the questionnaire. The process of using the Google form is easier and received benefits such as reduce cost and environment friendly. This research will be also depending secondary data, as the sources can be collected through online sources, books, newspaper and journal articles such as Emerald Insight, Google Scholar. Compare to primary data, the second data is a more reliable and easier way to acquire the data because the sources are already existing or collected by profession people.

Sampling Design

The target samples from this research were internet users with online shopping activity. This research will be used the Simple Random Sampling (SRS) as the sampling technique and through distributing the self-administered questionnaires to the sampling frame. The Simple Random Sampling (SRS) refers to a type of probability sampling that individuals constituted a population, which were assigned numbers. Then there will be generated set of random numbers and those individuals having those numbers would be included in the sample (Adwok, 2015). Therefore, in the target population of every individual choice in the sample provided with an equal chance (Alvi, 2016). This research of the target population will conduct in Klang Valley and the simple random sampling allowed the sample to usefully representative the population. Regarding the survey, questionnaires will be distributed out to the individuals that relevant to this research through the online channel. The Klang Valley known as the Greater Kuala Lumpur has estimated over 7.2 million of people (The Star Online, 2013) and the equivalent of more than fifth of the entire Malaysia whole population over 32.66 million of people (Department Statistics Malaysia 2019). With the support of Check Market

sample size calculator, it recommended a total 385 number of respondents needed for this research.

Questionnaire Design

The questionnaire will be listed the description of research purpose, researcher information and the instruction detail to guide the respondents complete the survey questionnaire. The questionnaire will be designed into two different sections, which are section A and section B. The section A consist the respondent demographics information such as their age, gender, education level, occupation, income and others. Besides that, section B consists of four sections of questionnaires that design to measure the relationship between three independent variables and one dependent variable. This research study independent variables include the usefulness, ease of use and e-WOM Social Network Sites meanwhile the dependent variables is online purchase intention. To ensure this research study on the right pathway, the respondents must be only the online purchaser. Therefore, this research will utilize a 5-point Likert scale.

Likert Scale

The Likert scale refers to a tool for asking individuals how strongly between agree and disagree on the statement (Robinson, 2014). It is also the most famous scale format for measuring public opinion on the research statement. The 5-point Likert scale started from scale 1 represents as strongly disagree whereby scale 5 represents strongly agree. The scale 3 will categories as neutral.

Table 1: *Items for Measuring Variables*

Variables	Codes	Items	Adopted from
E-WOM in Social Networking Sites (SNS)	E1	On SNS, I tend to seek for opinions regarding fashion clothes that I intend to purchase.	Papadopoulou, Pavlidou & Hodza (2012)
	E2	A comment or update about a fashion clothes on SNS had an influence on how I consider that fashion clothes.	
	E3	I understand better after receiving relevant information about that fashion clothes on SNS.	
	E4	I am likely to change my opinion about fashion clothes, after viewing a positive or negative comment on SNS.	
	E5	Given a choice between two fashion clothes, one recommended on SNS and the other not, I would always	

choose to buy the recommended fashion clothes.

Perceived Usefulness	PU1	Clothing websites provide me access to useful purchase information.	Liew (2015) & Athapaththu et al. (2018)
	PU2	The clothing websites makes it easier to search and purchase.	
	PU3	Clothing websites enhance my purchasing effectiveness.	
	PU4	Clothing websites makes shopping less time consuming.	
	PU5	The clothing websites increases my productivity in discovering products and getting shopping ideas.	
Variables	Codes	Items	Adopted from
Perceived Ease of Use	PE1	Clothing websites are easy to use.	Liew (2015) & Athapaththu et al. (2018)
	PE2	It is easy to become skilful at using the clothing websites.	
	PE3	It is easy to learn to use the clothing websites.	
	PE4	It is easy to interact with the clothing websites.	
	PE5	Using clothing websites do not require a lot of mental effort.	
Online Purchase Intention	PI1	I would consider online buying fashion clothes in the future.	Liew (2015) & Athapaththu et al. (2018)
	PI2	I will online purchase other fashion clothes at this clothing websites.	
	PI3	I would recommend to my friends for buying online fashion clothes.	
	PI4	I would like to buy new fashion clothes from this website.	
	PI5	I will consider buying fashion clothes after I read online review or comment.	

