FACTORS AFFECTING ONLINE SHOPPING OF PURCHASING APPARELS AMONG YOUNG ADULTS

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among Young Adults

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DECLARATION

I hereby declare that:

(1) This MKMA25106 Research Project is the end result of my own work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) The word count of this research report is <u>16,776.</u>

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TABLE OF CONTENTS

CHAPTER 1 INTRODUCTION

CHAPTER 2 LITERATURE REVIEW

_____

_____

LIST OF TABLES

_____

_____

_____

_____

LIST OF FIGURES

_____

_____

ABSTRACT

FACTORS AFFECTING ONLINE SHOPPING OF PURCHASING APPARELS
AMONG YOUNG ADULTS

Chong Hui Teing

Rapid growth of internet service has provided another huge marketplace for apparel retailing. In recent years online retailing has become another business trend in Malaysia. Therefore, this research project establishes a valid measure on e-shopping quality dimensions on online apparel retailing. The major aim of this research project is to identify the factors of e-shopping quality dimensions that influence consumers' e-shopping satisfaction and e-shopping intention on online apparel shopping. In addition, it investigates the relationships between the independent variables (privacy/ security, website design, customer service and atmospheric/experiential), mediator (e-shopping satisfaction) and dependent variable (e-shopping intention). Primary data were collected through survey questionnaire with 384 respondents who have experience purchasing apparel from online store. Through the Statistical Package for Social Science (SPSS) version 20.0, data collected are able to be analyzed and results are discussed in the form of table and chart. The analysis results of this research project were discussed in order to understand the relationship between the independent variables (privacy/ security, website design, customer service and atmospheric/ experiential), mediator (e-shopping satisfaction) and dependent variable (e-shopping intention). Lastly, managerial implications have been discussed to provide useful information to the online apparel retailers. At the end of project, the limitations and several recommendations will be addressed and presented in this study.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

In this chapter background of the study, problem statement, research objectives and research questions will be discussed. Then followed by the hypothesis development, theoretical framework and significance of the studies will be discussed as well. In the end of this chapter, a brief description of this chapter will be provided.

1.1 Background of Study

In recent years, business world has changed extremely with the development of internet as essential business platform. No doubt electronic commerce (e-commerce) has grown extensively and rapidly in current business world. E-commerce can be defined as commercial transactions conducted electronically on the internet (Kotler & Keller, 2012).

More and more companies are attempting to gain competitive advantages by using e-commerce as business platform (Lee & Lin, 2005). The development technology of internet has created unlimited opportunities for e-commerce due to the compelling advantages that offers over conventional bricks and mortar stores such as greater flexibility and market outreach, lower cost structures, broader product line, smoother transaction, convenience and customization (Hou, 2005). However, in recent years

one of the most drastic changes in shopping behavior by most of the consumers in apparel buying have shifted from offline to online. At the same time, more and more apparel retailers are adopting the technology of internet as their major business platform due to lower cost. However, the advance technology development of internet creates intense competition among online retailers in marketplace. Besides that, easy interaction with customers via online allows the internet based business to grow tremendously and rapidly. Lee and Lin (2005) stated that most experience and success retailers are beginning to realize that key determinants of success not merely depend on presence of websites and lower price but also includes the online service quality.

However, without a proper quality management from its systems, staff and supplier, it is very hard to satisfy customers due to retailers unable to deliver the appropriate level of service quality (Cox & Dale, 2001). Effectively managing online stores that influence customer satisfaction not only for online retailer but also essential for multi-channel retailer due to the reciprocal effects across the channel (Venkatesan, Kumar & Ravishanker, 2007). According to Finn earlier study in 2008 (as cited in Ha & Stoel, 2012) stated those customers who have a bad online shopping experience appear to resist shop through the retailer's other channels. Therefore, customer online shopping satisfaction plays an important role to sustain the growth of not only the online business but also the overall business.

Thus, it is crucial for apparel retailers to understand the determinants of online shopping quality and key factors that influence consumer shopping outcome such as e-shopping satisfaction and e-shopping intention (Lee & Lin, 2005; Ha & Stoel, 2012). Therefore, the complete framework is needed to identify the e-shopping quality dimensions that influence consumer shopping outcomes (e-satisfaction and e-shopping intention).

1.1.1 Overview of Online Apparel Retailing in Malaysia

The rapid growth of internet service has provided another huge marketplace for apparel retailing in Malaysia. In the recent years, online retailing has become another business trend in Malaysia. Online marketplace able provides benefits for both retailers and consumers. Thus, it provides cost effective channel for retailers to reach their target consumers. Also, benefit consumers because online purchasing save time and money while providing with more product choices (Alba, Lynch, Weitz, Janiszewski, Lutz & Wood, 1997). The advantages of online marketplace give impact towards online apparel industry, to name few online stores such as Zalora, Dressabelle, Lazada, Taobao and Dressmi that have been growing extensively in Malaysia.

As a result, a study done by Kamaruzaman and Handrich (2010) showed that the e-commerce spending behavior of online users show a newly adopted trend among consumers in Malaysia. Based on Figure 1.1 indicated that e-commerce market size of Malaysia in the year of 2010 reached USD 29.24 billion and estimated market size able to reach USD 64.2 in the year of 2013.Through the statistic, it is revealed that emerging of online market and huge potential opportunities for retailers.

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Figure 1.1: Frost & Sullivan Malaysian E-Commerce Forecast
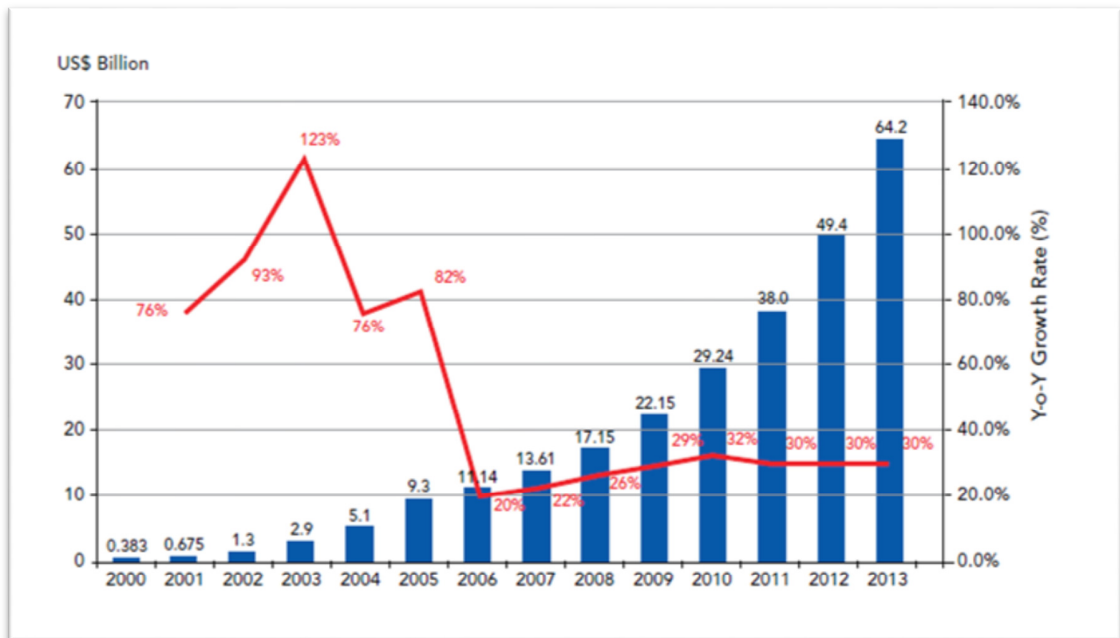
Note. From Kamaruzaman, K. N., and Handrich, Y. M. (2010). E-commerce adoption in Malaysia: trends, issues and opportunities. *ICT Strategic Review 2010/11 E-Commerce for Global Reach* (pp89-134). Pikom: Frost & Sullivan.

According to Lee (2014), most of the online consumers prefer to purchase via internet because they can compare different types of products or services and discover something exclusive. Among the online shoppers, Lee (2014) showed that the statistics in the year of 2013 indicated that more than 50% of online shoppers shop online once or more in a month meanwhile 85% of online shoppers spend RM500 to purchase via internet or less in a month. Compare with traditional apparel retailing outlet, online apparel retailing able to provide sharp price reductions and frequently change assortment due to low cost of managing. In Malaysia, mostly apparel category included fashion clothing with accessory and apparel consider emerged as the second largest of e-commerce category (Figure 1.2) which consists 50% in the local site and the largest e-commerce category that consist 27% in foreign site (Lee, 2014).

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Figure 1.2: E-Commerce Categories of Online Shoppers Preferable

Note. From Lee, Y. L. (2014, February 19). "Cyberworld". *Sin Chew Daily,* pp. 1-2.

Meanwhile, Lee (2014) stated that young adults has the most online purchase power which consists 29% of aged from 18 to 25 and 51% of aged from 26 to 35. Based on Figure 1.3, male consumers consist 51% and compare with female consumers were 49% (Lee, 2014). Therefore, it can be concluded that male and female consumers equally important on online shopping and retailers can't afford to ignore them.

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Figure 1.3: Online Shoppers Profile
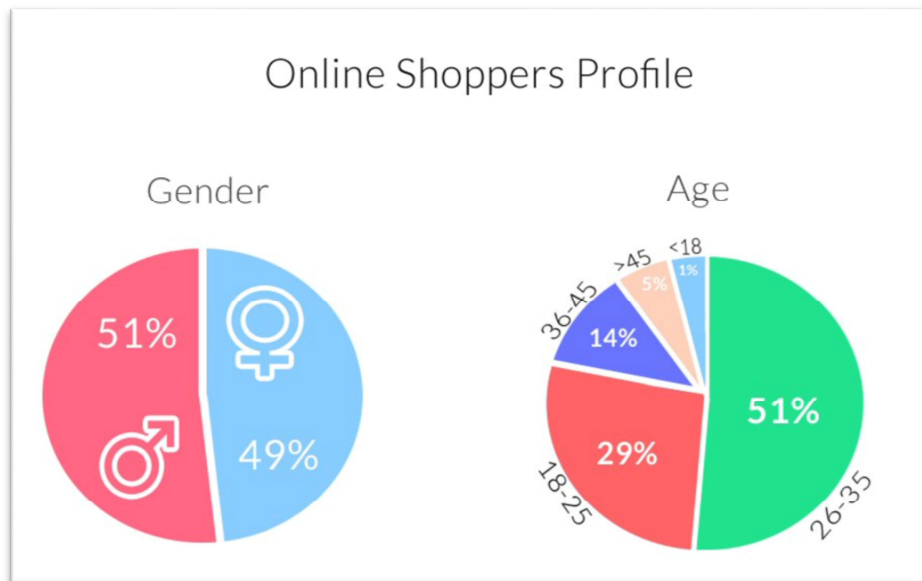
Note. From Lee, Y. L. (2014, February 19). "Cyberworld". *Sin Chew Daily,* pp. 1-2.

1.2 Problem Statement

Online apparel retailing consists very large market share of total online sales in Malaysia. Most of the traditional retailers have recognized internet will become powerful marketing channel with the steady growth of market size (Tung, 2012).

Online consumers expect high standard of online service quality since it is much easier to compare price online thus online service quality play a significant key factor for consumers (Santos, 2003). In order to increase competiveness of online stores, in depth understanding of online service quality or factors that influencing consumers shop online should be given priority.

There is the involvement of money and personal information when purchase via internet therefore online consumers always concern about safety of the site and protection of customer information (Parasuraman, Zeithaml & Malhorta, 2005).

According to Sharma and Sheth (2004), indicated that privacy and security has been a critical issue in online retailing because there is the risk that related to misuse of personal information and cause people afraid to buy products through internet. Therefore, privacy and security is one of the main factors that influence on consumers' shopping outcome (satisfaction and shopping intention).

Website design that presented to customers is crucial for online stores (Than & Grandon, 2002). The quality of website and features always play an important role to influence consumers to shop online. Earlier study by Chen and Wells in year 1999 (as cited in Kim & Stoel, 2004) indicated that online shoppers have been frustrated with the ineffective website design even though created by website consultants. Meanwhile, Srinivasan, Anderson, and Ponnavolu (2002) stated that online users more easy to abandon the site if discouraged in their efforts to find needed information due to the ineffective website. Kim, Kim and Lennon (2011) also identified that lack of relevant product information in the website may lead to the risk that consumer exiting the website without any purchase. Therefore, website design factors are strong predictors of customer satisfaction (Cho & Park, 2001).

Furthermore, without doubt e-shopping quality always link to customer service. It is because customer service refer to how often an online store voluntarily provides services such as responding to customer needs and inquiries promptly. Making the services available at the click of a mouse is one of the important elements of customer service because online retailing has no salespersons presence and direct human interaction is limited (Kim et al., 2011). Wolfinbarger and Gilly (2003) stressed that delayed customer inquiry services may lead to negative impact on consumer thus affecting consumer purchase intention. Therefore, Ha and Stoel (2012) stated that customer service had a significant relationship on e-shopping outcome and considers one of the important factors that impact on e-shopping outcome.

Some of the consumers seek for fun, excitement or pleasure while shop online. Bauer, Falk and Hammerschmidt (2006) and Ha and Stoel (2009) noted that very less study account for hedonic aspect and consumer's beliefs about enjoyment of a retail website. According to Ha and Stoel (2009), consumers are more likely to experience greater enjoyment and have more fun when shop at online store. Moreover, Ha and Stoel (2012) also noted that value of atmospheric/ experiential able to influence overall assessment of an online store. Therefore, atmospheric/ experiential dimension considers a critical factor that influence consumers while shop online apparel store.

Lee and Lin (2005) suggested that customer perceptions of online service quality had significant relationship with customer satisfaction and purchase intention. Nowadays, online retailers are striving to fulfill every consumer's needs due to intense competitive online market. Customer satisfaction plays a critical role on establishing long term client relationships and sustaining profitability (Schaupp & Belanger, 2005). Moreover, Llusar, Zornoza and Tena (2011) also proved that customer satisfaction played a critical mediator role between service quality and purchase intention. Therefore, poor customer satisfaction will affect the client relationships and negative word of mouth will spread from customers. Thus, reputation will affect by negative evaluation from customers and profitability of online business definitely will decrease. Therefore, online retailers always need to put more effort on the customer satisfaction since customer satisfaction is a critical key to sustain profitability of online business.

According to Im and Ha (2011), shopping or purchase intention considers one of the most important variables to predict future behavior of consumers. Based on earlier study of Schlosser in the year 2003 (as cited in Im & Ha, 2011) suggested that purchase intention can be a measurement to predict actual consumers purchase behavior. Therefore, possible negative effects will occur on online business if online retailer underestimates consumers shopping or purchase intention since it can predict actual consumers purchase behavior.

Chua, Khatibi and Ismail (2006) and Tung (2012) stated that very limited studies and references of online shopping quality dimensions major focused on online apparel industry. Although there is high potential of online market in apparel industry but still lack of understanding the subject matter that potential impact on consumer satisfaction and shopping intention (Chua, Khatibi & Ismail, 2006). Therefore, a framework is needed to structure e-shopping quality dimensions (privacy/security, website design, customer service and atmospheric/ experiential) with the effects on e-shopping outcomes (e-shopping satisfaction and e-shopping intention) on online apparel retailing in Malaysia.

1.3 Research Objectives

This study was aim to examine the relationship among e-shopping quality dimensions, e-shopping satisfaction and e-shopping intention towards online apparel retailing in Malaysia. More specifically, the proposed study is:

1) To examine privacy/ security and e-shopping satisfaction on online apparel retailing.
2) To examine website design and e-shopping satisfaction on online apparel retailing.
3) To examine customer service and e-shopping satisfaction on online apparel retailing.
4) To examine atmospheric/ experiential and e-shopping satisfaction on online apparel retailing.
5) To examine mediation effect of e-shopping satisfaction towards e-shopping intention.
6) To examine e-shopping quality dimensions and e-shopping intention on online apparel retailing.

