

FACTORS INFLUENCING INTENTION TO USE “BUY
ONLINE PICKUP IN-STORE (BOPIS)” SERVICE FOR
PURCHASING CLOTHING

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FACTORS INFLUENCING INTENTION TO USE “BUY
ONLINE PICKUP IN-STORE (BOPIS)” SERVICE FOR
PURCHASING CLOTHING

BY

CHUNG ZHENG HANG

A final year project submitted in partial fulfilment of the
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DECLARATION

I hereby declare that:

- (1) This undergraduate FYP 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 FYP 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) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 11072 words.

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DEDICATION

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LIST OF ABBREVIATIONS

α	Cronbach's Alpha Value
ANOVA	Analysis of Variance
β	Standardized Coefficients Beta
BI	Behavioral Intention
BOPIS	Buy Online Pickup In-Store
Df	Degrees of Freedom
EE	Effort Expectancy
H1	Hypothesis 1
HM	Hedonic Motivation
IDT	Innovation Diffusion Theory
MM	Motivational Model
MPCU	Model of PC Utilization
p	p-value
PE	Performance Expectancy
PhD	Doctor of Philosophy
SCT	Social Cognitive Theory
SI	Social Influence
Sig.	Significance Level
SPSS	Statistical Package for Social Sciences
STPM	Sijil Tinggi Persekolahan Malaysia
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UTAUT2	Extended Unified Theory of Acceptance and Use of Technology
VIF	Variance of Factor

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PREFACE

Given the rapid growth of omnichannel retailing as the prevailing business model, BOPIS, as a prominent method within omnichannel shopping, allows customers to take advantage of this model such as avoiding queues in stores for trying on clothes and and check out. The Covid-19 pandemic has accelerated the contactless shopping trend, leading to an increased prevalence of BOPIS in Western countries. Nevertheless, the adoption rate of BOPIS remains relatively modest in Malaysia, and thus the driving factors behind local consumers' inclination to use BOPIS for apparel purchases are yet to be comprehended. The aim of this study is to offer practical insights for practitioners in the apparel industry to enhance the implementation of BOPIS by scrutinizing the specific factors influencing consumers' purchasing intentions. This research will delve into the functions of performance expectancy, effort expectancy, social influence and hedonic motivation to comprehend BOPIS's role in catering to consumer needs.

Moreover, the researcher draws inspiration primarily from Uniqlo's click and collect service. Previously, the researcher believed that in-store pickup and on-site purchases were indistinguishable, with the former considered a more intricate buying process. Hence, opting to study BOPIS not only facilitated an understanding of local users' perceptions of this shopping method but also allowed for an exploration of the advantages and features inherent in BOPIS.

ABSTRACT

In the ever-evolving landscape of omnichannel retailing, comprehending the fundamental drivers behind the adoption of Buy Online, Pick Up In-Store (BOPIS) becomes crucial as it shapes consumer behavior. This study is designed to identify the factors influencing consumers' intentions to use BOPIS service for clothing purchases with the application of the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) model. Through a quantitative survey method, individuals without prior BOPIS experience were surveyed to examine the role of performance expectancy, effort expectancy, social influence, and hedonic motivation impact their willingness to embrace BOPIS. The empirical data collected through self-administered questionnaires from 215 valid respondents by using convenient sampling technique and subsequent data analysis was conducted using SPSS software.