DATA ANALYSIS

Five analysis method has been selected to perform in the data analysis process. The five methods, which are descriptive analysis, normality test, reliability test, regression analysis and correlation coefficient analysis will be work in this research study.

Descriptive Analysis

The descriptive analysis major used for summarizing the data into statistics form and describe the event of the sample from data (Thompson, 2009). The descriptive analysis often used for analysis the large number of demographic data from respondents. The data include gender, age range, working income and others. The demographic data will represent as a percentage of the sample and show in the frequency distribution table.

Validity Test

This research will conduct a validity test method to test the validity of the research instrument and questionnaire. The purpose of the validity test is to ensure the question in the questionnaire and language sentences are fulfil for the research concept, prevent any of the unclear and abstruse questions (Mohajan, 2017). Before publicity the questionnaire, research supervisor necessitates examining questionnaires design.

Normality Test

In this research, the researcher utilises the SPSS statistics software to conduct the normality test. The normality test useful to ensure the all research sample data are enabled to normally distribution. Thus, data distribution based on the skewness and kurtosis values to evaluating whether the data is normally distributed. The acceptable range for normally distributed in skewness is -1 to +1, meanwhile, the kurtosis acceptable range between -3 to +3 (Yousaf, Ihsan & Ellahi 2016).

Reliability Test

The reliability test mainly used for scrutinizing the finding data collection whether the finding data is consistency. These measurement tools have the advantages to analyse the various items in the instrument used for this research study whether is reliable to adopt for collecting data. It also to ensure the research during the construct process could avoid biases or error (Sekaran & Bougie, 2016).

Correlation Analysis

The correlation analysis is part of the method using for measure and determines the strength of the relationship between the two variables. The P-value represents the significant value of the correlation coefficients, which use to define the relationship between independent and dependent variables. Therefore, when the P-value showed above 0.05, it signifies there is no relationship between the

independent variables and dependent variables. Meanwhile, the P-value below 0.05, which signify there is the relationship between the two variables. (Greenland et al., 2016). The Pearson's correlation coefficient analysis mainly used to measure the strength or the extent of the linear relationship between the two variables and the direction for linear. According to Gogtay and Thatte (2017) indicated the correlation coefficient shown value range from between -1 to +1. The correlations coefficient (+1) which represent the two variables are perfect and positive. Besides that, the correlations coefficient (-1) which represent the two variables are perfect, but the negative manner in correlation. Meanwhile, the value of zero (0) represents no relationship exists on between the two variables.

Regression Analysis

This research will conduct the regression analysis method to analyses the independent variables that hypothesized to influences the dependent variable. This method enables to provide the prediction and estimation of the dependent variable by based on independent variables (Kumari & Yadav, 2018). It also assists to estimate those influential risk factor significances affect the dependent variable. The researcher implements the SPSS statistics software to conduct the regression analysis and focus on the R square (R^2) and beta (β) coefficients results.

Pilot Test

Table 2. *Summarized Results of the Pilot Test for Reliability Test*

Variable	Cronbach's Alpha	Number of items
Overall Variables	0.907	20
IV (1): E-WOM in Social Networking Sites (SNS)	0.809	5
IV (2): Perceived Usefulness	0.699	5
IV (3): Perceived Ease of Use	0.781	5
DV: Online Purchase Intention	0.847	5

The purpose of the pilot test is to ensure each individual item on questionnaires constructed from researchers are applicable and minimize the uncertainties for researcher and respondents. The pilot test considers as pre-testing for identified the issues from questionnaires before its publication. This research studies adopted Cronbach's Alpha to measure the reliability of each construct of the variables. Therefore, the Cronbach's Alpha value above 0.6 to 0.69 considered acceptable and appropriate for this research. Meanwhile the Cronbach's Alpha value below 0.5 considered unacceptable, that explained the items does not appropriate to measure this research (Sekaran and Bougie 2010). From the Table 3 shown the reliability coefficient value with acceptable range.

Table 3. *Reliability Coefficient Value*

Reliability Coefficient Value	Status
0.8 and above	Excellent
0.7 – 0.79	Good
0.6 – 0.69	Acceptable
0.5 - 0.59	Poor
Below 0.5	Unacceptable

(Sources: Sekaran & Bougie 2010)

Total of the 30 sample respondents been collected to distribute for the pilot test, whereby 30 of the responses were valid for the pilot test. According to Table 2 shown the overall of variables Cronbach’s Alpha value is 0.907, which represented the overall value for variables are acceptable and under status of excellent. As well to each variable of Cronbach’s Alpha value also attain above 0.6. The pilot test results proven the questionnaire was reliable and acceptable to continue the final distribution.