1.4 Research Questions

Six research questions for the proposed study are as follows:

1) Does privacy/ security influence e-shopping satisfaction on online apparel retailing?
2) Does website design influence e-shopping satisfaction on online apparel retailing?
3) Does customer service influence e-shopping satisfaction on online apparel retailing?
4) Does atmospheric/ experiential influence e-shopping satisfaction on online apparel retailing?
5) Does e-shopping satisfaction mediate e-shopping quality dimensions (privacy/ security, website design, customer service and atmospheric/ experiential) and e-shopping intention?
6) Do e-shopping quality dimensions play a role towards consumer online apparel shopping intention?

1.5 Hypotheses Development

1.5.1 Privacy/ Security and E-Shopping Satisfaction

Privacy/ security usually are one of the unquestionably important factors that influence consumers' e-shopping intention. According to Hung (2004), consumers always concerned with payment or personal risk, privacy and security when considering online shopping. Therefore, the hypotheses will be postulated as:

H_1: There is a significant relationship between privacy/ security and e-shopping satisfaction on online apparel retailing.

1.5.2 Website Design and E-Shopping Satisfaction

The ability to build an effective marketing web site has become crucial requirement for survival in internet marketing (Kala, Chee & Muhammad, 2013). According to Ha and Stoel (2012), visually appealing and tidy, readable and user friendly website always play an important role to increase consumers' e- shopping satisfaction as well as e-shopping intention. So the hypotheses will be postulated as:

H_2: There is a significant relationship between website design and e-shopping satisfaction on online apparel retailing.

1.5.3 Customer Service and E-Shopping Satisfaction

Liao and Cheung (2002) stated that consumers always expect online retailer to respond to their inquiries and needs promptly. Therefore Yang and Jun (2002) highlighted customer service is one of the important factors on satisfaction as well as shopping intention. So the hypotheses will be postulated as:

H_3: There is a significant relationship between customer service and e-shopping satisfaction on online apparel retailing.

1.5.4 Atmospheric/ Experiential and E-Shopping Satisfaction

According to Ha and Stoel (2012), consumers seek and value atmospheric features as feeling of fun, excitement or pleasure and consider distinct features that influence overall e-store assessment. Therefore, Ha and Stoel (2012) stated that atmospheric is one of the critical factors that affected e-shopping intention through e-shopping satisfaction. So the hypotheses will be postulated as:

H_4: There is a significant relationship between atmospheric and e-shopping satisfaction on online apparel retailing.

1.5.5 E-Shopping Satisfaction and E-Shopping Intention

According to the study of Rust and Zahorik in the year 1993 (as cited in Lee & Lin, 2005) found that customer satisfaction significantly influence on customer purchase intention and profitability of online store. Besides that previous study of Lee and Lin (2005) suggested that customer perceptions of service quality and satisfaction positively influence on purchase intention. So the hypotheses will be postulated as:

H_5: There is a significant relationship between e-shopping satisfaction and e-shopping intention on online apparel retailing.

1.5.6 E-Shopping Quality Dimensions and E-Shopping Intention

According to the studies from McDougall and Levesque (2000) and Ha and Stoel (2012) found that privacy/ security and customer service dimension has direct impact on consumer e-shopping intention. The study of Sam and Tahir (2009) indicated that website design positively have direct influence on online purchase intention. Recent study of Wu, Lee, Fu and Wang (2014) indicated that atmospheric of an online website elicit positive or negative effect to influence consumers' purchase intention and behavior. So the hypotheses will be postulated as:

H_6: There is a significant relationship between e-shopping quality dimensions and e-shopping intention on online apparel retailing.

1.6 Significance of Study

The main purpose of this study is to examine the variables of e-shopping quality dimensions that influence consumers' e-shopping outcomes (e-shopping satisfaction and e-shopping intention) towards online apparel retailing. At the same time to investigate the interdependent relationship between independent variables (privacy/ security, website design, customer service and atmospheric/ experiential), mediator (e-shopping satisfaction) and dependent variable (e-shopping intention). It is also to examine consumers' perspective on e-shopping quality dimensions towards online purchase apparel in online stores.

From the online apparel retailer perspective, an in-depth understanding on e-shopping quality dimensions provides a positive contribution such as:

1. Online apparel retailer able to get the useful information and knowledge to better understand online consumer response process and develop an innovative online marketing strategy.
2. A successful online marketing strategy able to improve the business competitiveness and profitability.

From the consumers' point of view, consumers able to get more concern from marketer with the e-shopping quality dimensions such as privacy/security, website design, customer service and atmospheric. Thus consumers will feel fun and pleasure when shop online meanwhile feel secure too when doing payment or transaction via internet.

Moreover, this study also can create a valuable reference to researchers. For future research, researchers can use other type of methodologies such as qualitative method to examine the e-shopping quality dimensions (privacy/security, website design, customer service and atmospheric/ experiential) with the e-shopping outcome (e-shopping satisfaction and e-shopping intention). Besides that, researchers have a

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better understanding and knowledge on consumer purchase decision making on online apparel retailing. Therefore, researchers may replicate similar studies involving online shopper and find out the difference in different industry or area.

Apparel or fashion consists a very large market share and considered one of the largest e-commerce categories. However, very limited studies focus on online apparel industry in Malaysia. Therefore, this study is conducted in Malaysia in attempts to fill the gap on Malaysian consumers' e-shopping quality dimensions (privacy/security, website design, customer service and atmospheric/ experiential) and e-shopping outcome (e-shopping satisfaction and e-shopping intention) and contribute useful information on the Malaysian consumers' e-shopping behavior specifically in apparel industry.

1.7 Conclusion

This chapter is the overview of this research project and describes the background of online apparel retailing, the issues on research problem questions, objectives, hypotheses development and the significant of study. On next chapter discussion on the past researchers studies and identified the potential hypotheses and presented the theoretical framework that adopted for this research project.

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CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Literature review focuses on discussion of past studies by previous researchers. All the variables will be highlighted and elaborated in this chapter. Meanwhile, development of theoretical framework will be discussed by providing the relationship between dependent variable, mediator and independent variables. Besides, hypotheses development will be discussed in this chapter by associating the relationship between the dependent variable, mediator and independent variables.

2.1 Dimensions of E-Shopping Quality

From the consumers' point of view, e-shopping is related to the experience of variety encounters such as information search, website browsing and navigation, engaging in transaction, post purchase problem resolution and satisfaction with one's purchases. According to Ha and Stoel (2012), e-shopping quality refers to overall consumer perceptions of the online store's performance and effectiveness in terms of its product or service offering through its virtual store.

In numerous earlier studies, researchers have attempted to identify multi aspects of e-shopping quality dimensions that best fit to the online business environments such as perceived quality of an internet shopping site (SITEQUAL) (Yoo & Donthu, 2001), internet retail service quality (IRSQ) (Janda, Trocchia & Gwinner, 2002), e-retail quality (eTailQ) (Wolfinbarger & Gilly, 2003), electronic service quality (E-S-QUAL) (Parasuraman et al., 2005), modified of e-service quality scale (Lee & Lin, 2005), quality of electronic service (QES) (Fassnacht & Koese, 2006), an instrument for consumer evaluation of web sites (WebQual) (Loiacono, Watson & Goodhue, 2007), perceived e-service quality (PeSQ) (Cristobal, Flavian & Guinaliu, 2007) and review and evaluate the customer's internet purchase experience (RECIPE) (Francis, 2009).

Additional in a previous study by Yoo and Donthu (2001) developed a scale composed of four factors – ease of use, aesthetic design, processing speed and security to measure SITEQUAL. The generated items of the four factors (ease of use, aesthetic design, processing speed and security) are mainly focused on consumers' own descriptions on the quality of an internet shopping site. The SITEQUAL scale proposed by Yoo and Donthu (2001) indicated appropriate reliability and validity in every aspect and showed that higher quality of internet shopping will lead to higher rated in variety of consumer attitudes and behavior such as attitude towards the site, purchase intention, revisit intention, site loyalty and site equity. Besides that, Janda et al. (2002) have measured IRSQ by in depth interview with consumers who actively making purchases online and discovered five dimensions of IRSQ such as performance, access, security, sensation and information. The findings of the study from Janda et al. (2002) demonstrated overall dimensions of IRSQ were strong predictive power for estimating customer satisfaction, word-of-mouth, purchase intention and to a lesser extent likelihood of complaining.

Wolfinbarger and Gilly (2003) were focused in measuring eTailQ that incorporates factors that contributes to experience and satisfaction of online shopping. At first, Wolfinbarger and Gilly (2003) developed 40 online retail quality items that composed to eight factors such as fulfillment/ reliability, customer service, personalization, experiential/atmospheric, ease of use, informativeness, selection and security/ privacy. The final eTailQ scale is proposed to four dimensions that consists 14 items such as website design, customer service, fulfillment/ reliability and security/ privacy. Analysis of Wolfinbarger and Gilly (2003) study suggested that the factors of website design and fulfillment/ reliability are strongly related to quality of online store. For the factor of customer service only mildly related to the quality of online stores and surprisingly security/ privacy not significant to measure the quality of online store except for the frequent buyer at the online store.

Furthermore, Lee and Lin (2005) examined and revised SERVQUAL model developed by Parasuraman, Zeithaml and Berry (1988) to establish dimensions of e-service quality through web site design, reliability, responsiveness, trust and personalization. Lee and Lin (2005) found that trust and reliability most strongly affected overall service quality and customer satisfaction. Although dimensions of responsiveness and website design mildly affected customer satisfaction of online store, but Lee and Lin (2005) stated that its important should not be underestimated. Overall study of Lee and Lin (2005) only indicated dimension of personalization not a significant predictor of overall service quality and customer satisfaction of online store.

Moreover, Parasuraman et al. (2005) also measuring the service quality of websites by separated into the scale of E-S-QUAL and E-RecS-QUAL. The scale of E-S-QUAL is refer to e-core service quality aspects (efficiency, fulfillment, system availability and privacy) and E-RecS-QUAL is measuring e-recovery service quality (responsiveness, compensation and contact) is link to the items focused on handling service problems, inquires and customers had non routine encounters. According to the findings from variety of reliability and validity tests, Parasuraman et al. (2005)

noted that the scale of E-S-QUAL and E-RecS-QUAL demonstrated good psychometric properties.

Fassnacht and Koese (2006) identified and finalized another dimensions for QES model such as environment quality (appearance of use interface), delivery quality (customer and website interaction) and outcome quality (feedback of customer). The study of Fassnacht and Koese (2006) able to provide empirical evidence suggesting that developed scale of QES model is fairly robust across different type of electronic services.

Furthermore, Loiacono et al. (2007) conducted a research on how consumers' perceptions of websites influence behavior and revisit or purchase and suggested 12 dimensions of WebQual such as informational fit-to- task, tailored information, trust, response time, ease of understanding, intuitive operations, visual appeal, innovativeness, emotional appeal, consistent image, online completeness and relative advantage. Through the study, Loiacono et al. (2007) able to prove the WebQual was a highly validated instrument that provided wide and fine grained measurements of organizational websites. By review of the earlier studies, Cristobal et al. (2007) proposed another set of dimensions called PeSQ that composed four dimensions such as web design, customer service, assurance and order management. Based on the findings of this study, Cristobal et al. (2007) proved that dimensions of PeSQ had a direct effect on the consumer website satisfaction and observed there were no differences of the results although the sample divided into buyers and information searchers.

More recently, Francis (2009) was using RECIPE model to measure the quality across to different types of internet retailing and divided into categories of offline goods (eg. books), offline services (eg. accommodation), electronic goods (eg. software) and electronic service (eg. brokerage). The RECIPE model had covered the dimensions of website, transaction, delivery, customer service and security to measure category specific of internet retailing. Francis (2009) found that only security

and customer service dimensions are significant to all types of internet retailing. Below is the comparison of different models developed from previous studies to measure dimensions of e-shopping quality:

Table 2.1: Summary of Dimensions of E-Shopping Quality

Authors	Model	Dimensions
Yoo and Donthu (2001)	SITEQUAL	Ease of use; aesthetic design, processing speed; security
Janda, Trocchia and Gwinner (2002)	IRSQ	Performance; access; security; sensation; information
Wolfinbarger and Gilly (2003)	eTailQ	Website design; customer service; fulfillment/ reliability; security/ privacy
Lee and Lin (2005)	Revised SERQUAL	Website design; reliability; responsiveness; trust; personalization
Parasuraman, Zeithaml and Malhorta (2005)	E-S-QUAL	Efficiency; fulfillment; system availability; privacy
	E-Recs-QUAL	Responsiveness; compensation; contact
Fassnacht and Koese (2006)	QES	Environment quality; delivery quality; outcome quality
Loiacono, Watson and Goodhue (2007)	WebQual	Informational fit-to-task; tailored information; trust; response time; ease of understanding; intuitive operations; visual appeal; innovativeness; emotional appeal; consistent image; online completeness; relative advantage
Cristobal, Flavian and Guinaliu (2007)	PeSQ	Web design; customer service; assurance; order management
Francis (2009)	RECIPE	Website; transaction; delivery; customer service; security

Source: Developed for research

However, Ha and Stoel (2012) found that a lot of previous studies tend to be biased capturing well-rounded service quality dimensions that fit all types of online retailing. Thus, Ha and Stoel (2012) developed and examined e-shopping quality dimensions such as privacy/ security, website content/ functionality, customer service and atmospheric/ experiential that focused specifically on online apparel retailing and belong to the offline goods shopping category. Through the results of analysis, Ha and Stoel (2012) indicated that website content/ functionality and atmospheric affected e-shopping intention through e-shopping satisfaction. However, results also indicated that privacy/ security and customer service has a direct impact on e-shopping intention but not on e-shopping satisfaction.

As per this study, model of e-shopping quality dimensions developed by Ha and Stoel (2012) was adopted and modified to examine the relationship between e-shopping quality dimensions and e-shopping outcome (e-shopping satisfaction and e-shopping intention) on online apparel retailing in Malaysia. Those adopted dimensions are: (1) privacy/security; (2) website design; (3) customer service; and (4) atmospheric/ experiential.

2.1.1 Privacy/ Security

Privacy or security considers one of the unquestionably important issues when consumers to shop online. Privacy or security refers to the degree of the protection of customer information and technical safety of the network against fraud or hackers (Santouridis, Trivellas & Tsimonis, 2012; Cox & Dale, 2001; Wolfinbarger & Gilly, 2003). According to Trocchia and Janda (2003), security and privacy can be divided into categories of financial and non-financial. In the category of financial, consumers are concern about safety of transaction and their credit card information when purchase via internet while online scam and falsifying and misusing personal information categorize into non-financial online risk (Madu & Madu, 2002).

In India, Sahadev and Purani (2008) pointed out issue of privacy and security is important not merely for purchase via internet also for job seeker expect absolute confidentiality of their own personal information and safety of any transaction from the web site (job portals). Besides that, Loonam and Loughlin (2008) indicated security and privacy played an essential role especially in online banking industry because users or consumers assuming all web providers have secure web site as a standard criterion for e-service quality delivery. In addition, Francis (2009) also indicated safety of credit card and personal details become major concern of customers for all types of internet retailing. Therefore, consumers always expect their personal information and records to be kept accurately and securely (Miyazaki & Fernandez, 2001).

Previous researcher also found that a lot of people were afraid to purchase via internet due to the risk of safety of personal information (Santouridis et al., 2012). Meanwhile consumers are sensitive to privacy and security issues due to the fears such as identity theft and spam (Wolfinbarger & Gilly, 2003). Consequently, lack of confidence by the absence of security and privacy of the site will become obstacles that prevent e-commerce development (Cristobal et al., 2007). Therefore, e-retailers should aware and strengthen security of online transactions meanwhile providing consumer privacy policies thus improving consumers confidential, satisfaction and purchase intention (Ranganathan & Ganapathy, 2002; Lee & Lin, 2005). However, the study from Wolfinbarger and Gilly (2003) argued that privacy and security were not significant to measure the online service quality except for those frequent online buyers at online store.

