FACTORS INFLUENCING YOUNG ADULTS SWITCHING FROM BRICK-AND-MORTAR TO ONLINE SHOPPING IN APPAREL INDUSTRY IN MALAYSIA

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We hereby declare that:

(1) This undergraduate research project is the end result of our 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) Equal contribution has been made by each group member in completing the research project.

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DEDICATION

This research project is dedicated to our beloved supervisors. Mr. Choy Johnn Yee who guided, assisted and led us all the way in the process of this study.

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PREFACE

This research is accomplished as a completion of Bachelor of Marketing (HONS) Final Year Project (FYP) in Universiti Tunku Abdul Rahman (UTAR). This research title is “Factors Influencing Young Adults Switching from Brick-and-mortar to Online Stores when Buying Apparel. This research is focus on investigating the reason that makes customer to switch from physical stores to online stores when buying apparel. In Malaysia, online shopping is increasing in its popularity among young adults when buying apparel.

Therefore, online sellers need to understand the factors that drive customers to change shopping channel and have a better insight of customers need and develop better marketing efforts to attract more customers to shop at their online stores while brick-and-mortar needs to figure out the reason of why customers refuse to shop at physical stores instead of online shopping.
ABSTRACT

With the development of technology era, shopping behaviour of consumers has changed accordingly trend as well. This shows that consumer’s purchase behaviours are changing due to the revolution of digital. There is no doubt that digital is growing and it is certainly affecting in-store purchases. Thus, products that were previously thought to be exclusive in offline store are becoming online such as apparel products. Therefore, this research aims to identify factors that influencing young adults switching from brick-and-mortar to online store. The switching behaviour from brick and mortar to online store of apparel industry are according on hedonic belief (HB), utilitarian belief (UB), normative belief (NB), perceived risk (PR) and facilitating condition (FC) in view of the Theory of Planned Behavior (TPB). Follow by sampling instrument which is self-administrative questionnaire was used to collect data from 245 respondents through social media platform who were the young adult online shopper for apparel in past six month in Malaysia. On the other hand, Descriptive and inferential analysis will be used for data analysis in this research. In addition, factors that influencing young adults switching from brick-and-mortar to online store are estimated to show significant influence in this research. In short, the results of this study will be beneficial to managerial and academician’s researchers due to they are able to verify the determinants affecting the channel switching behaviour among young adult in Malaysia in apparel industry.
CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

Nowadays, online shopping is increasing in its popularity due to the factor of bringing convenience where customers can reduce their searching efforts and online shopping offers wider selection and excellent quality of products as compared to physical store that has only limited choices provided (Tsang, 2017). Furthermore, Sidhu (2017) revealed that online retailers had successfully change the habit of customers buying their desired items to a more comfortable way and causing the frequency of visitation to physical store dropped to under 80%. Not only this, according to The Wall Street Journal, a survey carried out by United Parcel Service where the 5330 respondents are online shoppers who purchase at least 2 times in 3 months in 2016 indicates that 42% of them prefer browsing and buying online while only 16% of them chose to do shopping in the physical stores (Stevens, 2016).

On the other hand, Sidhu (2017) claims that Malaysia had become the fast-growing e-business in South East Asia because the growth in sales that surpass 100% in 2016 had caused a threat to traditional retail store as numerous of outlets are facing difficulties in finding tenants to fill up the shop lot space. A traditional retail store is also known as brick and mortar can be referred to as in-store retailing, offline shop or in-store retailing. It allows customer drive to and enters physically to see, touch and purchase merchandise (Clyde Philip, Amy, Tom, & Paul, 2015). However, based on the research of Sara Hansson and Linnéa Andersson (2014) had stated that biggest problems and challenges companies within the apparel sector are facing is the increasing demand due to e.g. the technological developments and changes in the behaviour of consumers.
As stated by Sara Hansson and Linnéa Andersson (2014), more and more shoppers would prefer to shop online to reduce the effort to the retail store when buying apparel. The apparel industry in other word also known as clothing, garment or fashion industry which defined by Apparel Industry (2003-2008). In Malaysia, a survey conducted by 11street with 3507 respondents, it showed that more than 80% of the respondents have chosen to shop online and it revealed that the product category of Fashion and Beauty was ranked as the 1st product category purchased by Malaysia online shoppers in 2016 and 2017 (Chan, 2016).

Not only that, The Statistics Portal (2017) also shows that the fashion apparel industry is the market’s largest segment in Malaysia with a market volume of US$110m in 2018. Moreover, according to the survey conducted by Shopee from 7500 online shoppers in Malaysia, most of the online shoppers in Malaysia are made up of young adults and they participate more in online sales and campaigns (Milo, 2017). Furthermore, in Malaysia, young adults are having active Internet usage and more than 2 hours of average spending time on the Internet (Alam, Bakar, Ismail, & Ahsan, 2008). Muda, Mohd and Hassan (2016) revealed that young adults made up the largest population of Internet user in Malaysia and have occupied 40% of the population in Malaysia. Thus, it can be concluded that young adults are more likely to purchase from online sellers because they have perceived the benefits and usability of online shopping which makes them satisfied with their online shopping experience.

1.2 Problem Statement

The evolution of technology is threatening offline stores due to it inspires shoppers to approach online stores. Online retailing and mobile commerce is forecast to be the fastest growing retail channel in year 2020 (PricewaterhouseCoopers, 2012). Based on KPMG (2017), within a short time, consumers will likely to experience
Augmented Reality (AR) and Virtual Reality (VR) while try on an interact with any interested purchases. At the same time, AR is offering the current retailers the chances to transform the way they interact with their consumer. According to Statista (2017), the total number of active VR users worldwide is raise from 43 million in year 2016 to 90 million in 2017 and following years as well. Moreover, the forecast of active users who is going to use VR is predicted will reach 171 million by 2018 (Statista, 2017). On 11st November 2017 also knows as Singles Day in China, Alibaba had taken the opportunity in running test of VR shopping’s responses. Alibaba’s BUY+ was offered products from six different retailers and combined them into a Virtual mall. At the same time, Alibaba’s customers could experience an Augmented Reality (AR) game to follow a cartoon cat around while allow customers to unlock virtual items which need to pay by real money (Arguinbaev & Marat, 2017). Furthermore, as evidence, Hennes & Mauritz (H&M) had stated that the company will close down more physical stores due to the sales of physical stores were decrease as much as 33% drop in the fourth quarter of the year in 2017 and rely more on online website store due to more and more customers going for online for apparel (Wahba, 2018). Hence, H&M had found a way out in increasing their sales by entering the China leading e-marketplace which is Tmall by selling items later this year (Wahba, 2018).

Advancement in technology has created more possibility and able to provide a more flexible and comfortable shopping experience to online shoppers as compared to shopping experience at physical store (Jiang, Yang, & Jun, 2013). By shopping online, online shoppers can easily access to the availability of information about the apparel online, making comparison with other sellers about the product or service review before make any purchases, this shows that customers are able to access and enjoy online shopping at anytime and anywhere with the door-step delivery service provided (Wei, Lee, & Shen, 2018). Wei, Lee and Shen, (2018) also stated that online customers’ insecurity and doubt can be strengthened or reduced by the variety of options and availability of information online, thus PR towards online shopping will be reduced. Beside, people who regularly deal with their friends and family is more acceptable to their guidance to increase their social acceptance.
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Thus, consumer will not only using the retailer’s website but also the social network platform to reach out with other consumer as one means of word of mouth when shopping online for apparel for social acceptance. (Sookhyun Kim, Jiyoung Park, & Yuri Lee, 2013). Thus, online shopping allow customers to compare selling price easily and choose their desirable price which leads to channel switching (Chiang & Dholakia, 2003; Clemes, Gan, & Zhang, 2014).

1.3 Research Objective

1.3.1 General Objectives

The root research objective is to investigate the factors that influencing young adults to switch from brick-and-mortar to online stores when buying apparel.

1.3.2 Specific Objectives

1. To study how HB influence young adults to switch from brick-and-mortar to online stores when buying apparel.

2. To study how UB influence young adults to switch from brick-and-mortar to online stores when buying apparel.

3. To study how NB influence young adults to switch from brick-and-mortar to online stores when buying apparel.
4. To study how PR influence young adults to switch from brick-and-mortar to online stores when buying apparel.

5. To study how FC influence young adults to switch from brick-and-mortar to online stores when buying apparel.

1.4 Research Questions

Which factors that influence the most on young adult to switch from brick-and-mortar to online stores when buying apparel?