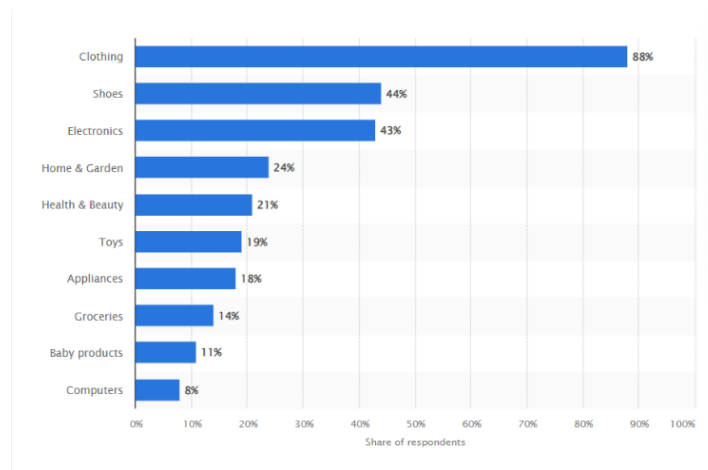
This research involved a range of inferential statistical analyses, encompassing reliability testing, assumption testing, Pearson correlation coefficient analysis, and multiple linear regression. The findings reveal that performance expectancy, social influence, and hedonic motivation significantly influence consumers' behavioral intentions toward adopting BOPIS. However, effort expectancy did not emerge as a crucial factor in choosing BOPIS shopping. This study not only contribute to a understanding of non-BOPIS users' perspectives on BOPIS adoption but also provide practical insights for industry practitioners seeking to optimize the effectiveness of BOPIS implementation in the apparel sector. It also provides suggestions for future researchers to carry out more precise and accurate studies for BOPIS implementation in different areas, addressing the limitations encountered in this research.

CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

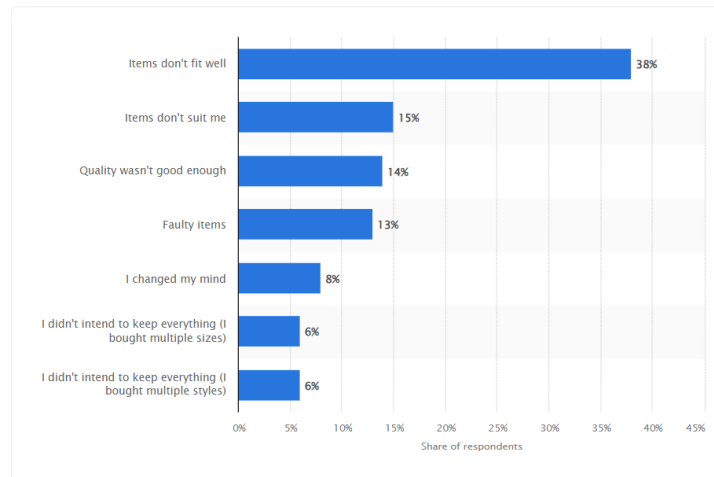
Companies previously had to invest significant capital in establishing brick-and-mortar stores to conduct business, and consumers were limited to gathering information and making purchases by physically visiting these stores (Yang & Wu, 2021). However, as technology advanced, many companies transitioned into online businesses. They choose the pure play business model due to its cost-effectiveness and numerous advantages, including precise market targeting through data analysis, expanding customer base, and no time and location constraints (Taher, 2021). While the pure play model serves consumers who prefer buying without leaving their homes, it fails to cater for those who require hands-on product testing due to trust issues (Ahmed, 2022). As Figure 1.1 highlights clothing is the most returned item among U.S. online shoppers in 2021 (Placek, 2022). Figure 1.2 shows the primary cause is often attributed to issues with clothing fit and quality (Statista, 2023). In response to these challenges, the click-and-mortar and multichannel business models were developed to cater to the preferences of both online and offline consumers. Because online shopping has become a familiar choice for customers, traditional brick-and-mortar retailers are increasingly complementing their stores with online operations (Gao & Su, 2016). These models can enhance customer satisfaction and loyalty (Zhang et al., 2009). Consequently, retailers are increasingly shifting from single-channel to multi-channel and omnichannel approaches (Iglesias-Pradas et al., 2021).

Figure 1. 1 Types of Product U.S. Online Shoppers Return in 2021



Adapted from: Statista (2023).