Overall, previous researchers had defined security/ privacy played a significant role in consumers' assessment of a web site, influences perceptions of overall quality, satisfaction and purchase intention regardless of cultural value and types of internet retailing (Parasuraman et al., 2005; Yoo & Donthu, 2001; Branscum & Tanaka, 2000; Francis, 2009; Kim & Kim, 2010).

2.1.2 Website Design

Website design is an infrastructure of diverse applications that combining layout, graphics image, information, interactive or communication features, e-commerce and energy management (Kapsalis, Charatsis, Georgoudakis, Nikoloutsos, & Papadopoulos, 2004). Based on the previous studies, website design should include all elements of consumer experience at the website such as information search, order processing, personalization and product selection (Wolfinbarger & Gilly, 2003; Ha & Stoel, 2009).

According to Kim and Lee (2002), website design refers to the appeal of user interface design and user friendliness of website that is presented to customers. Website design should also emphasize on how well a website can guide its user and how easy it is to use (Kim & Stoel, 2004). Therefore, website design should be readable, tidy and user interface should be visually attractive (Lee & Lin, 2005). Besides that, Kim and Lennon (2008) indicated that graphic style is an important element of website design especially for the apparel retail website because apparel is a product that requires sensory evaluation and various visual presentation techniques to attract online consumers.

Kim, Kim and Lennon (2011) stated that an ineffective website design and lack of relevant information in the website may lead to the risk those consumers exiting the website without any purchase. So the concept of web site design should consider on the ease of understanding the structure of a system, functions, interface and relevant content (Cristobal et al., 2007). Similarly, website design should be simple, ease of site navigation and   ability of user to easy control. Francis (2009) also indicated that website design should be easy to locate information, fast speed of download, visually attractive and clear product information together with products refund/ return policies explanation.

According to Wolfinbarger and Gilly (2001), consumers always prefer to purchase on a website with the easily accessed and well-organized of large freely available information. Consumers can easily to compare products and make a good choice with the well design of an online shop and offering enough information (Cristobal et al., 2007). However, Madu and Madu (2002) identified potential problems that may lead to poor website design quality such as basic navigation (important to know location of website that you were going), offering too many choice, delays of network connection, lack of contexts and organization information.

Overall, a number of previous empirical studies indicated that website design considers one of the strong predictors that influence customer perception of e-shopping quality to achieve the global satisfaction of the user (Wolfinbarger & Gilly, 2003; Kim & Eom, 2002; Lee & Lin, 2005).

2.1.3 Customer Service

In online store, it is important to provide immediate customer service through multiple channels to customers due to no sales people are present and direct human interaction are limited (Kim et al., 2011). According to Wolfinbarger and Gilly (2003), customer service is combining of interest in problems solving, willingness of personnel to help and promptly to answer inquires. Meanwhile customer service should be always ready as supportive service, helpful and willing to respond customers' inquiries quickly.

Cristobal et al. (2007) pointed out website management should ensure always meet the customers' expectation by providing service such as helping customers to complete transaction correctly, pay attention on customers need, product delivered on time, answer customers email quickly and to have access to information. A study by Francis (2009), stated that customer service consider strong predictor to all types of internet retailing such as offline goods, offline services, electronic goods and electronic services.

Customer service provided by online store should be easy to contact service personnel, reply to customer emails quickly, helpful answers to customer questions, happy to fix customer problems, well interactive with customers and information of company easy to obtain (Francis, 2009). In United States, a study by Jun, Yang and Kim (2004) noticed that enough staff supports for customer service access is very important in order to improve their customer service to satisfy their customers. In addition, Jedd (2000) noticed that lack of internal and external collaboration such as tight integration of website with customer service operations and effective communication among different departments is one of the major obstacles to improve its shopping quality.

The similar study by Jedd (2000) also indicated that customer service play an important role and advised online retailers to improve their customer service. Besides that, Zeithaml et al. (2002) noticed that that customer service mostly useful when a customer problem occurs and only after the online transaction is made. However, the findings of previous study from Ha and Stoel (2012) argued that customer service was not significant to influence consumer response (satisfaction) but direct impact to consumers' e-shopping intention. Overall, customer service has proved itself as important factor for online business success (Zeithaml et al., 2002; Kim et al., 2011; Ha & Stoel, 2012; Francis, 2009).

2.1.4 Atmospheric/ Experiential

Atmospheric/ experiential can be defined as the aspects of the environment that evoke emotional that positively affects behavioral consumer responses (Ha & Stoel, 2012). In addition, atmospheric quality dimension able to support greater enjoyment and fun to consumer especially for hedonic aspect of website such as apparel website (Childers, Carr, Peck & Carson, 2001). Moreover, other earlier research revealed that customers seek and value atmospheric features as generating feeling of fun, excitement or pleasure (Ha & Stoel, 2012).

Wu et al. (2014) stated that the online shopping environment or atmosphere created by websites will affect the willingness of consumers to make purchase and elicit positive or negative emotions that will influence consumers' attitudes, behaviors and purchase intention. Based on earlier study of Lorenzo-Romero, Gomez-Borja and Molla-Descals (2011) suggested that atmospheric can be more significant element at the point of consumers online purchase. Previous study by Wu et al. (2014) also proved that atmospheric had higher level of influence on consumers' emotion such as pleasure therefore consumers are more likely to shop in an environment with full of fun and greater enjoyment.

Besides that, Ha and Stoel (2012) noticed that atmospheric dimension consider as unique element and play an important role in e-shopping quality on developing customers' evaluations of online stores especially for apparel industry. Although there is limited previous studies on atmospheric quality, but overall previous studies indicated emotional states evoked by website atmospheric/ experiential were positively associated with satisfaction and purchase intent as well as online shopping behavior (Kim, Kim & Lennon, 2009; Park, Lennon & Stoel, 2005; Ha & Stoel, 2012; Bauer, Falk & Hammerschmidt, 2006).

2.1.5 E-Shopping Satisfaction

E-shopping satisfaction is the online consumer response of the judgment that an online product or service feature provided a pleasurable level of consumption related fulfillment (Oliver, 1997 as cited in Ha & Stoel, 2012; Cronin, Brady & Hult, 2000). Anderson and Srinivasan (2003) also defined online satisfaction as the contentment of customer base on prior purchasing experience from e-commerce firm. Customer satisfaction is fundamental aspect of marketing which suggest that satisfying customer needs can generate customer purchase intention (Chang & Wang, 2011).

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Based on earlier study of Oliver (1997) and Woodruff (1997) (as cited in Chang & Wang, 2011), customer satisfaction referred to consumer reaction and elicit positive or negative feeling about the value of service or product from a retailer. Another study from Kotler in the year 2000 (as cited in Chang & Wang, 2011) described consumer satisfaction as a person feeling of either pleasure or disappointment resulting from judgment of the product or service performance in relation to consumer expectations. Another earlier study of Schaupp and Belanger (2005) found that satisfaction is the consequences of consumer experiences during different purchasing stages such need something, information gathering, evaluation of purchase alternatives, purchase intention and post purchase behavior.

Moreover, measuring degree of customer satisfaction is important for online retailer due to customer satisfaction able to influence consumer purchase decision (Lin & Sun, 2009). Research by Schaupp and Belanger (2005) also indicated that consumer satisfaction is important and critical to establish long term client relationship which significantly sustaining profitability of business. Therefore, retailers have to ensure products or services meet the expectation of the consumers as satisfied customers are likely make repetitive purchase which increase profitability of e-commerce firm (Jiradilok, Malisuwan, Madan & Sivaraks, 2014).

However, there are a lot of factors that influence customers' e-shopping satisfaction. As in this study, e-shopping quality dimensions such as privacy/ security, website design, customer service and atmospheric/ experiential affect are provided as potential determinants on consumers' e-shopping satisfaction.

2.1.6 E-Shopping Intention

According to Thamizhvanan and Xavier (2013), e-shopping intention can be defined as the construct that gives the force and stimulate consumer intent to shop online. Purchase intention also referred to the outcome of attitude or behavior of consumers' willingness to buy from particular online retailer (Jiradilok et al., 2014). A study by

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Irshad (2012) also described purchase intention indicated person's motivation in sense of conscious plan for further effort to carry out the behavior which customer consideration in buying after perceived performance (outcome) of online products or services. Here with the terms of shopping intention and purchase intention will be used interchangeably.

Earlier study of Schlosser in the year 2003 (as cited in Im & Ha, 2011) stated that measurement of purchase intention able to predict actual purchase behavior of consumers. Pavlou (2003) observed appropriate measurement of online purchase intention on a website able to assess online consumer behavior. Previous study (Jiradilok et al., 2014) also found that not practical to examine and study on actual purchase behavior therefore suggested that purchase intention as the representative in order to predict actual purchase behavior.

Moreover, Im and Ha (2011) emphasized that purchase intention plays as critical role to predict future behavior of consumers. In addition, Thamizhvanan and Xavier (2013) stated that online retailers have to pay attention on the factors that influence purchase intention among consumers in order to enhance the chance of actual purchase from consumers. Therefore, in this study e-shopping intention is tested as the dependent variable to find out possible e-shopping quality dimensions that influence consumers' online shopping intention which can represent the actual purchase behavior of consumers.

2.2 E-Shopping Quality-Satisfaction-Behavioral Intention Link

Numerous studies adopt Oliver's (1997) (as cited in Ha & Stoel, 2012) quality-satisfaction-behavioral intention link framework and indicated strong relationship between quality, satisfaction and behavioral intention (Choi, Cho, Lee, Lee & Kim, 2004; White & Yu, 2005; Cronin et al., 2000). Oliver's (1997) (as cited in Ha & Stoel, 2012) quality-satisfaction-behavioral intention link framework proposed that

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cognitive e-shopping quality dimensions (evaluation) drive the level of customer e-shopping satisfaction (affective response) thus contribute the development of reactions that emphasize on future behavioral intention such as customer e-shopping intention.

Ha and Stoel (2012) stated that evaluation of e-shopping quality dimensions process concern on shopping experience and results in two consequences such as outcome-desired conflict and outcome-desired fulfillment. Outcome-desired conflict occurs when a person experience an unpleasant event thus develop negative emotional reactions such as dissatisfaction that lead to unpleasant outcome; outcome-desired fulfillment occurs when a person experience a pleasant event thus develop positive emotional response such as satisfaction that lead to maintain the pleasant outcome (Bagozzi,1992 as cited in Ha & Stoel, 2012).

The study of Ha and Stoel (2012) proved that customer satisfaction derived from the e-shopping quality dimensions able to predict customer behavioral intention (e-shopping intention). Rust and Zahorik (1993) (as cited in Lee & Lin, 2005) noted that overall service quality and customer satisfaction significantly influence customer retention, profitability and market share. Moreover, Llusar et al. (2001) also indicated that customer satisfaction plays as a mediator with the relationship between perceived service quality and purchase intention.

Therefore in this study, quality-satisfaction-behavioral intention link framework (Oliver, 1997) (as cited in Ha & Stoel, 2012) is adopted and modified to e-shopping quality – e-shopping satisfaction – e-shopping intention in order to check the relationship in the context of online apparel retailing.

2.3 Theoretical Framework

Figure 2.1: Online Apparel Retailing: Roles of E-Shopping Quality and Experiential
        E-Shopping Motives
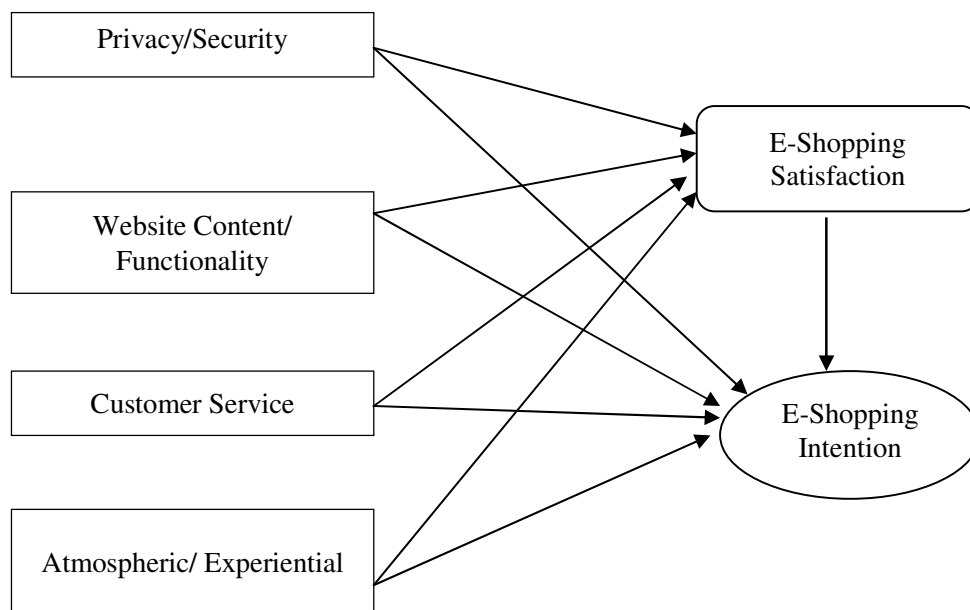
Note. From Ha, S., and Stoel, L. (2012). Online apparel retailing: roles of e-shopping quality and
        experiential e-shopping motives. *Journal of Service Management, 23*(2), 197-215.

Theoretical framework of Figure 2.1 was regarding of the study of Ha and Stoel (2012) that examine and explore how the e-shopping quality dimensions influence consumer shopping outcomes (e-shopping satisfaction and e-shopping intention) and test the moderating effects of consumer experiential e-shopping motives within the context of online apparel retailing in United States.

The finding indicated that website content/ functionality and atmospheric/ experiential significantly influence e-shopping satisfaction that contribute to e-shopping intention. However, the finding indicated that privacy/ security and customer service only significantly contributed to e-shopping intention but not e-shopping satisfaction. In addition, the finding supported the moderating roles of

experiential e-shopping motives. The model was able to provide better understanding and useful implication to online retailers on factors that influence consumers' response (satisfaction) and purchase intention.

2.4 Conceptual Framework

Figure 2.2: Factors Affecting E-Shopping Quality Dimensions on Apparel
        E-Shopping Intention

E-Shopping Quality Dimensions
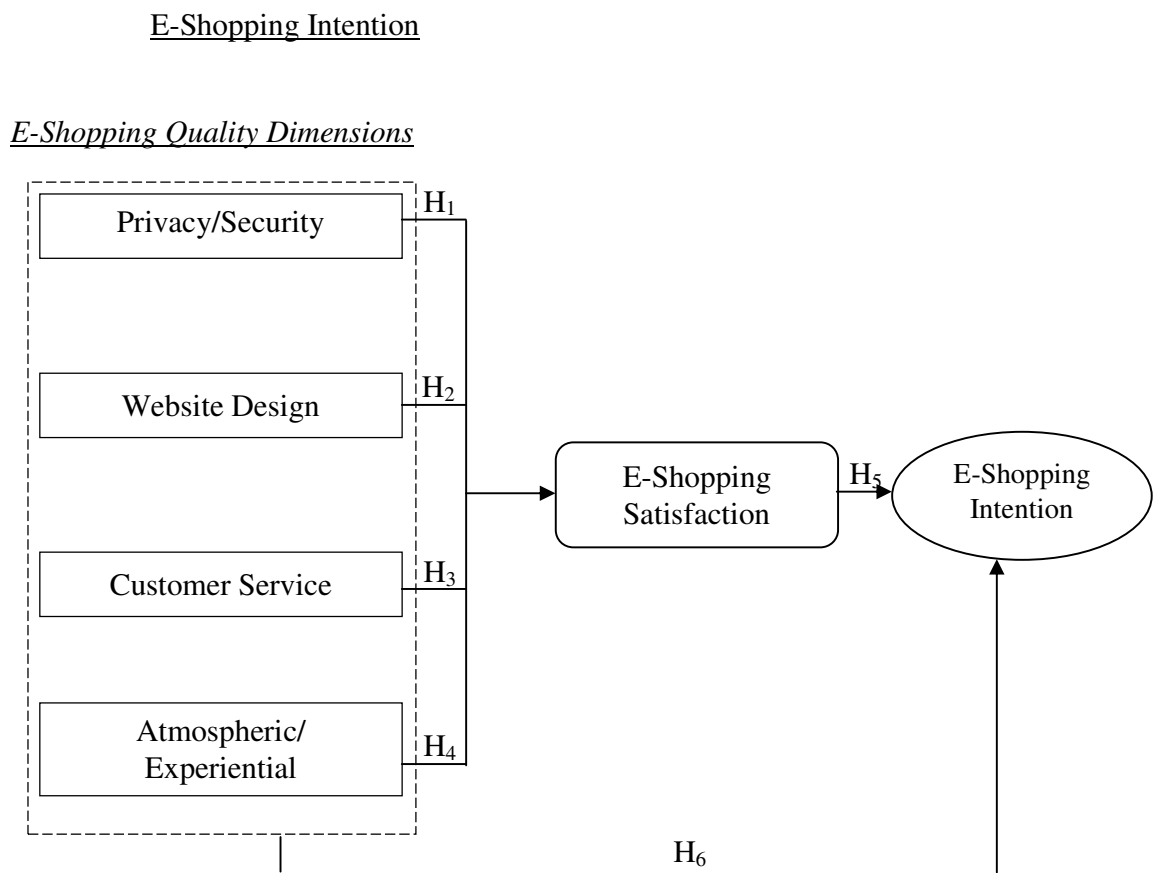
Source: Developed for research

Relevant independent variables (privacy/ security, website design, customer service and atmospheric/ experiential), mediator (e-shopping satisfaction) and dependent variable (e-shopping intention) are identified and proposed by researcher based on the reference of previous study (Ha & Stoel, 2012). The conceptual framework is developed based on theoretical framework proposed by Ha and Stoel (2012).