1. How do HB influence young adults to switch from brick-and-mortar to online stores when buying apparel?

2. How do UB influence young adults to switch from brick-and-mortar to online stores when buying apparel?

3. How do NB influence young adults to switch from brick-and-mortar to online stores when buying apparel?

4. How do PR influence young adults to switch from brick-and-mortar to online stores when buying apparel?

5. How do FC influence young adults to switch from brick-and-mortar to online stores when buying apparel?

1.5 Hypotheses of the Study

1. HB are positively influencing young adults switching from brick and mortar to online stores when buying apparel.
2. UB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

3. NB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

4. PR are negatively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

5. FC are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

1.6 Research Significance

This study able to contribute marketing ideas for marketer in apparel industry in terms of providing relevant knowledge and information for them to better understand the target customer in choosing the right channel for them when they doing the purchasing. Hence they could have better understanding about the target customer why they choosing online store instead of going physical store and using these factor to come out or implement marketing strategic to attract the target customer to emphasize more on online store instead of physical store on their e-commerce business. Beside this, it is crucial for the business that doing physical retail store to know why the customer is going to online store instead of retail store when purchasing the apparel product. Hence, the firm and business that doing physical store in apparel industry can further enhancement of their current business operation in physical store to keep the customer shop in their store outlet.
1.7 Conclusion

In summary, chapter one explained the background of this research of switching behaviour of young adults in buying apparel in Malaysia. Moreover, this chapter also discuss the problem in apparel industry that causes the young adults to switch channel from brick-and-mortar.
CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter 2 had included the documentation of a literature review of relevant journals article and past studies from secondary sources. A discussion about explanation of the theory model had been adapt, the variables in this study including IVs and DV.

2.1 Review of Relevant Conceptual Model

2.1.1 Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a framework that widely used by researcher for understanding, predicting and changing human intention and behaviour (Ajzen, 2012). Behavioural intentions (BI) is defined as the motivation that needed to perform a behaviour, reflecting an individual decision to do an action, as well as the degree of an individual are will to try to behave is that way (Icek, 1980). According to the theory, attitude (AT), subjective norm (SN), and perceived behavioural control (PBC) are the component of the function of BI and BI are directly affecting the behaviour of an individual. (Ajzen, 2012)
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Figure 2.1: Model of Theory of Planned Behavior


AT is referring to the individual how evaluate some object in a likeable or unlikeable manner (Katz, 1960). The subjective values of the object’s attributes in interaction are affecting an overall individual AT. However, individual may have many different beliefs towards that particular object, but it is assumed that the belief which are readily accessible in their memory and it influence the AT at a given moment (Ajzen, 2012).

An individual’s viewpoint of the social pressure from the people surrounding to act or not to act the particular behaviour can be refer as SN (Ajzen, 2012). SN can be directly influence and put pressure on that individual to act the behaviour. Thus, a conclusion had been made that SN of an individual is relying on their viewpoint on the minds of significant of others people surrounding for example, friends and family on the particular behaviour (Tan, 2015).

From the developer of TPB, Icek Ajzen, the PBC is the extent to which an individual believe that they are capable, able to control and acting a particular behaviour. PBC can be directly or indirectly affect the behaviour
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel of an individual (Pookulangara, 2008). An assumption had made that and an individual action or confidence is acting a particular behaviour in question dramatically affecting the behaviour while explain the direct relationship between PBC and behaviour.

### 2.1.2 Decomposition of TPB

**Figure 2.2: Research Model for Channel Switching Behaviour**

![Research Model for Channel Switching Behaviour](source)

Source: Developed for research

In the conceptualization of consumer AT can be derived from two dimensional which is hedonic dimension and utilitarian dimension. Hedonic dimension is derived from the experience of an individual when using a particular product while the utilitarian are derived from the resulting
benefits of using particular product or service (Kevin E, Eric R, & Bianca Grohmann, 2003). In other research also shows that hedonic and utilitarian are the two components in the function of AT.

Normative belief (NB) is a belief that relies on the expectation of important people of an individual which will contribute in the SN (Ajzen, 2012). The salient belief is being considered as a determinant of an individual’s behaviour. Thus, the NB constitutes the underlying determinants of SN.

PBC is able to measure by the capability, controllability and the ability to act a behaviour (Ajzen, 2012). FC is referring to an individual’s viewpoint about an individual controllability over the behaviour (Venkatesh, Susan, Likoebe, & Bala, 2008). Thus, the PBC can be measure by questioning an individual’s ability to deal with a facilitating factors (Ajzen, 2002). In the research of Christopher J, Mark Conner, Justin Loach, & David Willett (2010) had mentioned PR of specific external inhibiting is related to PBC. Furthermore, perceived control has been used as a fundamental concept in studying on risk-taking behaviour (Loran F, Joop Van Der Pligt, & Frenk Van Harreveld, 2007). Thus, FC and PR is being used in this research as the determinants of PBC.
2.2 Literature Review of Variables

2.2.1 Switching Behaviour (SB)

Switching behaviour (SB) is defined by Akewensire (2014) as the way of consumers shift from one option to another alternatives option. In this research, SB is behaviour that a people shift from one retail channel to another retail channel which is from physical retail store to online retail store in the apparel industry. Customer are sensitive to the benefit and drawback of particular product or service and shift to the option which provide better satisfaction of customer that derived from the benefit and drawback of the option (Gourville, 2004). This could applying when the customer are changing the way when they buying the apparel product. The customer might change to the retail channel which can offered significantly better satisfaction than the channel that currently using.

2.2.2 Hedonic Beliefs (HB)

Back to the fourth century B.C., there was a Greek philosopher who called Aristippus, had studied where hedonic can achieve by maximize the sense of pleasure, and one’s happiness. Hedonic value is about feeling or sensation by consumers that brings out intangible aspects which are customer service, product identification, reputation, social interactions, and enjoyable experience as well (Holbrook, B., & Hirschman., 1982). In addition, consumers is chasing after benefits that able to create satisfaction and joy experience. Store environment or website is inspire uncountable imagination in consumers’ mind, thus it would increase the value of hedonic of an individual. Furthermore, it could reflect a person’s social status too.
since hedonic value is bringing emotionally satisfying shopping experience where lead to a more symbolic characteristics (Kim H.-S., 2005). In a more recent study point out that hedonism is enclosing around the entertainment and happiness values where can be refer through one’s online shopping experience (Park & Sullivan, 2009).

Store environment or website is inspire uncountable imagination in consumers’ mind, thus it would increase the value of hedonic of an individual.

### 2.2.3 Utilitarian Beliefs (UB)

Utilitarian dominance the greatest good is happiness and freedom from pain and suffering. Therefore, Babin, J., Darden, and Griffin. (1994) describe utilitarian as a person who is task-related and based on rational thinking. In fact, online shopper is becoming more experienced; they are looking for more utilitarian value from their shopping experience. Therefore, they are preferred online shopping due to utilitarian reason, based on the Wolfinbarger, Mary, & Gilly., (2001) studies. In the near future, Augmented Reality (AR) and Virtual Reality (VR) are the upcoming technology features in shopping behaviour (KPMG, 2017). Customer is allowed to touch the quality and know the actual measurement of apparel before purchase in the Virtual Market. By achieving utilitarian and hedonic experience can gain positive results and e-commerce success which based on the study of Jayawardhena, Chanaka, and Wright. (2009). Therefore, it is reasonable to expect that hedonic and utilitarian belief would also affect consumers in switching from offline to online shopping in apparel industry.
2.2.4 Normative Beliefs (NB)

A NB is being defined as beliefs of an individual which are going to be accepted or approved by the important people or people surrounding. People are intent to ask for their important people in their life and attaining the acceptance and decide whether the particular fashion is suitable or not (Fang, Eric, Ching-Ming, & Ming-Lin, 2017). Behaviour of an individual is drive by social factors (Bernheim, 1994). An individual is believe that most people who provide recommendation to them will motivated to comply think they should or shouldn’t act the behaviour according to social acceptance by others whether to do so or to avoid from acting the behaviour (Ajzen, 2012). Thus, a recommendation from others is being used as a consideration to encourage or approve them to act a particular behaviour through the message from either spoken or unspoken from the others people (Lueg & Finney, 2007).

2.2.5 Perceived Risks (PR)

Due to the definition defined by Peter and Ryan (1976), PR is a kind of anticipated costs; or possible losses of an individual when the individual is chasing a result that he or she wants (Featherman & Pavlou, 2003). Before making buying decisions on the Internet, the perceived risk of online customers is their usefulness and ease that being perceived regarding purchasing online (Li & Huang, 2009). According to the past research of Jacoby & Kaplan (1972), PR is found out to be financial, performance, physical, psychological, social, time and opportunity cost risk while based on the research made by Forsythe, Kim, and Petee (2002), Forsythe, M., and Shi. (2003), there are three types of risks that are assiciated with Internet
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

shopping: product performance risk, financial risk and time/convenience risk. The risk that is relevant to product’s quality, applicability and functionality of the products is called product risk; financial risk that is associated with the feel of insecurity of customers about the credit card information and usage and the hidden losses that may be experienced by customers (Kim, Ferrin, & Rao, 2008); while time/convenience risk is the risk that occurred during the time of online transaction may causes inconvenience and difficulty in placing and receiving order, finding appropriate online websites, image of products takes too long time to download (Forsythe, M., & Shi., 2003).