RESULTS, FINDINGS AND DISCUSSION

Descriptive Analysis

This chapter discussed about the results of the research topic. Total of 403 sets questionnaires distributed to the respondents by social network platform such as Instagram, WhatsApp’s and Facebook channel. Nonetheless, 384 of respondents were applicable used for the research topic and data analysis. For other 19 respondents failed to applicable in data analysis due to the data does not fulfilled to the research requirement. The 19 respondents of inapplicable data are non-online purchaser or not reside in Klang Valley. This research study used descriptive analysis to analyse the demographic data that all collected from respondents, which displayed in form of frequency and percentage. The following data analysis shows the 384 respondents’ demographic information that include gender, profession, education and past online purchase.

Table 4. *Gender*

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	165	43.0	43.0	43.0
Female	219	57.0	57.0	100.0
Total	384	100.0	100.0	

According to the Table 4, from the 384 respondent that showed female respondents is higher than male. The table of gender results showed that 165 (43%) were male respondents whereby 219 (57%) were female respondents.

Table 5. *Profession Status*

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	188	49.0	49.0	49.0
Employee	158	41.1	41.1	90.1
Self-employed	28	7.3	7.3	97.4
Unemployed	9	2.3	2.3	99.7
Retired	1	.3	.3	100.0

Referring to Table 5, most of the respondents identified as student, which have total 188 (49%) of respondents. Meanwhile the second highest frequency of the respondents identified as employee that have 158 (41.1%) of respondents. Continually, self-employed has 28 (7.3%) of respondents, succeeding is the unemployed with just 9 (2.3%) of respondents. The last of the profession category was retired, which only have 1 (0.3%) of respondent.

Table 6. *Level of Education*

	Frequency	Percent	Valid Percent	Cumulative Percent
SPM/ STPM / UEC / A-Level/ Foundation/ Diploma	133	34.6	34.6	34.6
Undergraduate (Bachelor's Degree)	224	58.3	58.3	93.0
Postgraduate (Master/ PhD)	21	5.5	5.5	98.4
Professional Qualification (CAT/ ACCA, etc)	6	1.6	1.6	100.0

From the Table 6 showed majority of the respondents' education level was undergraduate (Bachelor's Degree) with 224 (58.3%) respondents. The second higher frequent education level of respondents were SPM/ STPM / UEC / A-Level/ Foundation/ Diploma, which were 133 (34.6%). The following of the education level is Postgraduate (Master/ PhD) which has 21 (5.5%) respondents. Lastly, the lowest frequency of respondent's education level is the Professional Qualification (CAT/ ACCA, etc) with just only 6 (1.6%) of the respondents.

Table 7. *How frequent is your Online Shopping for clothes in the past 6 month.*

Times	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 Times	67	17.4	17.4	17.4
1 - 3 Times	172	44.8	44.8	62.2
4 - 6 Times	99	25.8	25.8	88.0
7 - 9 Times	35	9.1	9.1	97.1
More than 10 Times	11	2.9	2.9	100.0

Based on the Table 7 showed most of the respondents online shopping for clothes in the past 6 month were 1 to 3 times, which have total of 172 (44.8%) respondents. Meanwhile, between of 4 to 6 times online shopping has 99 (25.8%) respondents, which categories as second highest frequency. While the less than 1 times online shopping have 67 (17.4%) of the respondents, followed by 7 to 9 times of shopping which have 35 (9.1%) of the respondents. Lastly, only 11 (2.9%) respondent have 10 times above online shopping for clothes in the past six months.