2.5 Hypotheses Development

Hypotheses act as a guidance to structure theoretical framework and predicts the relationship between independent variables and dependent variable. Thus, the independent variables included privacy/ security, website design, customer service and atmospheric/ experiential while dependent variable will be e-shopping intention and e-shopping satisfaction as mediator.

2.5.1 Privacy/ Security and E-Shopping Satisfaction

Through the literature studies, privacy or security describes as the degree of protection on customer information and technical safety of the network against fraud or hackers (Santouridis, Trivellas & Tsimonis, 2012; Cox & Dale, 2001; Wolfinbarger & Gilly, 2003). According to Hung (2004) and Santouridis et al. (2012), consumers are always concerned and sensitive with payment or personal risk, privacy and security when considering online shopping.

Cristobal et al. (2007) stated that lack of confidence by the absence of security/ privacy of the website will lead to the obstacles of development of e-commerce. Therefore, privacy/ security unquestionably play as a significant role in overall e-shopping quality that influence of customer satisfaction (Parasuraman et al., 2005; Yoo & Donthu, 2001; Branscum & Tanaka, 2000; Francis, 2009; Kim & Kim, 2010). So, the hypotheses will be postulated as:

H_1: There is a significant relationship between privacy/ security and e-shopping satisfaction on online apparel retailing.

2.5.2 Website Design and E-Shopping Satisfaction

Website design describes as the appeal of user interface design and user friendliness of website that presented to customers (Kim & Lee, 2002). Kim and Stoel (2004) noted that website design also should emphasize on how well a website guided its user and how easy it was to use. According to Kala et al. (2013), the ability to build an effective marketing web site has become crucial requirement to survival in internet marketing.

Kim, Kim and Lennon (2011) stated that an ineffective website and lack of relevant information in the website may lead to the risk of consumer negative reactions thus exiting the website without any purchase. Therefore, Ha and Stoel (2012) suggested that website design should be visually appealing and tidy, readable and user friendly. Overall, previous studies found that website design considers one of the strong predictors that influence customer perception of e-shopping quality to achieve the global satisfaction of the user (Wolfinbarger & Gilly, 2003; Kim & Eom, 2002; Lee & Lin, 2005). Therefore, the hypotheses will be postulated as:

H_2: There is a significant relationship between website design and e-shopping satisfaction on online apparel retailing.

2.5.3 Customer Service and E-Shopping Satisfaction

Customer service represents the service combining of interest in problems solving, willingness of personnel to help and promptly to answer inquires (Wolfinbarger & Gilly, 2003). It is important to provide immediate customer service due to no sales people is present in virtual store (Kim et al., 2011).

Liao and Cheung (2002) stated that online retailer to respond their inquiries and needs promptly are important to its customers because customers always expect to be able complete transaction correctly, receive personalized attention, product deliver on time,

inquiry email answer quickly and access to information. Previous studies have examined customer service has proved itself as important factor for online business success (Yang & Jun, 2002; Zeithaml et al., 2002; Kim et al., 2011; Ha & Stoel, 2012; Francis, 2009). So the hypotheses will be postulated as:

H_3: There is a significant relationship between customer service and e-shopping satisfaction on online apparel retailing.

2.5.4 Atmospheric/ Experiential and E-Shopping Satisfaction

Atmospheric/ experiential is referring to the aspects of the environment that evoke emotional positively affect behavioral consumer responses (Ha & Stoel, 2012). Consumers are likely to experience greater enjoyment and have more fun in those hedonic websites (Ha & Stoel, 2009). The further study by Ha and Stoel (2012) stated that, consumers seek and value atmospheric features as feeling of fun, excitement or pleasure and consider distinct features that influence overall e-store assessment.

Therefore, atmospheric/ experiential is one of the critical factors positively associated with purchase intent as well as online shopping behavior (Kim, Kim & Lennon, 2009; Park, Lennon & Stoel, 2005; Ha & Stoel, 2012; Bauer, Falk & Hammerschmidt, 2006). So the hypotheses will be postulated as:

H_4: There is a significant relationship between atmospheric/ experiential and e-shopping satisfaction on online apparel retailing.

2.5.5 E-Shopping Satisfaction and E-Shopping Intention

A number of previous studies are examined on the Oliver's (1997) (as cited in Ha & Stoel, 2012) quality-satisfaction-behavioral intention link framework and indicated that strong relationship between quality, satisfaction and behavioral intention (Choi, Cho, Lee, Lee & Kim, 2004; White & Yu, 2005; Cronin et al., 2000). Furthermore,

the study by Ha and Stoel (2012) added that quality-satisfaction-behavioral intention link framework proposed that assessment of e-shopping quality drive the level of customer e-shopping satisfaction that contribute the development of reactions that emphasize on customer e-shopping intention. E-shopping satisfaction is the online consumer response of the judgment that an online product or service feature provided a pleasurable level of consumption related fulfillment (Oliver, 1997 as cited in Ha & Stoel, 2012; Cronin et al., 2000).

Llusar et al. (2001) indicated that customer satisfaction plays as a mediator with the relationship between perceived service quality and purchase intention. According to Lee and Lin (2005), customer perceptions of service quality and satisfaction positively influence on purchase. So the hypotheses will be postulated as:

H_5: There is a significant relationship between e-shopping satisfaction and e-shopping intention on online apparel retailing.

2.5.6 E-Shopping Quality Dimensions and E-Shopping Intention

According to the studies from McDougall and Levesque (2000) and Ha and Stoel (2012) found that privacy/ security and customer service dimension has direct impact on consumer e-shopping intention. Lee and Lin (2005) also found that overall service quality significantly direct have effect on customer purchase intention. Moreover, earlier study of Sam and Tahir (2009) and Wu et al. (2014) also found that website design and atmospheric/ experiential had positively influence on consumers' online purchase intention. Therefore, the hypotheses will be postulated as:

H_6: There is a significant relationship between e-shopping quality dimensions and e-shopping intention on online apparel retailing.

2.6 Conclusion

The literature regarding e-shopping quality (privacy/ security, website design, customer service and atmospheric/ experiential) and e-shopping outcome (e-shopping satisfaction and e-shopping intention) were being reviewed in this chapter. Moreover, the findings and relevant theoretical models of previous researchers are used to support the hypotheses and relationship between those variables and mediator. In next chapter, the explanation of research methodology will be presented in next chapter.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is mainly describing research methodology of the study that includes research design, data collection, sampling design, research instrument, questionnaire design, pilot test, data processing as well as methods of analysis.

3.1 Research Design

According to Saunders, Lewis and Thornhill (2009), research design will be the general plan of how to answer research question. Moreover, research design contain objectives derived from research question, specify the sources from which intend to collect data, ethical issues and consideration of the constraints such as access to data, time, location and money.

This research study is design based on quantitative approach which is developed through the conceptual framework from previous literature and tested data analysis (Zikmund, 2003). Descriptive and explanatory analysis will be used in this research study. According to Saunders et al. (2009), descriptive analysis is describing the characteristics of the population or phenomenon. Meanwhile, explanatory analysis is used to establish relationships between variables and studying a situation in order to

explain the relationship between variables (Saunders et al., 2009). Overall, descriptive study is used to describe characteristics of the population; explanatory study is used to study and explain the e-shopping quality dimensions on online apparel retailing and it relationship with e-shopping satisfaction and e-shopping intention.

3.2 Data Collection

Primary data and secondary data collecting method will be used in this research study. Primary data and secondary data are collected for the purpose of doing statistical analysis. In this research study, primary data and secondary data collecting method is used to examine the relationship of e-shopping quality dimensions with e-shopping outcome (e-shopping satisfaction and e-shopping intention) on online apparel retailing.

3.2.1 Primary Data

Primary data can be described as the data collected specifically for the research being undertaken (Saunders et al., 2009). In this research study, primary data is collected through the self-administered types of questionnaire. According to Saunders et al. (2009), self-administered types of questionnaire can be administered electronically using internet, delivered by hand to each respondent and collected later or posted to respondents who return them by post after completion.

The method of questionnaire administered electronically using internet (Facebook and email) has been selected to obtain the primary data in this research study in order to support the research objectives. The main reason of using electronic survey due to the sample size of this research study is related to online shoppers who had experienced shopping and had purchased apparel from online store. The research duration took about 3 weeks to distribute and collect the entire questionnaires from targeted respondents, which are from 25 May 2014 to 15 June 2014.

Besides, electronic survey is convenient to researcher because the respondents are requested to answer the survey by their own time meanwhile electronic survey can be distributed in bulk to respondents and collected back at the same time. Therefore, researcher can collect accurate data with a huge population with more efficiency in a shorter time.

3.3 Sampling Design

Sampling is the data collection process from an entire population of a manageable size and entire population is referred as the groups that share some common set of characteristics (Saunders et al., 2009). The sampling is needed when there is impossible to collect all the data from the entire population due to restriction of time, money and open access meanwhile Saunders et al. (2009) also stated that sampling able to provide a range of methods that enable to reduce the amount of data that need to collect and sample obtained is considered as sub-group from large population.

3.3.1 Target Population

According to Zikmund (2003), population is indicated to the specific and complete group that related to the research study. The research objective is to examine the relationship between e-shopping quality dimensions and e-shopping outcome (e-shopping satisfaction and e-shopping intention) on online apparel retailing in Malaysia. Therefore, respondents of this study are targeted on consumers who experienced shopping and had purchased apparel through online store.

3.3.2 Sampling Frame and Location

Sampling frame is referred to the complete list of all the cases in the population from which the sample will be drawn (Saunders et al., 2009). The target population consists of 384 online consumers. The questionnaires are randomly distributed

throughout Malaysia states such as Selangor, Pulau Penang, Johor, Melaka, Negeri Sembilan, Perak and Pahang.

3.3.3 Sampling Elements

The respondents of this study were the online apparel shoppers who had purchase and shop apparel through online store and can provide evaluation of e-shopping quality dimensions on online apparel stores.

3.3.4 Sample Size

Sample size is indicated to the number of respondents in this research study. Cost and time constraint need to take into considerations when determine the sample size. Lee (2014) stated that total number of internet users of Malaysia on the year 2012 is 19,240,000 and there are 91% of internet users who always shop online. Therefore, the sample sizes for population more than 10,000,000 at the 95% confidence level (Table 3.1) are 384 respondents (Saunders et al., 2009).

Table 3.1: Sample Sizes for Different Sizes of Population at a 95 Confidence level

Population	Margin of Error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
2000	322	696	1091	1655
5000	357	879	1622	3288
10 000	370	964	1936	4899
100 000	383	1056	2345	8762
1 000 000	384	1066	2395	9513
10 000 000	384	1067	2400	9595

Note. Adapted from Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Prentice Hall: Financial Times.

3.3.5 Sampling Technique

Convenience sampling is selected for this study which is under the category of non-probability sampling technique. Based on Saunders et al. (2009), non-probability sampling technique is defined as sampling technique that provide a range of techniques to select samples according to personal own subjective judgments. Meanwhile, convenience sampling technique is involved selecting haphazardly those cases that are easiest to obtain for the sample and sample selection process is continued until required sample has been reached (Saunders et al., 2009). By using

the convenience sampling technique, researcher able to obtain the sample sizes quickly with the easiest way.

3.4 Research Instrument

3.4.1 Questionnaire Design

Self-administered questionnaire is the most common method and been selected in this research study. Questionnaire is a set of questions developed to obtain primary sources to be used in the descriptive and explanatory research (Zikmund, 2003; Saunders et al., 2009). Questionnaires design is a key important process and need to ensure precise data from respondents to be collected in order to answer research questions and achieve research objectives. It is because the design of questionnaire will affect the response rate, reliability and validity of the data (Zikmund, 2003; Saunders et al., 2009). Table 3.2 shows the questionnaire adopted from past researchers' article and journal (Ha & Stoel, 2012). The questionnaire in this study is designed in closed-ended form because closed-ended form questionnaire is easier to transform into statistical form for future analysis through Statistical Package of Social Science (SPSS) Version 20.0.

The questionnaire consists of 3 parts: (A) demographic information, (B) factors affecting e-shopping satisfaction on online apparel retailing, (C) e-shopping satisfaction and e-shopping intention. The variables except part of demographic information is assessed using 5 point Likert-type scale (1=strongly disagree, 5=strongly agree). Questionnaire is distributed using non-probability sampling technique by convenience sampling through internet.

Table 3.2: Source of Questionnaire

Variables	Sample of items	Adopted from
Privacy/ Security	1. I feel like my privacy is protected at this site. 2. I feel safe in my transactions with this website. 3. I feel I can trust this website. 4. The website has adequate security features. 5. The company behind the site is reputable.	Ha and Stoel (2012)
Website Design	1. The site does not waste my time. 2. I can go to exactly what I want quickly. 3. The organization and layout of the website facilities searching for products.	Ha and Stoel (2012)
Customer Service	1. The company is ready and willing to respond to customer needs. 2. The website has reasonable shipping and handling costs. 3. Customer service personnel are always willing to help you. 4. Inquiries are answered promptly.	Ha and Stoel (2012)
Atmospheric/ Experiential	1. It is really fun to shop at this website. 2. The site almost says, "come in and shop".	Ha and Stoel (2012)
E-Shopping Satisfaction	1. My choice to shop using the website is a wise idea. 2. I am satisfied with my decision to shop this website. 3. I have really enjoyed shopping from this website.	Ha and Stoel (2012)
E-Shopping Intention	1. I intend to use the internet frequently to shop for apparel. 2. I intend to use the internet whenever appropriate to do apparel shopping.	Ha and Stoel (2012)

Source: Developed for research

Note. Adopted from Ha, S., and Stoel, L. (2012). Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management, 23*(2), 197-215.

3.4.2 Measurement Scales

The most common of the measurement scales will be nominal scale, ordinal scale, interval scale and ratio scale. In this study, nominal scale, interval scale and Likert-style rating scale is used to measure the research questionnaire.

3.4.2.1 Nominal Scale

Nominal scale is merely to distinguish the categories that comprise a given variable such as male or female, marital status, religion, races and education (Saunders et al., 2009). In this research study, nominal scale is used to distinguish the categories of gender, races, religion and education background.

3.4.2.2 Interval Scale

Interval scale is used to measure age and income group. According to Saunders et al. (2009) stated that interval scale is incorporate the concept of equality of interval and interval data has the power of nominal and ordinal data strength. Therefore, zero point in interval scale does not mean the absence of the attribute or characteristic.