2.2.6 Facilitating conditions (FC)

Triandis (1979) states that the resources available that is required to participate in a behaviour is called facilitating conditions, such as time availability, financial resources, or the appropriate elements that is required to use the system (Venkatesh, Morris, Davis, & Davis, 2003). Thus, how a person recognise the ease or complication of carrying out a task is affected by the FC, therefore FC can be enablers or obstacle (Teo, 2010). Furthermore, in the point of view of Udo, Bagchi and Kirs (2010), FC are the level of a person in believing the use of technology is supported by the existing organization and technical infrastructure. Taylor and Todd (1995) established that FC are resources (time, money) and technology compatibility, including internet equipment (Lin, 2007) are resources that are needed when engaging in a behaviour. Therefore, facilitating conditions have the ability to influence the Internet shopping behaviour of online shoppers (Khalifa & Limayem, 2003).
2.3 Development of Research Framework

Based on the review of available relevant theories and literatures, we decided to use 5 predictors to determine the switching behaviour from brick and mortar to online store. Thus, a research framework are proposed as shown below.

![Proposed Research Framework]

Source: Developed For Research

2.4 Hypothesis Development

2.4.1 The relationship between the HB towards SB

HB are driven by the fun, pleasure or luxurious experienced by consumers and it is extremely important for marketers to develop different strategies in order to achieve the pleasant experience with consumers (Steg, Perlaviciute, Werff, & Lurvink, 2014). Over and above that, Sundstron, Balkow, Florhed,
Tjernstrom and Wadenfors (2013) prove that great deals and benefits being provided to online shoppers, for instance, free shipping, free returns and free refund are great influence of switching the behaviour of offline shoppers to buy online. All in all, the significance of hedonic values will positively affect consumers to do online shopping instead of shopping in store (Moon, et al., 2017).

**H1:** HB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

### 2.4.2 The relationship between the UB towards SB

Convenience, ease of use and searching for information and reviews of fashion brands being sold online is vital as it will directly affect the purchasing decision of consumers whether to remain purchasing in-store or switch to online shopping (Moon, et al., 2017). On the other hand, researchers illustrated that monetary savings are one of the motivation behind online shopping (Celebi, 2015). In addition, using online shopping lists engaged with integrated price tracking is beneficial for consumers when doing online shopping as notification will be sent to notify consumers if there are price reduction or special deals on-going (Drossos, Giaglis, Vlachos, Zamani, & Lekakos, 2013; Wolfinbarger & Gilly, 2001).

**H2:** UB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.
2.4.3 The relationship between the NB towards SB

Consumers will tend to generate discussions, communications, reviews and recommendations for a particular product or company, known as online Word-of-Mouth and it drive consumer to switch (Feng & Liu, 2017). To add on, when verbal exchange of positive information and benefits of online shopping, for instance, the convenience, efficiency alongside with zero fuss and distractions will positively increase the number of consumers to switch from in-store shopping to online shopping and vice versa (Lim, Osman, Salahuddin, Romle, & Abdullah, 2016). When positive word-of-mouth are being transferred from one to another, online shopping will be an excellent replacement of shopping-in-store (Maisam & Mahsa, 2016).

H3: NB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

2.4.4 The relationship between the PR towards SB

Kim and Lennon (2013) revealed that if online sellers are able to provide greater customer service to buyers, buyers’ PR will be reduced. More than that, customers willing to switch to online shopping when online sellers able to provide after-sales services and secure payment to reduce customers’ unsecurity (Chang & Tseng, 2013). In addition, by increasing variety assortment of products and pricing transparency online customers are willing to switch to online shopping because PR reduced as they are allowed to evaluate the exact selling price when buying (Melis, Campo, Breugelmans, & Lamey, 2015; Chou, Chiu, & Chou, 2016).
H4: PR are negatively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

2.4.5 The relationship between the FC towards SB

According to research by Shanthi and Kannaiah (2015), online shopping is more advantages than the conventional method of shopping due to numerous influential factors. From finding sales deals, insufficiency of time to search for goods, avoid carrying heavy shopping bags, long queues and crowds, thus, online shopping has definitely placed a full stop to all these barriers and hurdles faced by consumer which allows consumer to shop with just ‘one click’ (Lim, Osman, Salahuddin, Romle, & Abudallah, 2016). As evidence, Adrita and Shahjahan (2016) elaborated that there are more than enough reasons that will be able to replace in-store shopping as it offers more comfort and convenience in the buying process of consumers.

H5: FC are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel.

2.5 Conclusion

The research framework and hypothesis were determined based on the relevant journal article and past studies and conceptual model reviewed.
CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

In chapter three, data collection and analysis will be used for research method. Research methodology are applied for the purpose of description, explanation and prediction for the conduction of research (Rajasekar, Philominaathan, & Chinnathambi, 2013). At the same time, pilot study is conducted in this chapter in order to test the feasibility, equipment and methods to analyze the data (Hassan, Schattner, & Mazza, 2006).

3.1 Research Design

Research design is providing an overall structure for data collection and it also provides a plan for research study purposes (Leedy, 1997). Besides, McMillan and Schumacher (2001) defined it as a procedure for the selection of subjects, research sites, and data collection in order to complete the research question(s) with certain tools to ease the process of investigating data.

3.1.1 Descriptive Research

Descriptive method will be describing the characteristic of population for the research (Helen, 1993). It used to discover the factor influence switching behaviour from brick-and-mortar to online shopping in apparel industry.
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel among young adults. Moreover, it can also being used to analyse the relationship between the IV and DV.

3.1.2 Quantitative Research

Quantitative research is the most fundamental research method which are used for traditional mathematics and statistical mean to measure research results (Shuttleworth, 2008). In this research, pre-designed questionnaire is used to describe and interpret the data from the collection of a number of respondents that measures the consumer switching behaviour from offline shopping to online shopping in apparel industry.

3.2 Data Collection Method

Data collection is conducted over primary data method. Questionnaire as the instrument in collecting first hand data. Researchers had distributed the questionnaire through the largest social media platform which is Facebook and Lazada. However, questionnaire is not open to public but only for selected qualified respondents. Lastly, there are total 300 qualified responses out of 330.

3.2.1 Primary Data

According to Hox, J., & Boeije. (2005), the original data that being collected aimed at a specific study purpose is known as primary data. Primary data
are collected by doing original research and able to avoid outdated information. When ongoing the data collection, questionnaires are given to qualified respondents in two weeks’ time. These data are gained from respondents who are in between 20 to 44 years old, whoever studying or working in Malaysia.

3.3 Sampling Design

3.3.1 Target Population

The target population for the research is young adults from the age of 20 to 44 (Multicultural NSW Government) who are online users in Malaysia.

3.3.2 Sampling Frame and Sampling Location

There is no appropriate sampling frame for the research because the amount of customer who has switched from physical stores to online when shopping for apparel is unavailable to collect. Furthermore, there are two social media platform as the sampling location in this study which is Facebook and Shopee. The questionnaire will be conducted through online distribution to respondents who come from different location in Malaysia. According to Statista (2018), Facebook is known as the first social network market leader that have over 1 billion accounts registered and 2.2 billion users are active. Besides, Reporters (2018) and Milo (2017) indicate that consumers in Malaysia search for products through Shopee platform had increased 32%
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel during the Chinese New Year festive period and apparel is the most popular categories in Shopee which also known as fashion and accessories.

3.3.3 Sampling Element

Target respondent of this research consists of online users who are employed, unemployed and students who has the experience to shop online for apparels in the past 6 months.

3.3.4 Sampling Technique

Judgmental sampling is one of the non-probability sampling method. This sampling technique is in which researcher trust on their own judgment when picking members of population to contribute in the study (L & Kannamani, 2016).

In this study, the online questionnaire is distributed to the qualified respondent who shopped apparel online in the past six months through social media platform which is Facebook and Lazada. In order to minimize the area to look for the right respondent, Facebook group that are mainly use for selling and buying apparel will be focused on. Filtering question like ‘if they have buy any apparel online in the past 6 months’ will be asked in order to filter out the qualified respondents. They will get approach one by one by sending private message to them in the social media platform. The online questionnaire will be distribute to the respondent once they are qualified.
3.3.5 Sampling Size

According to the software G*Power 3.010, by given effect size $f^2 = 0.15$, $\alpha$ err probability = 0.05 and number of predictors = 26, the result had shown the total sample size are 245. Thus, in this study, there is total 245 qualified respondent is needed. In pilot test, based on the study of George A & Gordon P (2009), it suggests a reasonable recommendation sample size for pilot study which is 30 representative participants for purpose of preliminary survey or scale development. Thus, in this research, there is total 30 qualified respondent to run the pilot test.

3.4 Research Instrument

Research instrument is a tool that used to gather data which appropriate with the research project and there are many alternatives to choose from (Wilkinson & Birmingham, 2014). Questionnaires will be used in the research and distributed to the respondents through online channels. Online survey is selected because it is easier to reach different states of respondents in Malaysia with convenient.