Reliability Analysis

Table 8. *Summarized Results for Reliability Test*

Variable	Cronbach's Alpha	Number of items
Overall	0.906	20
IV (1): E-WOM in Social Networking Sites (SNS)	0.751	5
IV (2): Perceived Usefulness	0.731	5
IV (3): Perceived Ease of Use	0.767	5
DV: Online Purchase Intention	0.778	5

Reliability test mainly ensure the collected data are reliable for the research topic. According to the Table 8, overall of the Cronbach's Alpha was 0.906. The Cronbach's alpha value acceptable range under above 0.6 and consider the collected data as reliable (Sekaran and Bougie, 2010). The results from the reliability test proven of this following research topic had achieved a strong internal consistency between dependent variable and independent variables. The highest Cronbach's Alpha from independent variables was Perceived Ease of Use with the value of 0.751, following by E-WOM in Social Networking Sites (SNS) achieved value of 0.751 whereby Perceived Usefulness value is 0.731. Therefore, the Online Purchase Intention as the dependent variable, which the Cronbach's Alpha is 0.778. Generally, over all of the variables for this research considered reliable and acceptable as all Cronbach's Alpha were above 0.6.

Normality Test

Table 9. *Results of Normality Test / Descriptive Statistics*

Items	Skewness Statistic	Kurtosis Statistic
On SNS, I tend to seek for opinions regarding fashion clothes that I intend to purchase.	-.854	2.037
A comment or update about a fashion clothes on SNS had an influence on how I consider that fashion clothes.	-.676	-.167
I understand better after receiving relevant information about that fashion clothes on SNS.	-.538	.019

I am likely to change my opinion about fashion clothes, after viewing a positive or negative comment on SNS.	-.868	.672
Given a choice between two fashion clothes, one recommended on SNS and the other not, I would always choose to buy the recommended fashion clothes.	-.777	.300
Clothing websites provide me access to useful purchase information.	-.237	-.276
The clothing websites makes it easier to search and purchase.	-.415	-.684
Clothing websites enhance my purchasing effectiveness.	-.709	.228
Clothing websites makes shopping less time consuming.	-.779	.688
The clothing websites increases my productivity in discovering products and getting shopping ideas.	-.649	.241
Clothing websites are easy to use.	-.629	.765
It is easy to become skilful at using the clothing websites.	-.754	.598
It is easy to learn to use the clothing websites.	-.455	-.103
It is easy to interact with the clothing websites.	-.767	.371
Using clothing websites do not require a lot of mental effort.	-.849	.522
I would consider online buying fashion clothes in the future.	-.747	1.522
I will online purchase other fashion clothes at this clothing websites.	-.743	.498
I would recommend to my friends for buying online fashion clothes.	-.484	-.376
I would like to buy new fashion clothes from this website.	-.538	.021
I will consider buying fashion clothes after I read online review or comment.	-.564	.296

According to Yousaf, Ihsan and Ellahi (2016) indicated the normality test of skewness acceptable range is -1 to +1, whereby the kurtosis acceptable range is -3 to +3. From the Table 9 showed the highest of skewness value is -0.237 and the lowest of skewness value is -0.868. Meanwhile, the highest of kurtosis value is 2.037 and the lowest of kurtosis value is -0.684. Therefore, the data results for this research was considered normally distributed and within the normality test acceptable range.

Correlations Analysis

Table 10. Results of Correlation Analysis

Variables	E-WOM in Social Networking Sites (SNS)	Perceived Usefulness	Perceived Ease of Use	Online Purchase Intention
E-WOM in Social Networking Sites (SNS)	1			
Perceived Usefulness	.662**	1		
Perceived Ease of Use	.528**	.608**	1	
Online Purchase Intention	.603**	.620**	.630**	1

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

The Pearson' correlation coefficient uses to measured and investigate the strength of linear relationship between the consumer online purchase intention and the independent variables consist of E-WOM in social networking sites, perceived usefulness and perceived ease of use. Meanwhile, Greenland et al. (2016) indicated P-value below 0.05 or equal represent there is the significant relationship between of the two variables. Therefore, it considered that research finding results were statistically significant.

According to the Table 10 Correlation Analysis results, it proven and manifest the value of correlation coefficient were positive, which indicated there is related positive relationship between of the dependent variable as online purchase intention and independent variable include with E-WOM in social networking sites, perceived usefulness and perceived ease of use. Meantime, the resulted displayed in Table 10 shown all of the correlation coefficient value has over and above 0.6. The Pearson's correlation coefficient value range near to (+1), which significant mean the both dependent and independent variables were positive correlation (Gogtay and Thatte, 2017). From the Table 10, the results ($r=0.603$, $n=384$, $p<0.05$) proven there was a positive linear relationship between of E-WOM social networking sites and online purchase intention. The result similar to the previous research conducted by Farzin & Fattahi (2018) indicated there is the positive significant relationship between E-WOM social networking sites and online purchase intention whereby the studies explained higher positive E-WOM increase toward particular products, and brands through social networks would intensify the consumer purchase intention. Additionally, the discovery result supported from previous research studies that completed by See-To & Ho (2014) and Kunja &GVRK (2018) analysed that E-WOM in social networking sites have significant positive relationship with the purchase intention.