3.4.2.3 Likert-Style Rating Scale

Likert-style rating scale is refer to the respondent is asked on how strongly she or he agrees or disagrees with a question or statement and usually on a four, five, six or seven point rating scale (Saunders et al., 2009). Likert-style rating scale will apply on the independent variables, mediator and dependent variables in the questionnaire. In this study, five Likert-style rating scale is selected with the five alternative options: strongly disagree, disagree, neutral, agree and strongly agree for independent and dependent variables question's statement.

3.5 Data Processing

After collecting the 384 set of data, researcher will convert the quantitative data into an interpretive form by using several types of data analysis technique. Researcher was able to justify the hypothesis and further understand about the data through the result of data analysis. Researcher was doing data analysis using SPSS Version 20.0 computer software because SPSS Version 20.0 computer software enables researcher to analyze the quantitative data more effectively and efficiently. The types of analysis methods will be used in conducting this research include descriptive analysis, pilot test and reliability analysis, correlation analysis and multiple linear regression.

3.5.1 Descriptive Analysis

In this study, descriptive analysis is used to analysis the demographic data. Saunders et al. (2009) indicated the results of individual variable can be present through frequency distribution. Meanwhile, frequency distribution can be presented into the form of table, bar chart, histogram, pictogram, pie chart and others for the purpose of easier to interpret. By doing descriptive analysis, researcher was able to identify the information of demographic respondents in the research study.

3.5.2 Pilot Test and Reliability Analysis

The main reason of pilot test is to refine questionnaire that enable respondents do not have any problems when respond to questionnaire meanwhile to obtain some assessment of the questions' validity and reliability of the data (Saunders et al., 2009). Pilot test will be conducted before the actual distribution of questionnaire to the respondents. Saunders et al. (2009) indicated that number of people in the pilot test are depend on research questions, objectives, sample size and other resources such as time and money. Meanwhile, researcher was able to gather some useful opinion regarding the design of questionnaire from target respondent. Moreover, the problem or error at the early stage able to minimize through the pilot test.

According to Saunders et al. (2009), reliability analysis is referred to the extent of which data collection technique or technique will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from the raw data. Reliability is an indicator of measuring internal consistency and reliability analysis using Cronbach's Alpha to determine the correlation among the items (Saunders et al., 2009). Sekaran and Bougie (2010) indicated that Cronbach's Alpha range less than 0.60 consider poor; the range above 0.60 and of 0.70 indicate the range at the level of acceptable. Besides that, the range of reliabilities over 0.8 means there is 80% consistencies in the score and considers good correlation.

Pilot test was conducted using 30 sets of questionnaire and were distributed for the reliability analysis purpose and reliability test were conducted by SPSS Version 20.0 software. Table 3.3 indicate the results of reliability analysis and all the variables are significant with the Cronbach's Alpha value more than 0.60.

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Table 3.3: Results of Reliability Analysis (n=30)

	Variables	Cronbach's Alpha	Number of Item
Independent Variables	Privacy/ Security	0.860	5
	Website Design	0.883	3
	Customer Service	0.795	4
	Atmospheric/ Experiential	0.706	2
Mediator	E-Shopping Satisfaction	0.825	3
Dependent Variable	E-Shopping Intention	0.847	2

Source: Developed for research

Note. Adopted from Ha, S., and Stoel, L. (2012). Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management, 23*(2), 197-215.

3.5.3 Pearson Correlation Analysis

Saunders et al. (2009) stated that Pearson Correlation Analysis is enabled to quantify the strength of the linear relationship between two numerical or ranked variables. In this study, Pearson Correlation coefficient is used to analyze the relationship between each variable. The coefficient can take on any value between -1 and +1; the value of +1 represents a perfect positive correlation by contrast a value of -1 represents a perfect negative correlation (Saunders et al., 2009). The rules about the Pearson Correlation Analysis are shown in Figure 3.1:

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Figure 3.1: Values of the Pearson Correlation Coefficient

Perfect Negative	Strong Negative	Weak Negative	Perfect Independence	Weak Positive	Strong Positive	Perfect Positive
-1	-0.7	-0.3	0	0.3	0.7	1
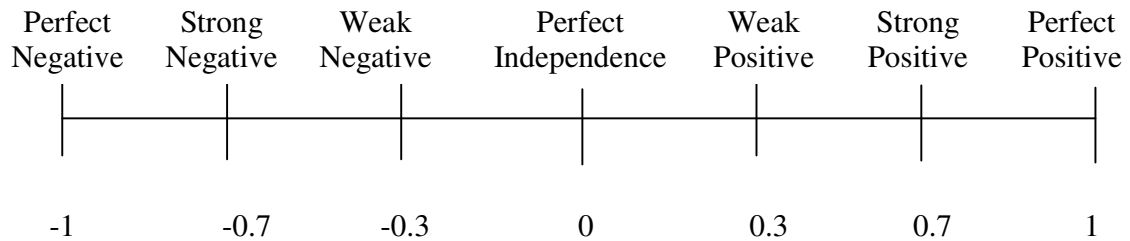
Note. From Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5th ed.). Prentice Hall: Financial Times.

3.5.4 Multiple Regression Analysis

Multiple regression is described as the calculating coefficient of multiple determination and regression equation using two or more independent variables or a measure of linear association that investigates a straight line relationship (Saunders et al., 2009; Zikmund, 2003). The relationship between independent variables and dependent variable can be determined using a linear equation. According to Saunders et al. (2009) and Zikmund (2003), the multiple regression equation is:

$$Y = a + bX_1 + bX_2 + bX_3 + \ldots\ldots + b_nX_n$$

Where: Y= Dependent variable

a= Constant value, the value of Y when the line cuts Y axis all X value =0

b= The slope, or change in Y for any corresponding change in one unit of X

X=Independent variables use to predict Y

Moreover, Zikmund (2003) indicated that coefficient of multiple determinations (adjusted R^2) shows the percentage of variation in Y (dependent variable) explained by variation of independent variables. Therefore, this research study will investigate

the relationship between independent variables (privacy/ security, website design, customer service and atmospheric/ experiential) towards mediator (e-shopping satisfaction) and dependent variable (e-shopping intention). Through the analysis results, researcher is able to have a better understanding of factors that influence consumers' e-shopping satisfaction and e-shopping intention to establish a better online marketing strategy.

3.5.5 Linear Regression Analysis

Linear regression analysis is used in a situation where one independent variable is hypothesized to affect one dependent variable (Sekaran & Bougie, 2010). Therefore, linear regression is used to determine the relationship between mediator (e-shopping satisfaction) and dependent variable (e-shopping intention) in this study. An equation is formed as:

$$Y = a + bX$$

Where: Y= Dependent variable

a= Constant value

b= Beta Coefficient Value

X= Variable use to predict Y

3.6 Conclusion

In this chapter, researcher has described the detail of the methodologies such as research design, data collection, sampling design, research instrument and data processing method which applied in this research. Researcher will investigate the data obtained through the questionnaire from respondents and perform the results of data analysis.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

Data analysis results of this study are presented in this chapter. Data collected from target respondents were analyzed by using Statistical Package for Society Science (SPSS) Version 20.0. The target respondents are Malaysian who experienced online apparel shopping. Descriptive analysis, scale measurement, Pearson Correlation, multiple regressions, and linear regressions will be presented in order to find out the relationship between the e-shopping quality dimensions, e-shopping satisfaction and e-shopping intention.

4.1 Descriptive Analysis

There were 474 respondents took part in this questionnaire survey but only 384 respondents have experienced online apparel shopping. Therefore, the total respondents will be 384 for further analysis. In this section, several profile of target respondents who experienced online apparel shopping are presented such as demographic information of target respondents which included gender, age, race, highest education attained and income status.

4.1.1 Frequency of Target Respondents Based on Gender Group

Table 4.1: Gender Group (n=384)

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	252	65.6	65.6	65.6
	Male	132	34.4	34.4	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.1: Gender Group
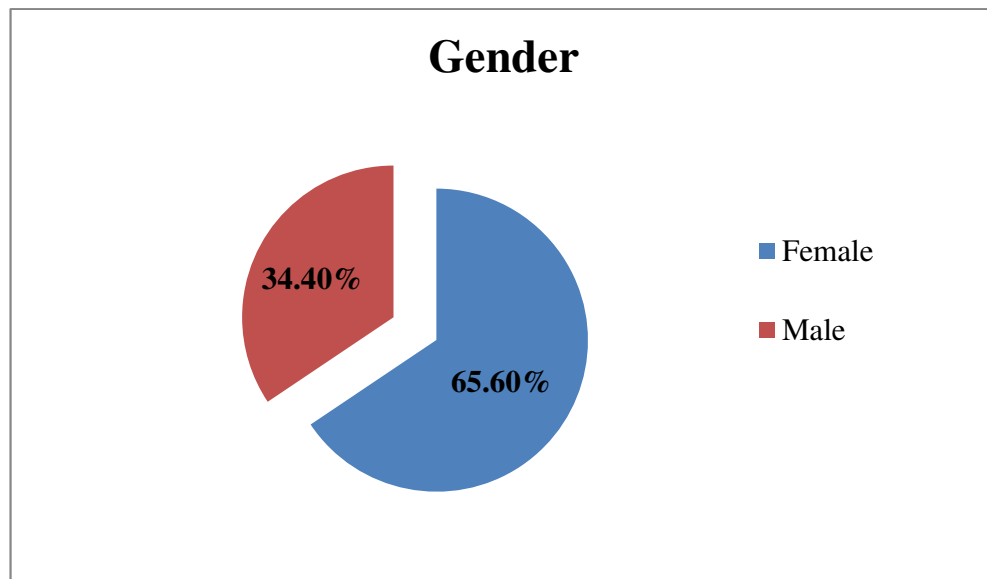
Source: Developed for research

According to the Table 4.1 and Figure 4.1, it indicates that 252 (65.6%) female and 132 (34.4%) male consumers were involved in this research study.

4.1.2   Frequency of Target Respondents Based on Age Group

Table 4.2: Age Group (n=384)

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29	303	78.9	78.9	78.9
	30 - 39	69	18.0	18.0	96.9
	40 - 49	12	3.1	3.1	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.2: Age Group
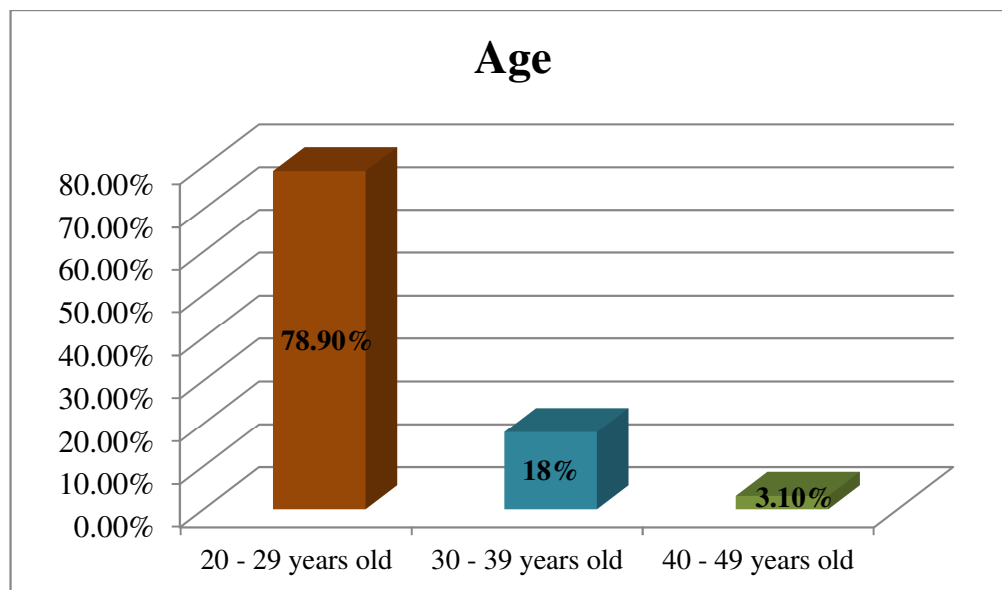
Source: Developed for research

Based on Table 4.2 and Figure 4.2, shows that among the target respondents, majority age falls into the ranges of 20 – 29 years old (78.9%) which is 303 respondents.

Followed by age group between 30 – 39 years old (18%) constitute of 69 respondents and 12 respondents are between 40 – 49 years old (3.1%). According to Lee (2014), majority of the online shoppers were young adults similar to this study as shown in Table 4.2 and Figure 4.2 whereby the result indicated most of the online apparel shoppers also within the young adults' age group category.

4.1.3   Frequency of Target Respondents Based on Gender Group

Table 4.3: Race Group (n=384)

Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	18	4.7	4.7	4.7
	Chinese	366	95.3	95.3	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.3: Race Group
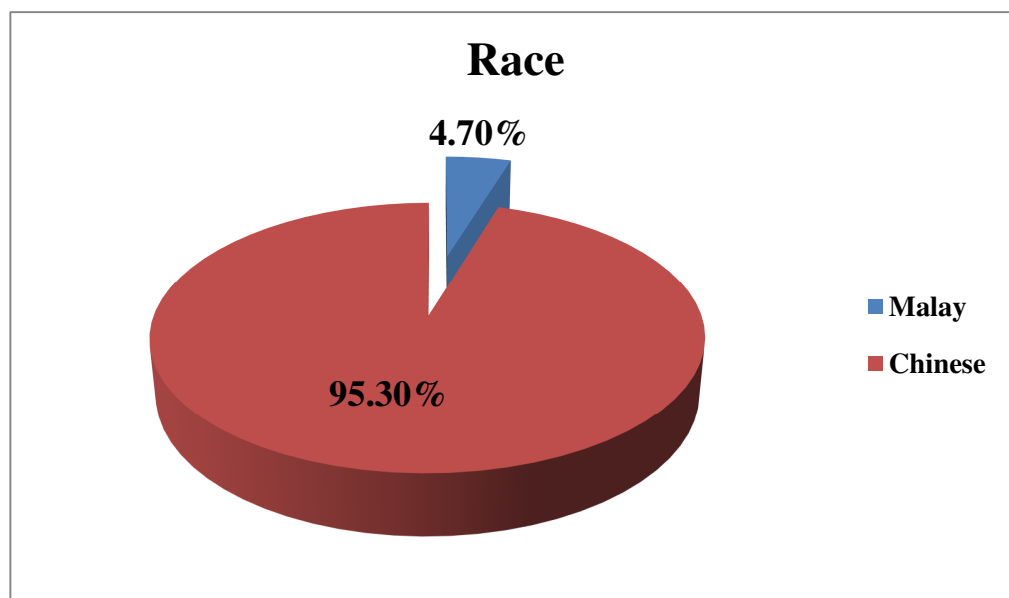
Source: Developed for research

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Based on Table 4.3 and Figure 4.3, most of the respondents are Chinese which consists of 366 respondents (95.3%) followed by 18 respondents (4.7%) are Malay. Although research questionnaires have been distributed to Indian and other race respondents however none of them are online apparel shoppers.