3.4.1 Purpose of using Questionnaires

According to (Wilkinson & Birmingham, 2014), questionnaire is the most favoured and cheap tool used by researcher to collect data in a structured and manageable form. Questionnaire able to address a large number of questions which concern with the research topic in a relatively efficient way and it can fasten the data collection process.
3.4.2 Questionnaires Design

Structured and closed ended questionnaire is used and distributed to the respondents through online. In this questionnaire, it started with a qualifying question to filter out the target respondents and three main sections of questions, refer to Appendix A.

For section A of the questionnaire, demographic of respondents will be asked because it is significant to explain the behavioural pattern of respondents. Section B is concerned with the type of question which related to the factors of young generation in switching from stores to online shopping of fashion apparel industry in Malaysia. It used ordinal measurement and it measure from 7 point Likert scales question in order to get most accurate responses from the respondents and the extent of agreement where the statement on a metric scale will be given from strongly disagree to strongly agree (Joshi, Kale, Chandel, & Pal, 2015; Vagias, 2006). On the other hand, DV of the research will be determined in section C.

Table 3.1: Number of item of variables

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>No. Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Qualified Question</td>
<td>1</td>
</tr>
<tr>
<td>Demographic</td>
<td>7</td>
</tr>
<tr>
<td>HB</td>
<td>4</td>
</tr>
<tr>
<td>UB</td>
<td>3</td>
</tr>
<tr>
<td>NB</td>
<td>4</td>
</tr>
<tr>
<td>PR</td>
<td>8</td>
</tr>
</tbody>
</table>
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

<table>
<thead>
<tr>
<th>Questionnaire (con’t)</th>
<th>No. Items (con’t)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FC</td>
<td>5</td>
</tr>
<tr>
<td>SB</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Developed for the research

### 3.4.3 Pilot Test

A pilot test will be collecting data from respondents with similar characteristics whose will be used in the actual research for refining questionnaire, identify errors, and enhance the questionnaire (Zikmund, Babin, Carr, & Griffin, 2013); and adequate total number of respondent for pilot test is between ten to thirty respondents (Isaac & Michael, 1995 & Hill, 1998). Therefore, pilot test of this research is being conducted by distributing 30 sets of questionnaire to respondents who are online apparel shoppers in Malaysia to evaluate the reliability of the questionnaire. Cronbach coefficient alpha value is being used to evaluate the reliability of questionnaire that has been distributed (Nunnally, 1978). The alpha value of Cronbach Coefficient must be 0.70 and above to be considered as strong in reliability, if not it will be considered as weak reliability (Hair, Hult, Ringle, & Sarstedt, 2014).

Table 3.2: Reliability test on pilot test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach Coefficient Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB</td>
<td>0.734897</td>
</tr>
<tr>
<td>UB</td>
<td>0.743476</td>
</tr>
<tr>
<td>NB</td>
<td>0.768672</td>
</tr>
</tbody>
</table>
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

<table>
<thead>
<tr>
<th>Variables (con’t)</th>
<th>Cronbach Coefficient Alpha (con’t)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR</td>
<td>0.859419</td>
</tr>
<tr>
<td>FC</td>
<td>0.722341</td>
</tr>
<tr>
<td>SB</td>
<td>0.760082</td>
</tr>
</tbody>
</table>

Source: Developed for the research

By referring to the table 3.2, the value for HB, UB, NB, PR, FC and SB are between 0.7 and 0.9. The PR has the highest reliability value of 0.859419, and NB with the reliability value of 0.768672. Then, the reliability value for SB is 0.760082. Followed by HB and UB with the reliability value of 0.743476 and 0.734897 respectively. Lastly, FC has shown the lowest reliability value that is 0.722341.

### 3.5 Construct Measurement

#### 3.5.1 Origin of Source of Measurement

Table 3.3: Origin of source measurement

<table>
<thead>
<tr>
<th>Construct</th>
<th>Adopted from</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB</td>
<td>(Babin, J., Darden, &amp; Griffin., 1994)</td>
</tr>
<tr>
<td>UB</td>
<td>(Babin, J., Darden, &amp; Griffin., 1994)</td>
</tr>
</tbody>
</table>
| NB        | Ming-Chi Lee (2008)  
            | Icek Ajzen (2002)  
            | Sanjukta Arun Pookulangara (2008) |
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

<table>
<thead>
<tr>
<th>Construct (con’t)</th>
<th>Adopted from (con’t)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FC</td>
<td>(Bhattacherjee, 2000)</td>
</tr>
<tr>
<td></td>
<td>(Pedersen &amp; Nysveen, 2002)</td>
</tr>
<tr>
<td></td>
<td>(Lian &amp; Yen, 2014)</td>
</tr>
<tr>
<td>PR</td>
<td>(Forsythe, Liu, Shannon, &amp; Gardner, 2006)</td>
</tr>
<tr>
<td></td>
<td>(Masoud, 2013)</td>
</tr>
</tbody>
</table>

Source: Developed for research

### 3.6 Data Processing

To ensure the data from the questionnaires is more accurate, data processing must be done before the data analysis. According to Malhotra (2006), checking questionnaire, editing, coding, transcribing and cleaning of data will be included in the data processing.

#### 3.6.1 Questionnaire Testing

After going through the pilot test, checking and examining can be a significant process to recheck the questionnaire to make sure that the questionnaire is complete (Bajpai, 2011). After we checking the questionnaires, some of it are not qualified due to its meaning might overlapping with other questionnaire and its confusing our targeted audiences.
3.6.2 Data Editing

This process is to recheck the unsatisfied results from the respondent to make sure and increase the accuracy and consistency of the data. According Waal (2013), data editing is the process to detect and “correct” errors in observed data.

3.6.3 Data Coding

Data coding is allocation of a code to every option for the questions. It is also one of the ways to make the data to be clearer to researchers by organizing the data (Theron, 2015). In this process, a number will be assigned to every questionnaires and its data so that can be key into electronic devices for analysis.

3.6.4 Data Transcribing

According to Malhorta (2006), divert data from questionnaire can be accessible for further processing. The collected data will be keyed in to computers. In this study, Statistical Analysis System Enterprise Guide 7.1 which is developed by SAS Institute will be used to conduct the data analysis.
3.6.5 Data Cleaning

Data cleaning is the method which is manage missing and examining data. In this study, any of missing data which occurs when the questionnaire is no answer completely by the respondent and the data which is not consistence had to be identified and amend before proceed to next process which is data analysis.

3.7 Data Analysis

3.7.1 Descriptive Analysis

By strengthening the credibility of the research, a descriptive analysis was carried out to measure the percentage in each demographic of respondent. It is a tool to breakdown and summarizes the collected data in term of numerical and graphic into an understandable way (Jaggi, 2003). Descriptive analysis is playing the role to measure the mean, median and mode of the demography profiles.
3.7.2 Scale Measurement

3.7.2.1 Reliability Test

Reliability test is adapted to measure the reliability “goodness” of measure (Cavana, Y., Delahaye, & Sekaran, 2001). It is a tool in producing reliable results. The test of reliability is using rules of Cronbach’s Alpha Coefficient to define the result of our study.

Table 3.4: Rules of Thumb of Cronbach’s Alpha Coefficient Size

<table>
<thead>
<tr>
<th>Alpha Coefficient Range</th>
<th>Strength of Association</th>
</tr>
</thead>
<tbody>
<tr>
<td>= 0.9</td>
<td>Excellent</td>
</tr>
<tr>
<td>0.8 to &lt; 0.9</td>
<td>Very Good</td>
</tr>
<tr>
<td>0.7 to &lt; 0.8</td>
<td>Good</td>
</tr>
<tr>
<td>0.6 to &lt; 0.7</td>
<td>Moderate</td>
</tr>
<tr>
<td>&lt; 0.6</td>
<td>Poor</td>
</tr>
</tbody>
</table>

Source: (Mahlangu & Kruger, 2015)
3.7.3 Inferential Analysis

3.7.3.1 Pearson’s Correlation Analysis

This analysis can be used to measure how well the statistical relationship between two continuous variables is. Pearson’s correlation analysis can be applied in measuring the relationship between the IVs and DV.

Based on Malhotra (2007) studies, null hypothesis will be rejected when p-value is less than 0.05. Therefore in our study, 5% significance level of Pearson’s had been chosen to analyse hypothesis.

If, p < 0.05, reject H0 and accept H1
If, p > 0.05, accept H0 and reject H1

3.7.3.2 Multi Regression Analysis

It is generally for the study of relationship between numbers of IVs and the DV. It is able to regulate the relative influence of more than one predictor variables to the criterion value and having the ability to identify outliers as well. Below is the general formula of multi regression analysis:

\[ Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + \ldots + b_kX_k \]
3.8 Conclusion

In this chapter, judgement sampling method that being used to collect a sample and questionnaire survey is being distributed to target respondents by using online distribution. SAS data analysis system was applied in analysing and interpreting the data.
CHAPTER 4: DATA ANALYSIS

4.0 Introduction

Chapter four involves the interpretation of result. 245 sets of questionnaires being filtered and will be analysed by SAS Enterprise Guide software to generate the result and findings.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

Demographic profile of respondents includes gender, age, marital status, ethnicity, highest academic qualification, personal monthly income and employment status.
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

4.1.1.1 Gender

Table 4.1: Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>77</td>
<td>31.43</td>
<td>77</td>
<td>31.43</td>
</tr>
<tr>
<td>Female</td>
<td>168</td>
<td>68.57</td>
<td>245</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Developed for the research

The table 4.1 shows that female respondents are 168 (68.57%) while female respondents are 77 (31.43%).