Subsequently of the second variables, the results ($r=0.620$, $n=384$, $p<0.05$) showed there was a positive linear relationship between of perceived usefulness and online purchase intention. The results finding was similar to the previous research

conducted by Athapaththu and Kulathunga (2018), Cheng and Yee (2014), as the research studies result indicated the both variables such as perceived usefulness and online purchase intention had the significant positive relationship. Apart from that, the results also supported from the past research studies accomplished by Putro and Haryanto (2015) signified the concept higher of usefulness, the higher of the consumer intention to online purchase.

Upcoming of the third variables, from the Table 10 results ($r=0.630$, $n=384$, $p<0.05$) proven there was a positive linear relationship between of perceived ease of use and online purchase intention. The result finding consistency with studies of Zamri and Idris (2013) and Do, Nguyen and Nguyen (2019), which signified and concluded that the relationship between perceived ease of use and online purchase intention have a positive sign. Referring the Figure 2 shown path coefficient between variables.

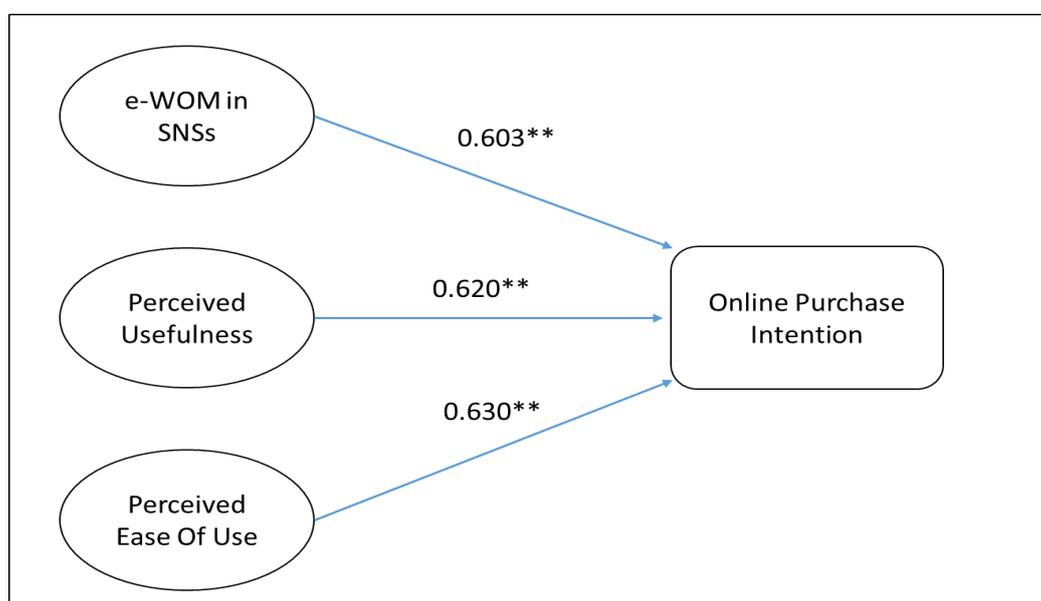


Figure 2: Path Coefficient between Variables

Regression Analysis

Table 11. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			Durbin-Watson
					R Square Change	F Change	Sig. F Change	
1	.724 ^a	.524	.520	.35890	.524	139.362	.000	1.660

- a. Predictors: (Constant), Perceived Ease of Use, E-WOM in Social Networking Sites, Perceived Usefulness
- b. Dependent Variable: Online Purchase Intention

This research study used simpler liner regression to forecast consumer online purchase intention based on the factor of E-WOM in Social Networking Sites, Perceived Usefulness and Perceived Ease of Use. According to the Table 11 Model Summary, the following R square value is 0.524, which showed the independent variables such as E-WOM in Social Networking Sites, Perceived Usefulness and Perceived Ease of Use only enable to explain in 52.4% on the dependent variables of Online Purchase Intention. However, the remaining of 47.6% considered as the unknown variance and factors were explained the impact of consumer online purchase intention.