4.1.4   Frequency of Target Respondents Based on Monthly Income

Table 4.4: Monthly Income Group (n=384)

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1,000	36	9.2	9.2	9.2
	RM 1,000 – RM 1,999	24	6.3	6.3	15.5
	RM 2,000 – RM 2,999	120	31.3	31.3	46.8
	RM 3,000 – RM3,999	117	30.5	30.5	77.3
	Above RM4,000	87	22.7	22.7	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.4: Monthly Income Group
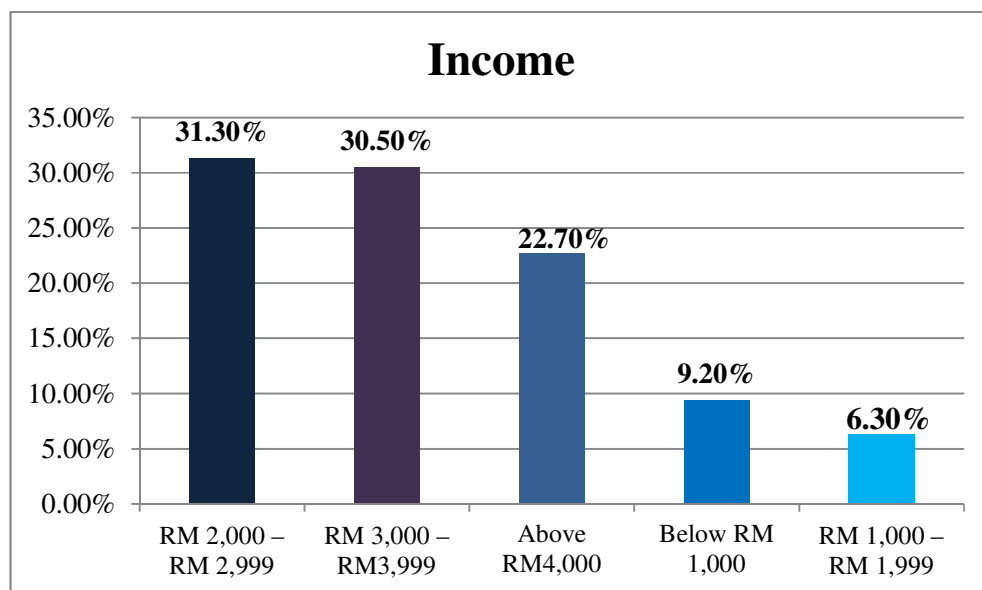
Source: Developed for research

For the personal monthly income, majority of the 120 respondents (31.3%) have received monthly income between RM 2,000 – RM 2,999. Next group consists of 117 respondents (30.5%) received income between the range of RM 3,000 – RM 3,999 monthly, followed by 87 respondents (22.7%) have received income above RM 4,000 monthly, 36 respondents (9.2%) received income below RM 1,000 and lastly 24 target respondent (6.3%) received income between the ranges of RM 1,000 – RM 1,999 monthly.

4.1.5 Frequency of Target Respondents Based on Highest Education Attained

Table 4.5: Highest Education Attained Group (n=384)

Education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	33	8.6	8.6	8.6
	Diploma	132	34.4	34.4	43.0
	Undergraduate Degree	87	22.7	22.7	65.7
	Postgraduate Degree	120	31.3	31.3	97.0
	Professional Qualifications	12	3.0	3.0	100.0
	Total	384	100.0	100.0	

Source: Developed for research

Figure 4.5: Highest Education Attained Group

Education

- ■ Diploma
- ■ Postgraduate Degree
- ■ Undergraduate Degree
- ■ Secondary
- ■ Professional Qualifications

8.60% 3% 34.40% 22.70% 31.30%
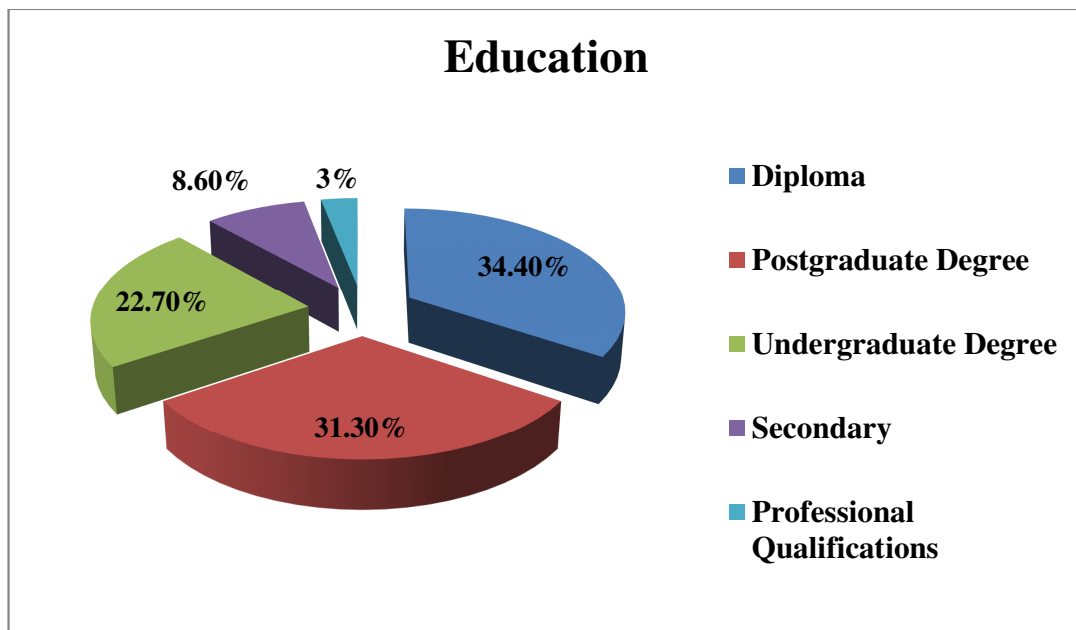
Source: Developed for research

Based on the Table 4.5 and Figure 4.5, 132 respondents (34.4%) have completed diploma, 120 respondents (31.3%) have obtained postgraduate degree, 87 respondents (22.7%) have completed undergraduate degree, 33 respondents (8.6%) completed secondary and 12 respondents (3%) have professional qualifications. Most of the respondents have attained certain level of qualifications.

4.2 Reliability Test

Table 4.6: Results of Reliability Test (n=384)

	Variables	Cronbach's Alpha	Number of Item
Independent Variables	Privacy/ Security	0.902	5
	Website Design	0.825	3
	Customer Service	0.840	4
	Atmospheric/ Experiential	0.838	2
Mediator	E-Shopping Satisfaction	0.875	3
Dependent Variable	E-Shopping Intention	0.862	2

Source: Developed for research

Note. Adopted from Ha, S., and Stoel, L. (2012). Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management, 23*(2), 197-215.

According to Saunders et al. (2009), reliability test is an indicator of measure for internal consistency meanwhile Cronbach's Alpha is one of the popular approaches used to determine the correlation among the items. The range of Cronbach's Alpha less than 0.60 is consider poor and the range above 0.60 and of 0.70 indicate at the level of acceptable (Sekaran and Bougie, 2010).

Based on Table 4.6, the highest scores of reliability test among the variables is privacy/ security (value of Cronbach's Alpha is 0.902), followed by e-shopping satisfaction (value of Cronbach's Alpha is 0.875), e-shopping intention (value of Cronbach's Alpha is 0.862), customer service (value of Cronbach's Alpha is 0.840), atmospheric/ experiential (value of Cronbach's Alpha is 0.838) and website design

(value of Cronbach's Alpha is 0.825). All the Cronbach's Alpha values for all the items are more than 0.6 therefore all the items are well-established with acceptable level of reliability.

4.3 Pearson Correlation Analysis

Table 4.7: Pearson Correlation Analysis

		Privacy Security	Website Design	Customer Service	Atmospheric	E-Shopping Satisfaction	E-Shopping Intention
Privacy/ Security	Pearson Correlation	1	.526**	.491**	.391**	**.574****	**.415****
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	384	384	384	384	384	384
Website Design	Pearson Correlation	.526**	1	.577**	.415**	**.522****	**.401****
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384
Customer Service	Pearson Correlation	.491**	.577**	1	.522**	**.444****	**.458****
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384
Atmospheric /Experiential	Pearson Correlation	.391**	.415**	.522**	1	**.576****	**.420****
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
E-Shopping Satisfaction	Pearson Correlation	.574**	.522**	.444**	.576**	1	**.618****
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384
E-Shopping Intention	Pearson Correlation	.415**	.401**	.458**	.420**	**.618****	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

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

Source: Developed for research

Correlation analysis of each variable (privacy/ security, website design, customer service, atmospheric/ experiential, e-shopping satisfaction and e-shopping intention) is significant at the two tailed with 0.01 level. The results showed that there are positive relationship between independent variables, mediator and dependent variable. From the Table 4.7 it indicated that e-shopping satisfaction is having the strongest positive relationship with the atmospheric (value of coefficient is 0.576), follow by privacy/ security (value of coefficient is 0.574), website design (value of coefficient is 0.522) and customer service (value of coefficient is 0.444). In addition, Table 4.7 also indicated e-shopping quality dimensions (privacy/ security, website design, customer service and atmospheric/ experiential) have positive relationship with e-shopping intention. The correlation analysis between e-shopping satisfaction and e-shopping intention are having strong positive relationship with the value of coefficient 0.618.

4.4 Multiple Regression Analysis (Independent Variables toward E-Shopping Satisfaction)

Table 4.8: Model Summary for Independent Variables toward E-Shopping
Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709[a]	.502	.497	.517
a. Predictors: (Constant), Atmospheric/ Experiential, Privacy/ Security, Website Design, Customer Service				

Source: Developed for research

Model summary Table 4.8, indicated variance of dependent variable explained by the variance of the independent variables. The model summary table (Table 4.8) showed that R^2 is 0.502. It indicated that 50.2% variance of e-shopping satisfaction is

explained by the variance of privacy/ security, website design, customer service and atmospheric/ experiential. There are another 49.8% unexplained variance by the independent variables which can be explored for future study.

Table 4.9: ANOVA[b] for Relationship between Independent Variables and
            E-Shopping Satisfaction

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	102.308	4	25.577	95.582	.000[b]
Residual	101.418	379	.268		
Total	203.727	383			
a. Dependent Variable: E-Shopping Satisfaction					
b. Predictors: (Constant), Atmospheric/ Experiential, Privacy/ Security, Website Design, Customer Service					

Source: Developed for research

According to the results of ANOVA in Table 4.9, it can interpreted as the research model stated that F value of 95.582 is significant at level of less than 0.05 (p=0.000 <0.05). Meanwhile, it showed that there is at least one independent variable is able to predict e-shopping satisfaction of online apparel retailing.

Table 4.10: Coefficients[a] for Relationship between Independent Variables and

E-Shopping Satisfaction

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.765	.151		5.068	.000
Privacy/ Security	.302	.040	.334	7.469	.000
1 Website Design	.201	.045	.212	4.464	.000
Customer Service	-.038	.047	-.040	-.814	.416
Atmospheric/ Experiential	.318	.037	.378	8.704	.000
a. Dependent Variable: E-Shopping Satisfaction					

Source: Developed for research

Based on the Table 4.10, the standardized coefficients for privacy/ security is 0.334, website design is 0.212, for customer service is -0.040 and atmospheric/ experiential is 0.378. Atmospheric/ experiential is the highest Beta value (0.378) among all the independent variables therefore atmospheric is considered as the important predictor in this study. Moreover, independent variables are significantly related to dependent variable when the p value is less than 0.05. Therefore, the results from Table 4.10 showed that only privacy/ security, website design and atmospheric are significantly related to e-shopping satisfaction while p value of customer service is greater than 0.05 (p=0.416) and found to be not significantly related to e-shopping satisfaction.

Furthermore, unstandardized coefficients values indicated the contribute of each independent variable to the dependent variable. According to Table 4.10, all the variables have the positive relationship with e-shopping satisfaction except customer service. The relationship between independent variables and e-shopping satisfaction can be explained by the following equation:

E-Shopping Satisfaction = 0.765 + 0.302 (Privacy/ Security) + 0.201 (Website Design) + 0.318 (Atmospheric/ Experiential) − 0.038 (Customer Service)

4.5 Multiple Regression Analysis (Independent Variables toward E-Shopping Intention)

Table 4.11: Model Summary for Independent Variables toward E-Shopping Intention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542ᵃ	.294	.287	.770
a. Predictors: (Constant), Atmospheric/ Experiential, Privacy/ Security, Website Design, Customer Service				

Source: Developed for research

From the Table 4.11, model summary table showed that R^2 only 0.294. It indicate that only 29.4% variance of e-shopping intention is explained by the variance of privacy/ security, website design, customer service and atmospheric/ experiential meanwhile another 70.6% remain unexplained by the independent variables.

Table 4.12: ANOVA[b] for Relationship between Independent Variables and

E-Shopping Intention

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	93.712	4	23.428	39.499	.000[b]
Residual	224.798	379	.593		
Total	318.510	383			
a. Dependent Variable: E-Shopping Intention					
b. Predictors: (Constant), Atmospheric/ Experiential, Privacy/Security, Website Design, Customer Service					

Source: Developed for research

From the Table 4.12, the independent variables toward e-shopping intention is significant and accepted based on the F value of 39.499 is significant at level of less than 0.05 (p=0.000 <0.05). Therefore, it indicates that there is at least one independent variable is able to direct predict e-shopping intention of online apparel retailing.

Table 4.13: Coefficients[a] for Relationship between Independent Variables and

E-Shopping Intention

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.552	.225		2.458	.014
Privacy/ Security	.205	.060	.181	3.405	.001
Website Design	.125	.067	.106	1.867	.063
Customer Service	.243	.069	.204	3.503	.001
Atmospheric/ Experiential	.209	.054	.198	3.830	.000
a. Dependent Variable: E-Shopping Intention					

Source: Developed for research

Based on the Table 4.13, showed the standardized coefficients for privacy/ security is 0.181, website design is 0.106, customer service is 0.204 and 0.198 for atmospheric/ experiential. Besides that, results also showed that only privacy/ security, customer service and atmospheric/ experiential are significantly related to e-shopping intention while p value of website design is greater than 0.05 (p=0.063) and found to be not significantly related to e-shopping intention.

Unstandardized coefficients values indicated contribute of each independent variable to the e-shopping intention. From the Table 4.13, all the variables have the positive relationship with e-shopping intention however website design had insignificant value. Therefore, relationship between independent variables and e-shopping intention can be explained by the following equation:

E-Shopping Intention = 0.552 + 0.205 (Privacy/ Security) + 0.243 (Customer Service) + 0.209 (Atmospheric/ Experiential) + 0.125 (Website Design)

4.6 Simple Linear Regression (Mediator toward E-Shopping Intention)

Table 4.14: Model Summary for Simple Linear Regression

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.618[a]	.382	.381	.718
a. Predictors: (Constant), E-Shopping Satisfaction				

Source: Developed for research

From the Table 4.14, the R^2 value 0.382 indicated that 38.2% variance of e-shopping intention has been explained by e-shopping satisfaction.

Table 4.15: ANOVA[b] for Simple Linear Regression

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	121.817	1	121.817	236.582	.000[b]
Residual	196.693	382	.515		
Total	318.510	383			
a. Dependent Variable: E-Shopping Intention					
b. Predictors: (Constant), E-Shopping Satisfaction					

Source: Developed for research

Results from Table 4.15, it can interpreted as highly significant and accepted based on the F value of 236.582 is significant at level of less than 0.05 (p=0.000 < 0.05) therefore can be explained the mediator (e-shopping satisfaction) in the regression model can be used to predict e-shopping intention on online apparel retailing.

Table 4.16: Coefficients[a] for Simple Linear Regression

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.556	.182		3.053	.002
E-Shopping Satisfaction	.773	.050	.618	15.381	.000
a. Dependent Variable: E-Shopping Intention					

Source: Developed for research

Results of Table 4.16 showed that mediator (e-shopping satisfaction) is statistically significant contribution to the equation. Standardized coefficients values (Beta value=0.618) of mediator (e-shopping satisfaction) indicated a positive contribution

toward e-shopping intention at the significant level of less than 0.05 (p=0.000 <0.05). The relationship can be explained by following equation:

E-Shopping Intention = 0.556 + 0.773 (E-Shopping Satisfaction)

4.7 Hypothesis Testing

Table 4.17: Summary for Hypothesis Testing

Hypothesis		Results	
H1	There is a significant relationship between privacy/ security and e-shopping satisfaction on online apparel retailing.	Beta value = 0.334 p = 0.000	Supported
H2	There is a significant relationship between website design and e-shopping satisfaction on online apparel retailing.	Beta value = 0.212 p = 0.000	Supported
H3	There is a significant relationship between customer service and e-shopping satisfaction on online apparel retailing.	Beta value = -0.040 p = 0.416	Not Supported
H4	There is a significant relationship between atmospheric/ experiential and e-shopping satisfaction on online apparel retailing.	Beta value = 0.378 p = 0.000	Supported
H5	There is a significant relationship between e-shopping satisfaction and e-shopping intention on online apparel retailing.	Beta value = 0.618 p = 0.000	Supported
H6	There is a significant relationship between e-shopping quality dimensions and e-shopping	1. Privacy/ Security Beta value = 0.181	Supported Except

intention on online apparel retailing.	p = 0.001	Website
	2. Website Design	Design Has
	Beta value = 0.106	Insignificant
	p = 0.063	Value
	3. Customer Service	
	Beta value = 0.204	
	p = 0.001	
	4. Atmospheric/	
	Experiential	
	Beta value = 0.198	
	p = 0.000	

Coefficients are significant at p value less than 0.05

Source: Developed for research

Based on Table 4.17, it showed that hypothesis for privacy/ security, website design and atmospheric/ experiential toward e-shopping satisfaction are supported at 0.05 significant level while customer service is not supported as the p value is greater than 0.05. Besides that, there is significant positive relationship between e-shopping satisfaction and e-shopping intention. Moreover, e-shopping quality dimensions have direct significant to e-shopping intention except for website design.