Figure 1. 2 Top Reasons for Global Online Shoppers to Return Clothes in 2021

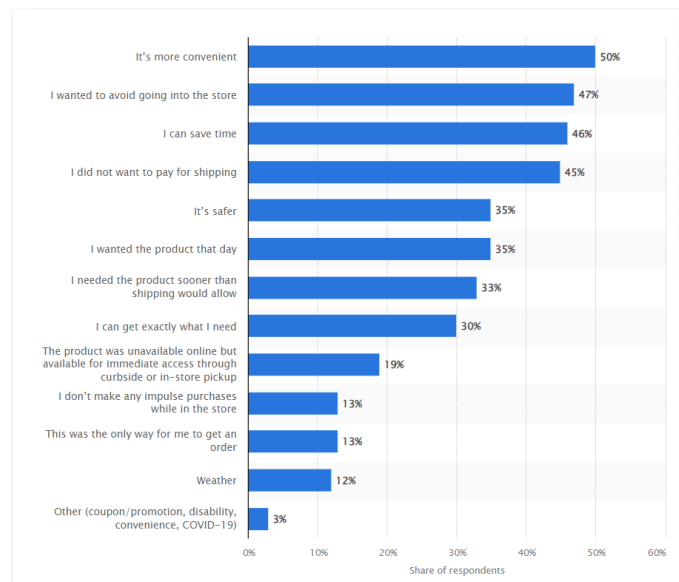


Adapted from: Placek (2022).

In the contemporary retail landscape, there is a gradual shift towards an omnichannel since its customer-centric focus can blur the lines between physical and online shopping experiences (Verhoef et al., 2015). Omnichannel retailing can extend the scope of channels by adding customer touchpoints, allowing consumers to select their

preferred channels (Neslin & Shankar, 2009). Omnichannel shoppers can shift across channels and devices to obtain a seamless shopping experience because various channels and touchpoints are available and used constantly, simultaneously, interchangeably, and through synergetic management while multichannel only emphasize independent channel without overlap (Bell et al., 2014). Omnichannel purchasing encompass a range of options, including same day home delivery, curbside pickup, and Buy Online, Pickup In-Store (Ketzenberg & Akturk, 2021).

Figure 1. 3 Main reason for choosing BOPIS or curbside pickup in U.S. in 2021



Adapted from: Coppola (2021).

Buy Online, Pickup In-Store (BOPIS) is a hybrid shopping model of online and offline integrated channels that allow consumers to place orders and make payments online with the option of picking up from nearby physical locations at their convenience (Jin et al., 2018; Babin et al., 2021). BOPIS facilitates in-store returns and exchanges, though the specific policies may vary depending on each retail store (Fatima & Siddiqui, 2023). Furthermore, BOPIS caters to consumers who seek a smooth shopping experience, enabling them to effortlessly transition between different channels, including physical stores, mobile apps, and online platforms (MacCarthy et al., 2019). The implementation of BOPIS bridges the gap between the convenience of online

ordering and the profitability of in-store shopping, potentially offering consumers numerous advantages. For instance, Figure 1.3 shows BOPIS users enjoy benefits such as no shipping fees, eliminates waiting for delivery, flexibility in pickup times, real-time inventory status updates, allows immediate issue handling such as return or exchange products during pickup, and the avoidance of the often-frustrating product search in physical stores (Damen, 2022; Babin et al., 2021; Natarajan et al., 2023). BOPIS enhances the shopping experience and fosters interaction between retailers and consumers, promoting instant gratification (Chen & Chi, 2021; Gao & Su, 2016).

The sudden surge in BOPIS usage was triggered by COVID-19, as the need for contactless touchpoints to reduce infection risk prompted Americans to begin to experiment with new shopping behaviours, many of which expressed an interest in continuing to use them after the pandemic (Ketzenberg & Akturk, 2021). Payne & Smith (2023) noted that COVID-19 swiftly altered consumer preferences towards BOPIS, despite its pre-existing availability. Additionally, Acquila-Natale et al. (2022) pointed out that the convenience of switching between channels encourages consumers to use BOPIS long post-pandemic. Recognising that integrated channels can enhance customer satisfaction and operational effectiveness has prompted industries to place a greater emphasis on omnichannel retailing in recent years. (Gao & Su, 2016). Consequently, BOPIS has emerged as a prevailing omnichannel shopping method today (Chen et al., 2016).

In recent years, many clothing brands in department stores such as Uniqlo, Zara, and H&M have adopted the BOPIS trend as a core aspect of their business operations (Hee et al., 2021). Therefore, this study seeks to understand the factors influencing consumers without BOPIS experience to adopt BOPIS services for clothing purchases.