4.1.1.2 Age

Table 4.2: Age

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>20-25</td>
<td>211</td>
<td>86.12</td>
<td>211</td>
<td>86.12</td>
</tr>
<tr>
<td>26-31</td>
<td>24</td>
<td>9.80</td>
<td>235</td>
<td>95.92</td>
</tr>
<tr>
<td>32-37</td>
<td>5</td>
<td>2.04</td>
<td>240</td>
<td>97.96</td>
</tr>
<tr>
<td>38-44</td>
<td>5</td>
<td>2.04</td>
<td>245</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Developed for the research
The age range of respondents is shown in the table above. The age group of 20-25 has distributed the highest percentage to this research which is 211 respondents (86.12%), followed by 24 (9.80%) respondents has contributed by the age group of 26-31, then the age group of 32-37 and 38-44 has contributed the same number which is 5 (2.04%) respondents respectively.

4.1.1.3 Marital Status

Table 4.3: Marital Status

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>227</td>
<td>92.65</td>
<td>227</td>
<td>92.65</td>
</tr>
<tr>
<td>Married</td>
<td>18</td>
<td>7.35</td>
<td>245</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Develop for the research

The table 4.3 shows that 227 out of 245 (92.65%) respondents are single while 18 (7.35%) of the respondents are married.
4.1.1.4 Ethnicity

Table 4.4: Ethnicity

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese</td>
<td>214</td>
<td>87.35</td>
<td>214</td>
<td>87.35</td>
</tr>
<tr>
<td>Malay</td>
<td>19</td>
<td>7.76</td>
<td>233</td>
<td>95.10</td>
</tr>
<tr>
<td>Indian</td>
<td>10</td>
<td>4.08</td>
<td>243</td>
<td>99.18</td>
</tr>
<tr>
<td>Others</td>
<td>2</td>
<td>0.82</td>
<td>245</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Developed for the research

Total number of Chinese respondents who involved in this research is 214 respondents (87.35%), followed by Malay which is 19 respondents (7.76%), 10 Indian respondents (4.08%) to this research and only small percentage reported being other races which is 2 respondents (0.82%).

4.1.1.5 Highest Academic Qualification

Table 4.5: Highest Academic Qualification

<table>
<thead>
<tr>
<th>Highest Academic Qualification</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPM</td>
<td>30</td>
<td>12.24</td>
<td>30</td>
<td>12.24</td>
</tr>
<tr>
<td>STPM</td>
<td>9</td>
<td>3.67</td>
<td>39</td>
<td>15.92</td>
</tr>
<tr>
<td>Diploma</td>
<td>28</td>
<td>11.43</td>
<td>67</td>
<td>27.35</td>
</tr>
<tr>
<td>Degree</td>
<td>167</td>
<td>68.16</td>
<td>234</td>
<td>95.51</td>
</tr>
<tr>
<td>Master</td>
<td>3</td>
<td>1.22</td>
<td>237</td>
<td>96.73</td>
</tr>
</tbody>
</table>
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

<table>
<thead>
<tr>
<th>Highest Academic Qualification (con’t)</th>
<th>Frequency (con’t)</th>
<th>Percentage (%) (con’t)</th>
<th>Cumulative Frequency (con’t)</th>
<th>Cumulative Percentage (%) (con’t)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PhD</td>
<td>2</td>
<td>0.82</td>
<td>239</td>
<td>97.55</td>
</tr>
<tr>
<td>Others</td>
<td>6</td>
<td>2.45</td>
<td>245</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Source:** Developed for the research

Table 4.5 illustrates academic qualification of respondents that involved in this research. There are which is 167 (68.16%) respondents are Degree holder, then followed by SPM holder ad STPM holder which 30 respondents (12.24%) and 9 respondents (3.67%) respectively. Then, there is 2.45% of the respondents which is 6 respondents has participated in this research, while only 3 Master holders and 2 PhD holders has contributed 1.22% and 0.82% in this research.

### 4.1.1.6 Personal Monthly Income

**Table 4.6: Personal Monthly Income**

<table>
<thead>
<tr>
<th>Personal Monthly Income</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RM 0-999</td>
<td>164</td>
<td>66.94</td>
<td>164</td>
<td>66.94</td>
</tr>
<tr>
<td>RM 1000-1999</td>
<td>32</td>
<td>13.06</td>
<td>196</td>
<td>80.00</td>
</tr>
<tr>
<td>RM2000-2999</td>
<td>29</td>
<td>11.84</td>
<td>225</td>
<td>91.84</td>
</tr>
<tr>
<td>RM 3000 and above</td>
<td>20</td>
<td>8.16</td>
<td>245</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Source:** Developed for the research
Due on the table 4.6, it shows majority of the respondents (66.94%) were in the income group of RM0-RM999. the second highest income group was the category of RM1000-RM1999 with 32 respondents (13.06%), then followed by 29 respondents (11.84%) in the category of RM2000-RM2999, while the category of RM3000 and above was the lowest percentage which is only 8.16%.

### 4.1.1.7 Employment Status

**Table 4.7: Employment Status**

<table>
<thead>
<tr>
<th>Employment Status</th>
<th>Frequency</th>
<th>Percentage (%)</th>
<th>Cumulative Frequency</th>
<th>Cumulative Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>173</td>
<td>70.61</td>
<td>173</td>
<td>70.61</td>
</tr>
<tr>
<td>Employed</td>
<td>64</td>
<td>26.12</td>
<td>237</td>
<td>96.73</td>
</tr>
<tr>
<td>Unemployed</td>
<td>8</td>
<td>3.27</td>
<td>245</td>
<td>100.00</td>
</tr>
</tbody>
</table>

**Source:** Developed for the research

The table above illustrated the employment status of respondents. Out of 245 respondents who participated in this research, 173 of them are students which is 70.61%, then followed by 64 respondents (26.12%) who are employed while only small percentage (3.27%) of the respondents are unemployed.
4.1.2 Central Tendencies Measurement of Constructs

Table 4.8: Summary of Central Tendencies

<table>
<thead>
<tr>
<th></th>
<th>Mean</th>
<th>Std Dev</th>
<th>Skewness</th>
<th>Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB</td>
<td>5.38163</td>
<td>0.94672</td>
<td>-0.34954</td>
<td>-0.01199</td>
</tr>
<tr>
<td>UB</td>
<td>5.86259</td>
<td>0.88123</td>
<td>-0.77751</td>
<td>0.37748</td>
</tr>
<tr>
<td>NB</td>
<td>4.93775</td>
<td>1.20341</td>
<td>-0.63809</td>
<td>0.91775</td>
</tr>
<tr>
<td>PR</td>
<td>4.61224</td>
<td>0.99378</td>
<td>-0.07200</td>
<td>-0.17905</td>
</tr>
<tr>
<td>FC</td>
<td>4.97959</td>
<td>1.02113</td>
<td>0.06751</td>
<td>-0.49775</td>
</tr>
<tr>
<td>SB</td>
<td>4.64490</td>
<td>1.48159</td>
<td>-0.27977</td>
<td>-0.55132</td>
</tr>
</tbody>
</table>

Source: Developed for the research

As shown in the table, UB has highest mean value (5.86259). In others word, this can indicates that most of the respondents are agreed utilitarian is one important factor for their SB. Furthermore, if the measurement from skewness and kurtosis are close to zero is means that the distribution is symmetric. By comparing the skewness, the UB has most left skewed distribution with the value of -0.77751 and the FC are the most symmetric distribution due to the value is the most close to the zero value of skewness.
4.2 Scale Measurement: Internal reliability test

Table 4.9: Reliability Test

<table>
<thead>
<tr>
<th>Variable</th>
<th>Correlation with Total</th>
<th>Alpha</th>
<th>No. of Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB</td>
<td>0.701812</td>
<td>0.681248</td>
<td>4</td>
</tr>
<tr>
<td>UB</td>
<td>0.612367</td>
<td>0.706068</td>
<td>3</td>
</tr>
<tr>
<td>NB</td>
<td>0.601439</td>
<td>0.709031</td>
<td>4</td>
</tr>
<tr>
<td>PR</td>
<td>0.102628</td>
<td>0.829151</td>
<td>8</td>
</tr>
<tr>
<td>FC</td>
<td>0.647064</td>
<td>0.696560</td>
<td>5</td>
</tr>
<tr>
<td>SB</td>
<td>0.461756</td>
<td>0.745605</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: Developed for the research

The table above shows that the PR ranked the highest reliability value which is 0.829151, then the second highest would be SB that showed the reliability value of 0.745605, followed by NB and UB that showed the reliability value of 0.709031 and 0.706068 respectively. Following the next is FC with the reliability value of 0.696560 and HB that showed the reliability value of 0.681248 that is categorized as acceptable.
4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient

Table 4.10: Person Correlation Coefficient

<table>
<thead>
<tr>
<th></th>
<th>HB</th>
<th>UB</th>
<th>NB</th>
<th>PR</th>
<th>FC</th>
<th>SB</th>
</tr>
</thead>
<tbody>
<tr>
<td>HB</td>
<td>1.00000</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>UB</td>
<td>0.71238</td>
<td>1.00000</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>&lt;.0001</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NB</td>
<td>0.53692</td>
<td>0.51459</td>
<td>1.00000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>&lt;.0001</td>
<td>&lt;.0001</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PR</td>
<td>0.04576</td>
<td>0.05883</td>
<td>0.12431</td>
<td>1.00000</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>0.4759</td>
<td>0.3592</td>
<td>0.0520</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FC</td>
<td>0.54544</td>
<td>0.46234</td>
<td>0.49190</td>
<td>0.20309</td>
<td>1.00000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>&lt;.0001</td>
<td>&lt;.0001</td>
<td>&lt;.0001</td>
<td>0.0014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SB</td>
<td>0.48599</td>
<td>0.32764</td>
<td>0.37659</td>
<td>-0.03649</td>
<td>0.47170</td>
<td>1.00000</td>
</tr>
<tr>
<td></td>
<td>&lt;.0001</td>
<td>&lt;.0001</td>
<td>&lt;.0001</td>
<td>0.5697</td>
<td>&lt;.0001</td>
<td></td>
</tr>
</tbody>
</table>

Source: Developed for the research

According to Hinkle, Wiersma, & Jurs (1988), the rules of thumb of Pearson correlation coefficient, the coefficient which are 0.9 – 1.00 are define very high of strength of correlation, follows by 0.7 – 0.9 are fall in high category, 0.5 – 0.7 are moderate category, 0.3 – 0.5 are low category and finally 0.0 – 0.3 are consider as negligible correlation.
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

Table above show the ranges of all IVs are in the range between 0.3 – 0.5, which is HB (0.48599), UB (0.32764), NB (0.37659), PR (-0.03649), and FC (0.47170). Thus there are consider have low strength of correlation between all IVs with switching behaviour from brick and mortar to online store for apparel.

4.3.2 Multiple Regression Model

Table 4.11: Analysis of Variance

<table>
<thead>
<tr>
<th>Source</th>
<th>DF</th>
<th>Sum of Squares</th>
<th>Mean Square</th>
<th>F Value</th>
<th>Pr &gt; F</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>5</td>
<td>172.11523</td>
<td>34.42305</td>
<td>22.63</td>
<td>&lt;.0001</td>
</tr>
<tr>
<td>Error</td>
<td>239</td>
<td>363.49089</td>
<td>1.52000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corrected Total</td>
<td>244</td>
<td>535.60612</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Developed for the research

The F-value is 22.63 with the probability (Pr>F) <0.0001 which is P-value <0.05. It means all IV in this linear regression model are suitable and able to show the variation in young adult’s switching behaviour from brick and mortar to online store for apparel.

Table 4.12: Model Summary

<table>
<thead>
<tr>
<th>Root MSE</th>
<th>1.23324</th>
<th>R-Square</th>
<th>0.3213</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent Mean</td>
<td>4.64490</td>
<td>Adj R-Sq</td>
<td>0.3071</td>
</tr>
<tr>
<td>Coeff Var</td>
<td>26.55043</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

**Source:** Developed for the research

The result above shows that $R^2$ is 0.3213 indicates that 32.13% of the IVs is significant to analyse the regression line. Therefore, 32.13% of switching behaviour from brick and mortar to online for apparel can be explained by IVs in this research.

**Table 4.13: Parameter Estimates**

<table>
<thead>
<tr>
<th>Variable</th>
<th>DF</th>
<th>Parameter Estimate</th>
<th>Standard Error</th>
<th>t Value</th>
<th>Pr &lt; ltl</th>
<th>Standardized Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intercept</td>
<td>1</td>
<td>0.77845</td>
<td>0.64053</td>
<td>1.22</td>
<td>0.2254</td>
<td>0</td>
</tr>
<tr>
<td>Mean HB</td>
<td>1</td>
<td>0.53347</td>
<td>0.12945</td>
<td>4.12</td>
<td>&lt;.0001</td>
<td>0.34088</td>
</tr>
<tr>
<td>Mean UB</td>
<td>1</td>
<td>-0.18063</td>
<td>0.13125</td>
<td>-1.38</td>
<td>0.1700</td>
<td>-0.10744</td>
</tr>
<tr>
<td>Mean NB</td>
<td>1</td>
<td>0.14101</td>
<td>0.08282</td>
<td>1.70</td>
<td>0.0899</td>
<td>0.11454</td>
</tr>
<tr>
<td>Mean PR</td>
<td>1</td>
<td>-0.18145</td>
<td>0.08155</td>
<td>-2.23</td>
<td>0.0270</td>
<td>-0.12171</td>
</tr>
<tr>
<td>Mean FC</td>
<td>1</td>
<td>0.44082</td>
<td>0.09810</td>
<td>4.49</td>
<td>&lt;.0001</td>
<td>0.30382</td>
</tr>
</tbody>
</table>

**Source:** Developed for the research

The result show that three out of five IVs are significantly influence the DV and the equation can be forms as:

$$SB = 0.77845 + 0.53347(HB) - 0.18063(UB) + 0.14101(NB) - 0.18145(PR) + 0.44082(FC)$$

Equation above shows that a unit increases in HB, NB, FC will result an increase of 0.55347, 0.14101 and 0.44082 and a unit increases in UB and PR will result a decrease of 0.18063 and 0.18145 in SB.
4.4 Hypothesis Testing

H1: HB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel

Table above shows the value of significant of HB is less than P-value 0.05 \( (p<0.0001) \). This shows that HB has significant relationship with the SB. Thus H1 is accepted.

H2: UB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel

According to the table above, the value of significant of UB is larger than P-value 0.05 \( (p=0.17) \) which means UB has no significant relationship with the SB. Thus H2 is rejected.

H3: NB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel

Due to the table, the value of significant for NB is bigger than P-value 0.05 \( (p=0.0899) \). This proves that NB has no significant relationship with the SB. Thus H3 is rejected.

H4: PR are negatively influencing young adults switching from brick-and-mortar to online stores when buying apparel
By referring to the table, the value of significant of PR is less than P-value 0.05 (p=0.027) and it proves that PR has significant relationship with the SB. Thus H4 is accepted.

H5: FC are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel

From the table, the value of significant of FC is less than P-value 0.05 (p< 0.0001). This shows that FC is significant relationship with the SB. Thus H5 is accepted.

4.5 Conclusion

In a nutshell, demographic profiles of respondents and reliability test is tested by using descriptive analysis. Besides, several type of analysis such as Multiple Regression Analysis and Person Correlation Analysis have been conducted and the results shows that all the IVs were relevant to SB except for the UB and PR.
CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

The result of analyses is summarised in this chapter followed by discussion on the major findings, implications, limitation and recommendations.

5.1 Summary of Statistical Analyses

Table 5.1: Summary of respondent’s demographic profiles

<table>
<thead>
<tr>
<th>Profile</th>
<th>Category</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>77</td>
<td>31.43</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>168</td>
<td>68.57</td>
</tr>
<tr>
<td>Age Group</td>
<td>20-25</td>
<td>211</td>
<td>86.12</td>
</tr>
<tr>
<td></td>
<td>26-31</td>
<td>24</td>
<td>9.80</td>
</tr>
<tr>
<td></td>
<td>32-37</td>
<td>5</td>
<td>2.04</td>
</tr>
<tr>
<td></td>
<td>38-44</td>
<td>5</td>
<td>2.04</td>
</tr>
<tr>
<td>Marital Status</td>
<td>Single</td>
<td>227</td>
<td>92.65</td>
</tr>
<tr>
<td></td>
<td>Married</td>
<td>18</td>
<td>7.35</td>
</tr>
<tr>
<td>Ethnicity</td>
<td>Chinese</td>
<td>214</td>
<td>87.35</td>
</tr>
<tr>
<td></td>
<td>Malay</td>
<td>19</td>
<td>7.76</td>
</tr>
<tr>
<td></td>
<td>Indian</td>
<td>10</td>
<td>4.08</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>2</td>
<td>0.82</td>
</tr>
<tr>
<td>Highest Academic Qualification</td>
<td>SPM</td>
<td>30</td>
<td>12.24</td>
</tr>
<tr>
<td></td>
<td>STPM</td>
<td>9</td>
<td>3.67</td>
</tr>
<tr>
<td></td>
<td>Diploma</td>
<td>28</td>
<td>11.43</td>
</tr>
<tr>
<td></td>
<td>Degree</td>
<td>167</td>
<td>68.16</td>
</tr>
<tr>
<td></td>
<td>Master</td>
<td>3</td>
<td>1.22</td>
</tr>
<tr>
<td></td>
<td>PhD</td>
<td>2</td>
<td>0.82</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>6</td>
<td>2.45</td>
</tr>
</tbody>
</table>
5.1.1 Descriptive Analysis