4.8 Conclusion

The analysis results are obtained from questionnaire surveys are presented in this chapter. Demographic profile of target respondents is summarized by using descriptive analysis. Besides that, Pearson Correlation, multiple regression and linear regression used to find out the relationship between independent variables, mediator and dependent variable. Based on those analyses, an in-depth discussion will be presented in Chapter 5.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.0 Introduction

Chapter 5 will discussed about the research results that obtained from data analysis in Chapter 4. Research results will be further discussed with the possible implications. The limitation of the study will be identified and discussed in this chapter as well. Lastly, recommendation for further studies and conclusion of this study are discussed at the last part.

5.1 Summary of Statistical Analysis

5.1.1 Descriptive Analysis

The demographic information of target respondents was classified as gender, age, race, monthly income and level of education background. Majority of the respondents were female which consists of 65.6% in this research study. Age of respondents consists between 20 – 29 years old (78.9%) and 30 – 39 years old (18%) were the large portion in the age group category and this result were similar to earlier study by Lee (2014) which stated that most of the Malaysian online shoppers were young adults. Moreover, 95.3% of Chinese were participants who already had the online apparel shopping experience. Based on the results, 31.3% of the target respondents

received monthly income between RM 2,000 – RM 2,999 and followed by 30.5% of respondents received monthly income between RM 3,000 – RM3, 999. Lastly, most of the target respondents completed diploma which consists of 34.4% and followed by postgraduate degree which consist of 31.3%.

5.1.2 Scale Measurement

Reliability test which Cronbach's Alpha were adopted for the scale measurement of this research study. Cronbach's Alpha approach is used to measure the reliability and correlation among the 19 items of this study. In the reliability test, all the items were more than 0.8 which is well above the acceptable level. Privacy/ security obtained the highest score of Cronbach's Alpha which 0.902, followed by e-shopping satisfaction with the score of 0.875, e-shopping intention with the score of 0.862, customer service with the score of 0.840 and atmospheric/ experiential with the score of 0.838. Lastly, website design obtained the lowest score of Cronbach's Alpha which is 0.825.

5.1.3 Pearson Correlation Analysis

Pearson Correlation Analysis is used to measure the relationship of each variable (privacy/ security, website design, customer service, atmospheric/ experiential, e-shopping satisfaction and e-shopping intention). Among the independent variables, atmospheric/ experiential (value of coefficient is 0.576) had the strongest positive relationship with e-shopping satisfaction. Followed by privacy/ security (value of coefficient is 0.574), website design (value of coefficient is 0.522) and customer service (value of coefficient is 0.444) at the significant level of 0.01. The results also showed that there is positive correlation between independent variables (privacy/ security, website design, customer service and atmospheric/ experiential) and dependent variables (e-shopping intention) at the significant level of 0.01. Meanwhile, there are also positive relationships between mediator (e-shopping satisfaction) and dependent variable (e-shopping intention) with the value of coefficient was 0.618.

Overall, the results indicated that there were significant positive relationship between independent variables, mediator and dependent variable.

5.1.4 Multiple Regression Analysis (Independent Variables toward E-Shopping Satisfaction)

Multiple regression analysis is adopted for the purpose to examine the association among the independent variables (privacy/ security, website design, customer service and atmospheric/ experiential) towards e-shopping satisfaction on online apparel retailing. According the Table 4.8, it indicated that R^2 is 0.502 which means 50.2 % variance of e-shopping satisfaction is explained by the independent variables (privacy/ security, website design, customer service and atmospheric/ experiential). Table 4.10 indicated that privacy/ security, website design and atmospheric/ experiential (except for customer service p=0.416) had significant influence on e-shopping satisfaction when the p value is less than 0.05. Based on Table 4.10, relationship between independent variables and e-shopping satisfaction can be explained by the following equation:

E-Shopping Satisfaction = 0.765 + 0.302 (Privacy/ Security) + 0.201 (Website Design) + 0.318 (Atmospheric/ Experiential) − 0.038 (Customer Service)

Among the independent variables, atmospheric/ experiential had the strongest impact on e-shopping satisfaction which indicate Beta value is 0.378 with the p value is less than 0.05 (p=0.000). Therefore, atmospheric/ experiential is an important predictor of e-shopping satisfaction and followed by privacy/ security and website design. Overall, H1, H2 and H4 were supported.

5.1.5 Multiple Regression Analysis (Independent Variables toward E-Shopping Intention)

Model summary of Table 4.11 indicated R^2 is 0.294 which mean that only 29.4% variance of e-shopping intention is explained by the independent variables (privacy/ security, website design, customer service and atmospheric/ experiential). Based on Table 4.13, only privacy/ security, customer service and atmospheric/ experiential had the direct impact on e-shopping intention with the p value is less than 0.05 while p value of website design is greater than 0.05 (p=0.063) and found to be not significantly related to e-shopping intention. Based on Table 4.13, an equation developed as the following:

E-Shopping Intention = 0.552 + 0.205 (Privacy/ Security) + 0.243 (Customer Service) + 0.209 (Atmospheric/ Experiential) + 0.125 (Website Design)

Customer service obtained the highest Beta value of 0.204 as the strongest independent variable that have direct influence on e-shopping intention and followed by atmospheric/ experiential and privacy/ security. H6 were supported by the results which proved that there is a significant relationship between e-shopping quality dimensions (privacy/ security, customer service and atmospheric/ experiential) except for website design (p=0.063) which is insignificant to e-shopping intention on online apparel retailing.

5.1.6 Linear Regression Analysis

Linear regression analysis is used to examine the significant relationship between e-shopping satisfaction and e-shopping intention. According to Table 4.14, 38.2% (R^2 is 0.382) variance of e-shopping intention has been explained by mediator (e-shopping satisfaction). Based on Table 4.16, linear equation can be formed as:

E-Shopping Intention = 0.556 + 0.773 (E-Shopping Satisfaction)

Overall, H5 was supported with significant level of p value 0.000 which is less than 0.05.

5.2 Discussions of Major Findings

Table 5.1: Summary of Research Objectives, Hypothesis and Results

Research Objectives	Hypothesis	Sig P	Results
To examine the privacy/ security and e-shopping satisfaction on online apparel retailing.	H1: There is significant relationship between privacy/ security and e-shopping satisfaction on online apparel retailing.	p=0.000	Supported
To examine the website design and e-shopping satisfaction on online apparel retailing.	H2: There is significant relationship between website design and e-shopping satisfaction on online apparel retailing.	p=0.000	Supported

To examine the customer service and e-shopping satisfaction on online apparel retailing.	H3: There is significant relationship between customer service and e-shopping satisfaction on online apparel retailing.	p=0.416	Not Supported
To examine the atmospheric and e-shopping satisfaction on online apparel retailing.	H4: There is significant relationship between atmospheric and e-shopping satisfaction on online apparel retailing.	p=0.000	Supported
To examine the mediation effect of e-shopping satisfaction towards e-shopping intention.	H5: There is significant relationship between e-shopping satisfaction and e-shopping intention on online apparel retailing.	p=0.000	Supported
To examine the e-shopping quality dimensions and e-shopping intention on online apparel retailing.	H6: There is significant relationship between e-shopping quality dimensions and e-shopping intention on online apparel retailing.	Privacy/ Security = 0.001 Website Design = 0.063 Customer Service = 0.01 Atmospheric = 0.000	Overall Supported Except Website Design Has Insignificant Value

Coefficients are significant at p value is less than 0.05

Source: Developed for research

5.2.1 Privacy/ Security and E-Shopping Satisfaction

Research Objective: To examine privacy/ security and e-shopping satisfaction on online apparel retailing.

Research Question: Does privacy/ security influence e-shopping satisfaction on online apparel retailing?

H_1: There is a significant relationship between privacy/ security and e-shopping satisfaction on online apparel retailing.

Based on the results obtained from multiple regression analysis, p value for privacy/ security towards e-shopping satisfaction was less than 0.05 (p=0.000). Thus, hypothesis (H_1) is accepted as there is a significant relationship between privacy/ security and e-shopping satisfaction. For privacy/ security, the result was consistent with the findings from Kim and Kim (2010) which indicated privacy/ security significantly contributing to the consumers' online shopping satisfaction but it is contradicted with the study of Ha and Stoel (2012) which found that privacy/ security was not significant to e-shopping satisfaction.

According to Kim and Kim (2010), consumers were afraid on the misuse of personal information and fraud of credit card transaction even though they were high frequency online shoppers. Therefore, consumers were always sensitive and concerned on safety of credit card and personal details during online transaction (Francis, 2009).

In this research based on the results obtained, it indicated that privacy/ security is the second most important predictor to the consumers' e-shopping satisfaction on online apparel retailing. As a conclusion, most of the consumers are alert and sensitive to privacy/ security issues due to the fear of misuse of personal information and fraud of

credit card transaction into illegal or crime activities. Hence, the hypothesis (H_1) and research objective is achieved and answered the research question.

5.2.2 Website Design and E-Shopping Satisfaction

Research Objective: To examine website design and e-shopping satisfaction on online apparel retailing.

Research Question: Does website design influence e-shopping satisfaction on online apparel retailing?

H_2: There is a significant relationship between website design and e-shopping satisfaction on online apparel retailing.

According to the results obtained from multiple regression analysis, p value for website design towards e-shopping satisfaction was less than 0.05 (p=0.000). Therefore, hypothesis (H_2) is accepted as there is a significant relationship between website design and e-shopping satisfaction. For website design, the result was consistent with the findings from Ha and Stoel (2012) which indicated website design significantly contributing to the consumers' e-shopping satisfaction. Consumers always prefer to purchase through a well-organized website with freely available information which allow consumers to easily compare products to make a good choice (Wolfinbarger & Gilly, 2001; Cristobal et al., 2007). Furthermore, in another study by Kim, Kim and Lennon (2011) stated that a poor website design may lead to the risk those consumers dissatisfied and exit the website without any purchase.

In this study, website design is least important factor that influences the consumers' e-shopping satisfaction. Overall result indicated website design has least effect on e-shopping satisfaction, but online apparel retailers should not underestimate the importance of website design. Online apparel retailers still need to pay attention on

the website design elements. Therefore, the hypothesis (H$_2$) and research objective is achieved meanwhile research question has been answered.

5.2.3 Customer Service and E-Shopping Satisfaction

Research Objective: To examine customer service and e-shopping satisfaction on online apparel retailing.

Research Question: Does customer service influence e-shopping satisfaction on online apparel retailing?

H$_3$: There is a significant relationship between customer service and e-shopping satisfaction on online apparel retailing.

In this study, p value of customer service is greater than 0.05 (p=0.416) therefore hypothesis (H$_3$) is rejected as there is no significant relationship between customer service and e-shopping satisfaction on online apparel retailing. This result was consistent with the previous study of Ha and Stoel (2012) as customer service also does not show any significant influence on e-shopping satisfaction.

The findings of this study might indicate the emotion or response (satisfaction level) of respondents not really affected by the customer service. Although the results of this study indicated customer service had no significant influence or affect on consumers' response (e-shopping satisfaction), customer service possibly has the influence on consumers' shopping behavior. Online apparel retailers should not underestimate and still need to be alert on customer service element. As a conclusion, the results obtained from the findings unable to answer the research question and research objective meanwhile hypothesis (H$_3$) is rejected.

5.2.4 Atmospheric/ Experiential and E-Shopping Satisfaction

Research Objective: To examine atmospheric/ experiential and e-shopping satisfaction on online apparel retailing.

Research Question: Does atmospheric/ experiential influence e-shopping satisfaction on online apparel retailing?

H_4: There is a significant relationship between atmospheric/ experiential and e-shopping satisfaction on online apparel retailing.

Based on the results obtained from multiple regression analysis, p value for atmospheric/ experiential towards e-shopping satisfaction was less than 0.05 (p=0.000) and results indicated atmospheric/ experiential is the most important factor to influence the consumers' e-shopping satisfaction. Therefore, hypothesis (H_4) is accepted as there is a significant relationship between atmospheric and e-shopping satisfaction on online apparel retailing. The result is consistent with the study of Ha and Stoel (2012) as the atmospheric/ experiential significantly contributing to e-shopping satisfaction.

Childers et al. (2001) also stated that atmospheric/ experiential features able to generate the feeling of excitement and fun therefore considered as strong factor to influence consumer response (e-shopping satisfaction) especially for those hedonic website such as apparel website. Ha and Stoel (2012) noticed that atmospheric/ experiential dimension played an important role on customers' evaluations of the online store. As a conclusion, results of this study indicate that atmospheric/ experiential has the strongest influence on consumers' emotion or response (satisfaction). Hence, the hypothesis (H_4) and research objective is achieved thus answered the research question.

5.2.5 E-Shopping Satisfaction and E-Shopping Intention

Research Objective: To examine mediation effect of e-shopping satisfaction towards e-shopping intention.

Research Question: Does e-shopping satisfaction mediate e-shopping quality dimensions (privacy/ security, website design, customer service and atmospheric/ experiential) and e-shopping intention?

H_5: There is a significant relationship between e-shopping satisfaction and e-shopping intention on online apparel retailing.

The results obtained from linear regression analysis indicated that p value for e-shopping satisfaction towards e-shopping intention was less than 0.05 (p=0.000). Thus, hypothesis (H_5) is accepted as there is a significant relationship between e-shopping satisfaction and e-shopping intention on online apparel retailing. Similar with the earlier study of Ha and Stoel (2012), the results of this study support Oliver's (1997) quality – satisfaction – behavioral intention link model on the online apparel retailing.

Based on this research findings, e-shopping quality dimensions (privacy/ security, website design and atmospheric/ experiential) affected e-shopping intention through e-shopping satisfaction. However, customer service played an insignificant role in affecting e-shopping intention through e-shopping satisfaction. The findings of this study also indicated that e-shopping satisfaction played as mediating role between e-shopping quality dimension and e-shopping intention. Moreover, the findings further supported by Lee and Lin's (2005) study which found a positive relationship among overall quality dimensions, customer satisfaction and purchase intention on an online store. As a conclusion, maximizing consumers' e-shopping satisfaction is essential which will be able to increase consumers' e-shopping intention. Therefore, online apparel retailers should always aware on the most contributing factors to the

consumers' e-shopping satisfaction in order to increase consumers online shopping intention. Overall, the hypothesis (H_5) and research objective is achieved and the research question has been answered.

5.2.6 E-Shopping Quality Dimensions and E-Shopping Intention

Research Objective: To examine e-shopping quality dimensions and e-shopping intention on online apparel retailing

Research Question: Do e-shopping quality dimensions play a role towards consumer online apparel shopping behavior?

H_6: There is a significant relationship between e-shopping quality dimensions and e-shopping intention on online apparel retailing.

Multiple regression analysis between e-shopping quality dimensions (privacy/ security, website design, customer service and atmospheric) and e-shopping intention and found that the p value was less than 0.05 (p=0.000) which proved the hypothesis (H_6) is accepted as there is a significant relationship between e-shopping quality dimensions and e-shopping intention on online apparel retailing.