Table 12. ANOVA

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.853	3	17.951	139.362	.000 ^b
	Residual	48.947	380	.129		
	Total	102.800	383			

- a. Dependent Variable: Online Purchase Intention
- b. Predictors: (Constant), Perceived Ease of Use, E-WOM in Social Networking Sites, Perceived Usefulness

From the Table 12 ANOVA, It showed the significant regression equation was construct as (F= 139.362, P<0.05). Since the significant level is lower than 0.05, mean the overall of the research framework are applicable and valid for used on this research study.

Table 13. Coefficients

	Model	Unstandardized Coefficients B	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.604		3.423	.001
	E-WOM in Social Networking Sites (SNS)	.266	.265	5.495	.000
	Perceived Usefulness	.246	.232	4.494	.000
	Perceived Ease of Use	.337	.349	7.645	.000

- a. Dependent Variable: Online Purchase Intention

According to the Table 13, the coefficients results shows the influences of between the three independent variables to the dependent variables as online purchase intention. From the Table 13 shown ($\beta=0.265$, $n=384$, $p<0.05$), which signify the E-WOM in social networking sites has a positives significant influence on online purchase intention. Hence, the H_1 is failure to rejected. This result discovery were

similar from previous research studies by See-To & Ho (2014), Kunja & GVRK (2018), Dahnil & Wong (2014) and Nuseir (2019) indicated there is significant relationship and positive impact on the E-WOM in social networking toward the online purchase intention. The results finding of this research supported from the studies of Wang and Yu (2015) have indicated that driven consumer purchase intention on social commerce can be affected by the alternative of positive and negative review, opinion and experiences from peers toward products.

Carry on with the second variables results shown ($\beta=0.232$, $n=384$, $p<0.05$) that perceived usefulness has a positive significant influence on online purchase intention. Hence, the H_2 failure is rejected. This result discovery was consistent to the research studies completed by Putro & Haryanto (2015), Cheng & Yee (2014) and Wei, Lee and Shen (2018), whereby those research concluded there is a significant relationship and positive impact on the perceived usefulness toward the online purchase intention. Moreover, the results finding also supported from the studies of Athapaththu and Kulathunga (2018) that analysed an online website requires being easy to use, useful and benefiting for consumer, as the consequence it drives and leads consumer to higher intention on online purchase.

Subsequently of the last variables results shown ($\beta=0.349$, $n=384$, $p<0.05$) that perceived ease of use has a positive significant influence on online purchase intention. Hence, the H_3 failure is rejected. This result discovery was consistent to the research studies conducted by Reibstein (2002), Zamri and Idris (2013), Aineah (2016), Do & Nguyen and Nguyen (2019), which the research studies concluded as there is a significant relationship and positive influence on the perceived ease of use toward online purchase intention. Furthermore, this research results finding supported by the studies of Jiang and Yang (2013) and Moslehpour et al. (2018) which signified the consumers tend to prefer the online websites with low effort use, supportive and efficient of the website's operational functionality eventually become as factors to attract more potential consumer on online purchase activity.

CONCLUSIONS

Advancement technology leads the online shopping platform continually grow in the world. The industry with the support of latest technology, subsequently emerges the e-commerce platform into business structure. Although numerous of the researches study the scope of online platform and purchase intention, but this research major focused scope is purchase intention on online clothing platform, whereby explained variables toward online purchase fashion clothes. E-commerce platform can include variety of the product, the research studies conducted on online fashion clothes category. The online shopping considered as current trend of the world, which is important for business people related to the e-commerce to understand the factors impact on the consumers to online purchase intention whereby develop and distribute business and market strategic to attract the customer intention. This research study aims to examine and analyse the factors of influencing consumers' intention to purchase online fashion clothes. The