By referring to analysis of demographic profiles in previous chapter, we make a summary that female respondents have 68.57% which is the higher percentage as compared to male respondents that have 31.43%. Age 20-25 have the highest response which is 86.12% and age 32-37, 38-44 have the same response rate which is 2.04%. There is 92.65% of respondents who is single and 7.35% married. In this survey, Chinese respondents occupied the highest percentage which is 87.35% while others ethnicity occupied 0.82%. Most of the respondents are degree holders (68.16%) meanwhile, PhD (0.82%) is the lowest. Followed by personal monthly income, respondents who have the highest income per month is between RM0-999 which is 164 out of 245 respondents (66.94%). On the other hand, there are only 20 out of 245 respondents (8.16%) who are having RM3000 and above which is the lowest group of respondents own each month. Last but not least, students are the highest respondents group of this study which is 70.61% while there is only 3.27% respondents are unemployed at the moment.
5.1.2 Scale Measurement

In Chapter 4, all of the IVs and DV is significant according to the Internal Reliability test. They reach the minimum standard in Cronbach coefficient alpha which is 0.60. The reliability test included 5 IVs which is HB, UB, NB, PR and FC and one DV, SB. The highest value is PR (0.829151), and follow by NB (0.709031), UB (0.706068), FC (0.696560) and HB (0.681248) obtain the lowest value among all IVs. DV, SB score with alpha 0.745605.

5.1.3 Inferential Analysis

5.1.3.1 Pearson Correlation Analysis

According the results in Chapter 4, there were four IVs were positively significant towards DV which included HB (0.48599), UB (0.32764), and NB (0.37659) and FC (0.47170). While the PR (-0.03649) are having significant negative relationship with DV. HB had the most significant positive relationship with SB which means that HB are the strongest factor which contributes in influencing the SB from brick-and-mortar to online store for apparel.

5.1.3.2 Multiple Regression Analysis

From the result showed, raising a unit in HB, NB, FC will result an increase of 0.55347, 0.14101 and 0.44082 while raising a unit in UB and PR will
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

result a decrease of 0.18063 and 0.18145 in SB from brick-and-mortar to online store of apparel industry.

\[
\text{Switching Behaviour} = 0.77845 + 0.53347(\text{HB}) - 0.18063(\text{UB}) + 0.14101(\text{NB}) - 0.18145(\text{PR}) + 0.44082(\text{FC})
\]

5.2 Discussions of Major Findings

**H1: HB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel**

The result reveal HB has the most influence on the retail channel switching behaviour among young adult in Malaysia. HB was proven to have positive influence toward SB yet conform to findings from He and Bach (2014), Neves A. M. (2015), Sundström, Balkow, Florhed, Tjernström, and Wadenfors (2013), Moon, Khalid., Awan, Attiq, Rasool, and Kiran (2017), Verhagen and Dolen (2011) and Zendehdel, Paim, and Osman (2015).

**H2: UB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel**

The result shows there is negative yet insignificant influence between UB and SB. Out of 3 items which is convenient, easy and efficient, efficient was found out to have the most neutral answer from target respondents. Efficient in online shopping might affect by other external factor such as internet connection speed. As show by Statista (2017), Malaysia was ranked 10th with 8.9 Mbps meanwhile neighbouring countries which are Singapore as the 3rd fastest average connection speed in 20.3
Mbps, Thailand was the 6th in the ranking with 16 Mbps internet connection speed and Vietnam was the 9th with 9.5Mbps. In short, unstable internet connection and slow internet speed could affect the efficiency of surfing during online shopping.

**H3: NB are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel**

NB are perceived behavioural expectations or opinions of individuals who are important about the extent whether or not behaving in a particular activity or action is appropriate. However, according to the outcome of findings in chapter four, individuals decision are mainly affected by their own personal preference or intention. In other words, NB is not significant reflect the official decision made by individuals neither affecting its behavioural control over performing a specific action or activity. Moreover, a degree of self-interest is necessary when decision are made. Hence, when individuals depend on NB when making decisions, focus on performing specific actions or activities for the benefit of an individual or group differs. Particularly, actions that elicit the most personal benefit are being considered as the main factors that will have impact on the intention of an individual. In a result, numbers of individuals would stand firm on the decision made by themselves rather than relying on others for approval or being concern about their opinions in order to make firm decisions rationally.

**H4: PR are negatively influencing young adults switching from brick-and-mortar to online stores when buying apparel**

The result of this research showed that PR is negatively significant towards factors influencing young adults to switch from brick-and-mortar to online shopping while buying apparel. PR and online shopping for apparel is found out to be a negative relationship as customers are used to touch and feel the materials of apparel and this
findings has coincided with the findings of (Almousa, 2011). Moreover, the findings of Masoud (2013) showed that the fear of financial losses, the performance and quality of product and time and convenience concern have a negative relationship between online shopping. Therefore, the fear financial losses and privacy security while purchasing apparels, performance and quality of apparel, time and effort required while searching for appropriate apparel website is influencing the SB of young adults in Malaysia when buying apparel online. If they perceived higher risk when buying apparel online, there is lower possibility for them to switch channel.

**H5: FC are positively influencing young adults switching from brick-and-mortar to online stores when buying apparel**

Based on the result of this research, FC is positively significant towards consumer switching from brick-and-mortar to online store in apparel industry. The result is complying with the study of Khalifa and Frini (2000) which indicates that with the assistance of appropriate technology, resources and assistance availability, young adults will switch to online shopping for apparel. Moreover, the result is also supported by the study of Tandon, Kiran and Sah (2018) that FC is the factors that will affect customers to change. This indicates that knowledge, technology and resources that Malaysia young adults have will make them to switch from brick-and-mortar to online shopping (Madahi & Sukati, 2014).
5.3 Implications of the Study

5.3.1 Managerial Implications

The findings of the study have implication toward managerial which is retail and apparel industry which aim young adult Malaysian as their target consumers. This study shows HB, NB and FC have a positive impact on affecting young adult switching from stores to online shopping of the apparel industry in Malaysia. Meanwhile, NB and PR have negatively influence the channel switching behaviour among target respondents. Based on this study, entrepreneurs and marketers are able to generate more powerful marketing strategy by concentrate on these three factors. This study might assist marketers in understanding the current trend in fashion market accurately and enable them to target their segment more effectively and efficiently.

5.3.1.1 Hedonic Belief

People who are interested in apparel industry tend to have positive relationship toward switching from brick and mortar to online store. Online shopping experience makes customers to reconsider the method of locating, purchasing and accepting products offline. The forecast of active users who are going to use VR is predicted will reach 171 million by 2018 (Statista, 2017). As the rise of VR technology worldwide, it could increase the intention of young adult to purchase apparel from online instead of retail stores. As a marketing manager of the apparel industry in Malaysia, by adopting VR as add-on value on the online shopping experience, there could be infinity possibilities imagination in consumer's mind and able to boost
the sales figures too. On the other hand, marketers can create the sense of personality that makes the customer feel special and unique when they customized parcel for different preferences of customers who bought apparel from their online stores.

5.3.1.2 Utilitarian Belief

As implied, UB was proven it’s not significant to influence the switching behaviour from stores to online shopping of the apparel industry in Malaysia. Therefore, marketing managers from the apparel industry are suggested to figure out the solution to minimize issues might due to other external factors such as unstable internet connection speed. Marketers and website designers are recommended to focus on strengthening the utilitarian value of online retail stores by offering ease of navigation, availability of detailed information, convenient to place orders and choices for delivery that might raise purchases without forming negative outcomes.

5.3.1.3 Normative Belief

NB is playing an important role in effect one's channel switching behaviour. Consumers are not easily being affected by their social circle however it is a good opportunity for marketing managers to employ different social media platform to increase the functionality of NB. Marketers should embrace the digital touch points and integrate with the existing platforms where their customers are already using to interacting at scale rather than trying to build the platforms by themselves. The increasing numbers of consumers who are using non-traditional aids which are e-WOM, influential, and community
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

Forum are proven for the marketing managers to make it as an integral tool in part of their marketing strategy.

5.3.1.4 Perceived risks

PR has a negatively relationship toward young adult's switching behaviour. Marketing managers of the apparel industry are recommended to cover at least the most popular preferred payment options such as PayPal were able to minimize financial risk during online shopping. In addition, site accessibility is playing an important role to decide customer wish to visit or re-visit the apparel online website. The easier to surf, the lesser time to connect to the website, the higher interest among young adult toward shop apparel products from online stores. Furthermore, managerial level executives in the apparel or fashion industry are advice to provide appropriate pictures and accurate product descriptive is leading to higher online customer's satisfaction. This action is the primary role of marketers to provide and manage clear information like measurement and actual product description of clothing to avoid product risks to happen during online shopping.