Furthermore among the variables of e-shopping quality dimensions, it was found that privacy/ security (p=0.001), customer service (p=0.001) and atmospheric (p=0.000) was significantly related to e-shopping intention while p value of website design is greater than 0.05 (p=0.063).Additionally, the results also showed that privacy/ security and customer service significantly related to e-shopping intention were consistent with the earlier study of Ha and Stoel (2012). However, the findings of atmospheric/ experiential is contradicted with the study of Ha and Stoel (2012) who found that atmospheric/ experiential has the insignificant value to e-shopping intention.

Although the results showed that e-shopping quality dimensions (privacy/ security, customer service and atmospheric/ experiential) had the significant direct influence on e-shopping intention, but the variance (29.4%) is much lower compared to the variance of e-shopping quality dimensions towards e-shopping satisfaction (50.2%) and e-shopping satisfaction towards e-shopping intention (38.2%). As overall, the results of this study supported Oliver's (1997) quality – satisfaction – behavioral intention link model in which e-shopping quality dimensions influence e-shopping satisfaction and in turn contributes to e-shopping intention. Thus, the hypothesis (H_6) and research objective is achieved and the research question has been answered.

5.3 Implications of the Study

In order to gain online market share, it is important to understand the factors influence consumers' e-shopping satisfaction that contribute to e-shopping intention. This research study tried to provide depth measurement and understand the antecedents of e-shopping quality dimensions towards e-shopping outcome (e-shopping satisfaction and e-shopping intention) on online apparel retailing. Based on the research findings, several implications will be provided for online apparel marketers.

5.3.1 Implications for Online Apparel Marketers

This research study has suggested the following implications for online apparel marketers. Firstly, this study suggested online apparel marketers should enhance their marketing strategy in terms of privacy/ security and atmospheric/ experiential because the results indicated that privacy/ security and atmospheric had the significant relationship towards consumers' e-shopping satisfaction and also had the direct impact on consumers' e-shopping intention. Online apparel marketers should targeting on hedonic dominant aspects, create the high quality of website content in order to generate fun and excitement to online consumers since atmospheric/

experiential has the most important factor to influence e-shopping satisfaction and e-shopping intention (Ha & Stoel, 2012). Meanwhile, online consumers very sensitive on fraud of transaction and misuse of personal information issues therefore enhancement of online security systems is essential in order to protect privacy of personal information and safety of transaction.

Second, website design cannot be underestimated although it has the least impact on e-shopping satisfaction. Website design is an important instrument to provide consumers ease of use and usefulness during online transaction processes (Lee & Lin, 2005). Online apparel marketers still need to always pay attention to ensure website design is readable and tidy, easy to locate information and have clear product information. Third, customer service cannot be ignored although insignificantly related to e-shopping satisfaction. Customer service still consider play an important role because it has direct influence on consumers' online shopping intention therefore online apparel marketers still need to ensure customer service provided is able to meet the expectation of customers.

5.4 Limitation of Study

There were some limitations have been discovered and identified in order to ensure quality improvement of the future research. First, the samples size obtained from respondents may not be representative of the general population of online apparel shoppers. Most of the respondents in this study were Chinese compare to other ethnic group. Thus, analytical results presented here may tend to be bias to certain ethnic group. Apart from that, the results accomplished by using single segment of retail industry only which focused on online apparel industry. It is unclear whether the analytical results can generalized to other areas of retailing such as service or other product categories. Hence, caution should be noted if apply the results to other areas of retailing.

Third, the measurement instrument constructed might be the limitation in this study. The consumers' e-shopping satisfaction is not explained completely by the e-shopping quality dimensions (privacy/ security, website design, customer service and atmospheric/ experiential) which the variance only carried 50.2% and there is another 49.8% variance of e-shopping satisfaction unexplained by the e-shopping quality dimensions. Thus, it is possible there are more predictors of e-shopping quality that able to explain the undiscovered e-shopping satisfaction.

5.5 Future Studies

Several suggestions and recommendations can be included for future research study. Through this research, it is able to provide an in-depth understanding on contribution of e-shopping quality dimensions to measure e-shopping outcome (e-shopping satisfaction and e-shopping intention).

First, select the sample more representative of the population thus able to provide macro view of entire Malaysian online shopping behavior. Second, there is only 50.2% of the e-shopping satisfaction explained by the e-shopping quality dimensions and 38.2% of e-shopping intention explained by e-shopping satisfaction. Therefore, future research might consider developing and discovering more factors or predictors and antecedents to allow richer coverage of e-shopping quality dimensions, e-shopping satisfaction and e-shopping intention. Moreover, future research may replicate and elaborate more scale measurement of e-shopping quality dimensions, e-shopping satisfaction and e-shopping intention to observe different findings across different culture, ethnicity and cover more segment of retail industry.

5.6 Conclusion

This study was conducted to provide in-depth investigation on factors that influence consumers' e-shopping outcome (e-shopping satisfaction and e-shopping intention) on online apparel retailing. This research project had achieved the objectives to identify the variables or predictors of e-shopping quality and examine the relationship towards e-shopping outcomes (e-shopping satisfaction and e-shopping intention). Through the analytical results, it indicated that e-shopping quality dimension (privacy/ security, website design and atmospheric/ experiential) had significantly affect e-shopping intention through e-shopping satisfaction except for customer service had been found insignificant to e-shopping satisfaction. Therefore, the findings of this this study is supported Oliver's (1997) quality - satisfaction – behavioral intention link model. Meanwhile, findings of this study also indicated that privacy/ security, customer service and atmospheric/ experiential had direct relationship to e-shopping intention.

As a conclusion, the outcome of this research project indicated that atmospheric/ experiential is the most important factor to influence e-shopping outcome (e-shopping intention) via e-shopping satisfaction to the hedonic dominant website such as apparel website. Although atmospheric/ experiential has the strongest impact on e-shopping outcome (e-shopping satisfaction), other factors such as privacy/ security, website design and customer service should not be underestimated. In addition, implication, limitation and recommendations for future studies have been provided in this study as a guideline for online retailers to develop innovative online marketing strategy and reference for future research to find out more coverage of e-shopping quality dimensions across the different retail segment, culture and ethnic.

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APPENDIX A

RESEARCH QUESTIONNAIRE

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT

Research Topic: Factors Affecting Online Shopping of Purchasing Apparels among
                Young Adults

Dear participant,

I am a postgraduate student of Master of Business Administration at Universiti Tunku
Abdul Rahaman (UTAR). I am currently conducting a research project as a part of
the requirement to complete my master program. The aim of this research is to
examine e-shopping quality dimensions on online apparel retailing and it relationship
on e-shopping satisfaction and e-shopping intention.

Your cooperation and support is needed to complete the questionnaire, which takes
about 15 minutes. No information that identifies you personally will be revealed.
Your participation will be anonymous and all the information will be kept
confidential and for academic purpose only.

We hope that you will find completing the questionnaire enjoyable. If you have any
questions or would like to have further information regarding this research study,
please do not hesitate to reach us at the contact given below.

Thank you once again for your precious time and assistance.

Yours faithfully,

NAME	ID	CONTACT NO.
CHONG HUI TEING	09UKM07177	012-6243122

_____

Part A: Demographic Information

(Please tick **only one answer** in the relevant box for each of the following statements)

1. Have you ever purchased any apparel from apparel online stores?
   - ☐ Yes
   - ☐ No **(Thank You for Your Participation, Please Return The Questionnaire)**

2. Gender:
   - ☐ Male
   - ☐ Female

3. Age group :
   - ☐ Below 20 years old
   - ☐ 20 – 29 years old   ☐ 40 – 49 years old
   - ☐ 30 – 39 years old   ☐ 50 years old and above

4. Race:
   - ☐ Chinese
   - ☐ Indian
   - ☐ Malay
   - ☐ If others, please specify:_____

5. Highest education attained:
   - ☐ Primary   ☐ Post Graduate Degree
   - ☐ Secondary   ☐ Professional Qualifications
   - ☐ Diploma   ☐ If other, please specify_____
   - ☐ Under Graduate Degree

6. Monthly salary
   - ☐ Below RM 1000
   - ☐ RM 1000 – RM 1,999
   - ☐ RM 2000 – RM 2,999
   - ☐ RM 3,000 – RM3,999
   - ☐ Above RM4,000

_____

Part B: Factor Affecting E-Shopping Satisfaction towards Online Apparel Retailing

Please indicate how strong you agree or disagree to each statement by placing a circle from 1 (Strongly Disagree) to 5 (Strongly Agree), where:

1	2	3	4	5
Strongly Disagree (SD)	**Disagree (D)**	**Neutral (N)**	**Agree (A)**	**Strongly Agree (SA)**

Privacy/ Security	SD	D	N	A	SA
1. I feel like my privacy is protected at this site.	1	2	3	4	5
2. I feel safe in my transactions with this website.	1	2	3	4	5
3. I feel I can trust this website.	1	2	3	4	5
4. The website has adequate security features.	1	2	3	4	5
5. The company behind the site is reputable.	1	2	3	4	5

Website Design	SD	D	N	A	SA
1. The site does not waste my time.	1	2	3	4	5
2. I can go to exactly what I want quickly.	1	2	3	4	5
3. The organization and layout of the web site facilities searching for products.	1	2	3	4	5

Customer Service	SD	D	N	A	SA
1. The company is ready and willing to respond to customer needs.	1	2	3	4	5
2. The website has reasonable shipping and handling costs.	1	2	3	4	5
3. Customer service personnel are always willing to help you.	1	2	3	4	5
4. Inquiries are answered promptly.	1	2	3	4	5

_____

Atmospheric/ Experiential	SD	D	N	A	SA
1. It is really fun to shop at this website.	1	2	3	4	5
2. The site almost says, "come in and shop".	1	2	3	4	5

Part C: E-Shopping Satisfaction and E-Shopping Intention

Please indicate how strongly you agree or disagree to each statement by placing a circle from 1 (Strongly Disagree) to 5 (Strongly Agree), where:

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

E-Shopping Satisfaction	SD	D	N	A	SA
1. My choice to shop using the website is a wise idea.	1	2	3	4	5
2. I am satisfied with my decision to shop this website.	1	2	3	4	5
3. I have really enjoyed shopping from this website.	1	2	3	4	5

E-Shopping Intention	SD	D	N	A	SA
1. I intend to use the internet frequently to shop for apparel.	1	2	3	4	5
2. I intend to use the internet whenever appropriate to do apparel shopping.	1	2	3	4	5

"Thank you for your participation. All response will be kept private and confidential."

APPENDIX B

APPENDIX B1: PILOT TEST ON PRIVACY/ SECURITY

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
16.93	16.202	4.025	5

Reliability Statistics

Cronbach's Alpha	N of Items
.860	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel like my privacy is protected at this site.	13.60	10.731	.725	.819
I feel safe in my transactions with this website.	13.63	9.826	.762	.808
I feel I can trust this website.	13.43	10.668	.803	.803
The website has adequate security features.	13.47	10.740	.746	.815
The company behind the site is reputable.	13.60	11.697	.421	.901

APPENDIX B2: PILOT TEST ON WEBSITE DESIGN

Case Processing Summary

		N	%
	Valid	30	100.0
Cases	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
11.13	5.706	2.389	3

Reliability Statistics

Cronbach's Alpha	N of Items
.883	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The site does not waste my time.	7.33	2.713	.756	.849
I can go to exactly what I want quickly.	7.43	2.461	.782	.830
The organization and layout of the web site facilities searching for products.	7.50	2.879	.792	.824

APPENDIX B3: PILOT TEST ON CUSTOMER SERVICE

Case Processing Summary

		N	%
	Valid	30	100.0
Cases	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the
procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.40	10.317	3.212	4

Reliability Statistics

Cronbach's Alpha	N of Items
.795	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The company is ready and willing to respond to customer needs.	10.10	5.266	.740	.670
The website has reasonable shipping and handling costs.	9.83	7.937	.409	.826
Customer service personnel are always willing to help you.	10.03	6.240	.616	.739
Inquiries are answered promptly.	10.23	5.357	.686	.702

APPENDIX B4: PILOT TEST ON ATMOSPHERIC/ EXPERIENTIAL

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.17	2.971	1.724	2

Reliability Statistics

Cronbach's Alpha	N of Items
.706	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
It is really fun to shop at this website.	3.30	1.252	.572	.
The site almost says, ¡°come in and shop¡±.	3.87	.671	.572	.

APPENDIX B5: PILOT TEST ON E-SHOPPING SASTISFACTION

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.63	4.447	2.109	3

Reliability Statistics

Cronbach's Alpha	N of Items
.825	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
My choice to shop using the website is a wise idea.	7.03	1.895	.773	.660
I am satisfied with my decision to shop this website.	7.17	2.282	.667	.774
I have really enjoyed shopping from this website.	7.07	2.271	.612	.826

APPENDIX B6: PILOT TEST ON E-SHOPPING INTENTION

Case Processing Summary

		N	%
	Valid	30	100.0
Cases	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.00	3.586	1.894	2

Reliability Statistics

Cronbach's Alpha	N of Items
.847	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to use the internet frequently to shop for apparel.	3.03	1.137	.739	.
I intend to use the internet whenever appropriate to do apparel shopping.	2.97	.930	.739	.

APPENDIX C

APPENDIX C1: RELIABILITY TEST ON PRIVACY/ SECURITY

Case Processing Summary

		N	%
	Valid	384	100.0
Cases	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the
procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
17.23	16.237	4.030	5

Reliability Statistics

Cronbach's Alpha	N of Items
.902	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I feel like my privacy is protected at this site.	13.80	10.972	.692	.894
I feel safe in my transactions with this website.	13.83	10.184	.832	.864
I feel I can trust this website.	13.72	10.197	.824	.865
The website has adequate security features.	13.76	10.617	.797	.872
The company behind the site is reputable.	13.84	11.260	.641	.905

APPENDIX C2: RELIABILITY TEST ON WEBSITE DESIGN

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.75	5.311	2.304	3

Reliability Statistics

Cronbach's Alpha	N of Items
.825	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The site does not waste my time.	7.15	2.555	.646	.795
I can go to exactly what I want quickly.	7.19	2.377	.752	.684
The organization and layout of the web site facilities searching for products.	7.16	2.769	.650	.788

APPENDIX C3: RELIABILITY TEST ON CUSTOMER SERVICE

Case Processing Summary

		N	%
	Valid	384	100.0
Cases	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the
procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.79	9.425	3.070	4

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The company is ready and willing to respond to customer needs.	10.37	5.356	.730	.772
The website has reasonable shipping and handling costs.	10.21	6.402	.550	.847
Customer service personnel are always willing to help you.	10.35	5.304	.696	.788
Inquiries are answered promptly.	10.44	5.275	.725	.774

APPENDIX C4: RELIABILITY TEST ON ATMOSPHERIC/ EXPERIENTIAL

Case Processing Summary

		N	%
	Valid	384	100.0
Cases	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the
procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
7.24	3.004	1.733	2

Reliability Statistics

Cronbach's Alpha	N of Items
.838	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
It is really fun to shop at this website.	3.55	1.000	.729	.
The site almost says, ¡°come in and shop¡±.	3.70	.745	.729	.

APPENDIX C5: RELIABILITY TEST ON E-SHOPPING SATISFACTION

Case Processing Summary

		N	%
	Valid	384	100.0
Cases	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10.65	4.787	2.188	3

Reliability Statistics

Cronbach's Alpha	N of Items
.875	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
My choice to shop using the website is a wise idea.	7.09	2.043	.792	.796
I am satisfied with my decision to shop this website.	7.06	2.377	.754	.830
I have really enjoyed shopping from this website.	7.14	2.361	.740	.841

APPENDIX C6: RELIABILITY TEST ON E-SHOPPING INTENTION

Case Processing Summary

		N	%
Cases	Valid	384	100.0
	Excluded[a]	0	.0
	Total	384	100.0

a. Listwise deletion based on all variables in the procedure.

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6.60	3.326	1.824	2

Reliability Statistics

Cronbach's Alpha	N of Items
.862	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to use the internet frequently to shop for apparel.	3.32	.923	.757	.
I intend to use the internet whenever appropriate to do apparel shopping.	3.28	.970	.757	.