location of this study conducted in Klang Valley, Malaysia. This main research study propose, identified and examine the research conceptual framework on three variables that include E-WOM in social networking sites, perceived usefulness and perceived ease of use. The research had distributed 403 questionnaires for Klang Valley citizen to participated and only 384 questionnaires results identified as applicable for this research. The remaining 19 questionnaires data could not applicable to this research, as the respondents do not fulfilled the research criteria. The objectives of this research are as follows: (1) To examine how the E-WOM in Social Network Sites (SNSs) influences consumers intention to online purchase fashion clothes; (2) To analyse how the perceived usefulness influences consumers online purchase intention in fashion clothes; (3) To analyse how the perceived ease of use influences consumers online purchase intention toward fashion clothes. The first research objectives have accomplished and with the findings supported that the E-WOM in social network sites have significant positive influences toward consumer online purchase intention in fashion clothes. The second objectives have attained and with the findings supported that the perceived usefulness have significant positive influences toward consumer online purchase intention in fashion clothes. The third objectives have also archived and with the findings supported that the perceived ease of use have significant positive influences toward consumer online purchase intention in fashion clothes.

LIMITATION

Although the research studies objectives have achieved, but there are still certain of limitation have acknowledge and identified from this research studies. The limitation of research that enable the future researchers who conduct the study on relevance topic could make an improvement. First, the study has only limited in area of Klang Valley citizen for collect data. However, the results generated might not be accurate as the data only limited within Klang Valley. Compared to larger sample size such as whole Malaysia, it can generate more accurate result, increase the respondents and data value, better insight of comparison between other Malaysia state. As Malaysia represented many of the state, each of the country state consumer might having the different perception, attitude and behaviour on purchase intention. Thus, the future researchers can ameliorate the current limitation and further enhance the data value to more precise. Secondly, the study of R square value only contained 0.524, which mean overall of research conceptual framework been explained 52.4% of the three variable included E-WOM in social network sites, perceived usefulness and perceived ease of use toward dependent variable consumer which is online purchase intention. However, the remaining of 47.6% might be other undiscovered variables that could possibility factor of influences on consumer intention to online purchase. Meanwhile this research only pointed three factors that influences toward consumers' intention for online purchase the fashion clothes. Therefore, there will be an opportunity for future researchers to conduct research and discover the other variables on this relevant topic with the better comprehensive model. Thirdly, the whole set of the

questionnaire for this research only availability of English language version. Thus, the respondents who poor in English language might behave in misunderstanding on the questionnaires meaning then provided improper of the results to researchers. The Malaysia as the multiracial country that involved with many of the language version such as Mandarin, Malay, Tamil. Thus, the future researcher can distributed few language availability for questionnaire that could increase respondents their level of understanding on questionnaires. Whereby the respondents could understand and answer survey with more accurately, which increase the accuracy on results.

RECOMMENDATIONS FOR FUTURE RESEARCH

The finding result of the current research study provided insight and valuable information on the factors that influences the consumer online purchase intention for e-commerce business owner and marketer to generate appropriate strategic on market. Through the limitation of the research had recognized, as there would be several of the suggestions for marketer and future researchers for further adopt.

Primarily, it recommend that in future collecting the data for research should adopting the efficient collection method to enhance the data accuracy. Meantime, it tend to generate better and more truthful responses received from the respondents. In future to researchers can adopted the different type of method such as focus group and face-to-face interview. The focus group can obtain the data more in-depth to each respondents on the related topic. However, the face-to-face interview consider as most efficient on collecting the data from respondents, which the researches provide the respondents with clearly explanation and enable them to understand on the research topic. While researchers could collect accurate data from the respondents and minimize obscure on data collection process. Thus, with the accuracy of the results finding capable to improve and be more precise on research information.

Secondly, it also recommended that the futures researcher or marketer conducting the research not only within single states in Malaysia. In order to generate the larger sample size for data collection, it should include the other state population in Malaysia. As the current research completed at Klang valley, future researchers and marketers encourage expanding the geographical area to data collection. Therefore, the researches could obtain more data that used to generalize the genuine research result. The distributed data collected from Malaysia states that could accurately presented the population size with different type of behaviour on online purchase intention.

Thirdly, the questionnaires suggested distributing with different type of languages or translated to other type of language. The current study used the English version questionnaires. As Malaysia consists of multiracial and multi-

language of country, the main three languages is Malay, Mandarin and Tamil as the three main native languages. Certain of the respondents might not that advance in English. The researchers of this studies believe that with the translate support on questionnaires enable the respondents better understand on questionnaires structure, whereby it increase the accuracy of the results and prevent the un-genuine data to appearing in the research study in futures.

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