5.3.1.5 Facilitating conditions

As implied from the result, FC has a strong interrelationship in influencing young adult in Malaysia to switch from store to online. Therefore, marketers in the apparel industry shall provide the right information to keep it short and simple on their website such as an instruction to place an order and make payment. Moreover, a customer willing to pay extra attention
when the information is relevant and somehow the information is coming from celebrity and socially influential. Lastly, marketers who manage online stores have to balance and acknowledge time loss risk with convenient delivery options and giving speedy expert advice when it is needed which is 24/7 live-chat section in the websites on behalf of any inquiries.

5.3.2 Theoretical Implication

In this research, TPB are proposed, which consisted of HB, UB, NB, FC and PR which is a newly added variable to examine the relationship towards SB. Besides the original research model, PR is added in to have better insight on the switching behaviour of young adults from in store shopping to online shopping. PR is important in the study because most of the consumer will tend to consider and bare the risk when they purchase something online. Therefore, it will have the impact of channel switching behaviour of young adults when buying apparels online.

This research will be used as a reference in the future for academic purpose and for the public who is interested to get more knowledge on the related topic. Besides, researchers who are conducting relevant topic are suggested to add in PR as one of the IV to examine the relationship of switching behaviour of young adults when buying apparels. Future researchers are recommended to figure out the reason behind of why UB and NB are not significant towards channel switching behaviour of young adult when purchasing apparel online.
5.4 Limitation of the study

Based on the value of R square, DV can be explained 32.13% by all the IVs which is HB, UB, NB, PR and FC. There is still 67.87% of DV is unexplainable in the research. Thus, more IVs can be used to explain this DV which is switching behaviour from brick and mortal to online store for apparel.

Next, measurement error might be the reason behind causing low degree of Pearson Correlations among all IVs and DV. Although researchers in this research had took prevention which is sending questionnaire during daytime to make sure the response rate is more accurate and higher, however the issue might happen on online data collection is still unavoidable. The Pearson correlation coefficient result shows all IVs are fall under the range of low category and UB shows negative relationship towards SB, thus this indicate that intra-individual factors problem occurred during data collection. For example, conduct data collection through online limits researchers get to know respondents’ emotion at that moment due to different mood cause different level of interest toward the test.

5.5 Recommendations for Future Research

At some point, including more IVs for DV which is SB are considerable. As SB of can be influenced not only by the five IVs in this research. Therefore, we suggest to the future research to have more consideration on other IVs which might have the possibility to influence the SB.

On the other hand, future researcher is recommended to ask the same question twice but in different ways when setting the questions. To ensure researcher understands
target respondent’s inner point of view on the topic that are given, it is suggested to ask the same question repeat. It will help researcher to avoid the respondent bias that necessarily presents itself with each survey, meanwhile able to gives researcher a better opportunity at finding the respondent’s true opinion on a given topic.

5.6 Conclusion

To sum up, research on factors influencing young adults switching from store to online shopping in apparel industry in Malaysia is completed. Meanwhile, all the IVs from the extended conceptual framework which included the PR has significantly influence the SB except UB and NB.
REFERENCES


Factors influencing young adults switch from brick-and-mortar to online shopping for apparel


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Factors influencing young adults switch from brick-and-mortar to online shopping for apparel


Factors influencing young adults switch from brick-and-mortar to online shopping for apparel


Factors influencing young adults switch from brick-and-mortar to online shopping for apparel


Factors influencing young adults switch from brick-and-mortar to online shopping for apparel


APPENDICES

Appendix A: Questionnaire

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF BUSINESS AND FINANCE
BACHELOR OF MARKETING (HONS)

Factors Influencing Young Adults Switching from Store to Online Shopping in Apparel Industry in Malaysia

Survey Questionnaire

We are final year undergraduate students of Bachelor of Marketing (Hons) in the Faculty of Business and Finance at Universiti Tunku Abdul Rahman. We are currently conducting a research project entitle ‘Factors Influencing Young Adults Switching from Store to Online Shopping in Apparel Industry in Malaysia.’

This questionnaire would only take you approximately about 10 minutes to complete. Please take note all information obtained will be analyzed and to be written into a report which is used solely for academic purpose. We would like to assure you that all the information collected will remain private and confidential.

Once again, we would like to thank you for your participation in completing this questionnaire. Thank you for your cooperation.

Sincerely,

Chan Yung Leong 15ABB07878
Angeline Chin Chee Sun 15ABB07952
Chong Kai Quan 15ABB06970
Wong Zi Xin 15ABB07665
Qualifying Questions

1. Have you swift from STORES to ONLINE while shopping for apparels in the past 6 months?
   □ YES  □ NO

*Apparels refers to all wearable items, outfits, clothing, outerwear, garments, and attire

Section A: Personal Information

The following background information questions are included only to help us interpret your responses in relation to other questions. Your responses here and throughout the questionnaire will be held strictly confidential.

*Please tick (√) your answer in the box provided or fill in the blank for each of the following items.*

1. Gender
   □ Male  □ Female

2. Age
   □ 20 – 25  □ 26 – 31  □ 32 – 37  □ 38 - 44

3. Marital Status
   □ Single  □ Married

4. Ethnicity
   □ Chinese  □ Malay  □ Indian  □ Other: __________

5. Highest Academic Qualification
   □ STPM  □ Diploma  □ Degree  □ Master
   □ PhD  □ Other: __________

6. Personal Monthly Income/ Allowance (RM)
   □ 0 - 999  □ 1000 - 1999  □ 2000 – 2999  □ 3000 and above

7. Employment Status
   □ Student  □ Employed  □ Self Employed  □ Unemployed
Section B

Please show the level to which you agree with the following statements when "SWITCHING from STORES to THE INTERNET while SHOPPING for apparel". Please select the number that best describes your opinion.

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<td>Online shopping is rewarding</td>
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<td>0</td>
</tr>
<tr>
<td>Online shopping is fun</td>
<td>-3</td>
<td>-2</td>
<td>0</td>
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<td>Online shopping is satisfying</td>
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<td>Online shopping is convenient</td>
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<tr>
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<td>I think it is too complicated to place order online</td>
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<tr>
<td>I think it is difficult to find appropriate apparel website</td>
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<td>-2</td>
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<td>I may purchase something by accident when I shop online</td>
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<td>Buying apparel through online puts my privacy at risk</td>
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Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

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<td>I have the time to change from store to online when buying apparel</td>
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<td>I have the financial resources required to change from store to online when buying apparel</td>
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<td>When I have problems shopping online for apparel, someone can help me to solve them</td>
<td>-3</td>
<td>-2</td>
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<td>1</td>
<td>2</td>
<td>3</td>
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**Section C**

Please answer the following with respect to overall **ACTUAL BEHAVIOUR of CHANGING CHANNEL**. Please circle one.

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<th>-1</th>
<th>0</th>
<th>1</th>
<th>2</th>
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<tbody>
<tr>
<td>I shop at online store more than physical retail store when buying apparel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I spend more time on shopping at online store than physical retail store when buying apparel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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Thank you!
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

Appendix B: Cronbach Coefficient Alpha (Pilot Test)

Appendix C: One Way Frequency
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

Appendix D: Central Tendencies Measurement
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

Appendix E: Cronbach Coefficient Alpha (Internal Reliability Test)

![Correlation Analysis](image)

Appendix F: Pearson Correlation Coefficients

![Pearson Correlation Coefficients](image)

Generated by the SAS System (‘Local’, X64_SPRO) on June 26, 2018 at 12:05:20 PM
Appendix G: Multiple Regression Analysis

![Multiple Regression Analysis Table]

![Distribution of Residuals for MEAN SWITCHING BEHAVIOR]
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel
Appendix H: Letter of Permission to Conduct Survey

7th May 2018

To Whom It May Concern

Dear Sir/Madam,

Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their Bachelor of Marketing (Hons) program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.

The students are as follows:

<table>
<thead>
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<tr>
<td>Chan Yung Leong</td>
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<td>Angeline Chin Chee Sun</td>
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<td>Chong Kai Quan</td>
<td>15ABB06970</td>
</tr>
<tr>
<td>Wong Zi Xin</td>
<td>15ABB07665</td>
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If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,

..............................

Mr Choy Johnn Yee
Supervisor and Head of Department
Faculty of Business and Finance
Email: chojjy@utar.edu.my
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

**Appendix I: Summary of Turnitin Report**

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**Primary Sources**

1. eprints.utar.edu.my
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2. Submitted to Universiti Tunku Abdul Rahman
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3. edt.missouri.edu
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4. etds.lib.ncku.edu.tw
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5. Submitted to Universiti Utara Malaysia
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   - Publication
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7. psasir.upm.edu.my
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8. eprints.ucm.es
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Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

9. aisel.aisnet.org
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10. Submitted to Segi University College
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12. Submitted to Universiti Malaysia Perlis
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13. Submitted to Edge Hill University
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14. Submitted to Indian Institute of Management
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15. Submitted to Institute For Tourism Studies
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16. etd.auburn.edu
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17. ses.library.usyd.edu.au
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Publication
Factors influencing young adults switch from brick-and-mortar to online shopping for apparel

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Factors influencing young adults switch from brick-and-mortar to online shopping for apparel