1.2 Research Problem

Visiting physical stores to experience and try on clothes remains the most reliable way to purchase well-fitting attire over the long term (Jocovski et al., 2019). Despite the increasing popularity of e-commerce some people choose online buying, many individuals still prefer physical stores for buying clothing because able to enjoy staff services (Fatima & Siddiqui, 2023). Apparel as an experiential product exposes consumers to a higher risk of perceiving discrepancies in the quality and fit of products bought online (Pandey & Chawla, 2018). Hence, this contributes to some consumers' hesitancy to trust online purchases due to their inability to physically touch, try on, check, and assess the quality of products before making a purchase decision (Daroch et al., 2021; Nagamanikandan & Mahalaxmi, 2016). To accommodate the diverse body shapes of individuals, clothing designs are typically available in a range of sizes. Even though consumers know their size before online ordering, the inconsistent size measurements in the apparel industry will make consumers confused and purchase ill-fitting garments, leading to a higher rate of returns and exchanges (Ogunjimi et al., 2021).

Forrester statistics from 2021 revealed that the return rate for online apparel orders was 30% while retail outlets just have 8.89% (Retail Dive, 2022). Consequently, this may lead to an increase the returned clothes and force the company to incur additional costs such as repackaged and frequent cleaning of returned goods (Saad et al., 2019). Considering the constraints of physical stores and the risks associated with online shopping, fashion apparel brands are increasingly embracing new omnichannel retailing strategies (Kim et al., 2020). Nowadays, the convenience of online purchasing, coupled with the flexibility of self-pickup at one's convenience, has resulted in a new shopping trend called Buy Online, Return In-Store (BOPIS) as known as click and collect (Damen, 2022).

"Click and collect" enables shopper behaviour beyond the control of the retailer (Beck & Rygl, 2015). By picking up the product in-store, they can address issues such as clothes sized not fitting properly, thereby reducing the risk of product dissatisfaction.

Consequently, BOPIS distinguishes itself from online shopping by improving the efficiency of the delivery process and mitigating the chances of product mismatch (Natarajan et al., 2023a). Prior research has highlighted that customers tend to verify the quality of their online purchases before proceeding with the pickup process (Jindal et al., 2021). This practice involves physically inspecting products to minimize the risk of perceived product non-conformity (Zhang et al., 2018). Notably, the apparel industry leading in implementing omnichannel strategies such as BOPIS and "Buy Online, Return In-Store" (BORIS) when compared to other industries (Iglesias-Pradas et al., 2021).

Previous research has acknowledged that omnichannel will be the future development of the retail industry (Saghiri et al.). With the rising significance of the BOPIS model in retail, evaluating consumer attitudes and preferences toward omnichannel becomes crucial, as their acceptance is pivotal for successful omnichannel implementation (Payne & Smith, 2023). However, there is insufficient research exists on consumer behavior and satisfaction regarding the adoption of BOPIS services (Kim et al., 2020). Natarajan et al. (2023a) have proposed that future research could explore other countries with varying levels of penetration as customer attitudes toward BOPIS services may vary. Moreover, certain studies propose that BOPIS research should be tailored to specific industries and products due to potential variations in consumers' purchasing behaviors and willingness to utilize this delivery option (Jayasingh et al., 2022; Iglesias-Pradas et al., 2021; Milioti et al, 2020). Many prior studies on BOPIS have primarily focused on omnichannel shoppers with at least one BOPIS experience. Kaur et al. (2020) have suggested that future research in the omnichannel context should also consider users who have not yet adopted omnichannel methods to understand their perceptions. Hence, this study targets consumers who had not previously used BOPIS to understand their perceptions and preferences regarding the implementation of BOPIS in the apparel industry (Natarajan et al., 2023a; Kim et al., 2020).

1.3 Research Objectives

1.3.1 General Objective:

The main objective of this research is to investigate the factors influencing consumers' intention to use BOPIS service for purchasing clothing.

1.3.2 Specific Objective:

- 1) To identify if performance expectancy can influence consumers' behavioural intention of using BOPIS service for purchasing clothing.
- 2) To identify if effort expectancy can influence consumers' behavioural intention of using BOPIS service for purchasing clothing.
- 3) To identify if social influence can influence consumers' behavioural intention of using BOPIS service for purchasing clothing.
- 4) To identify if hedonic motivation can influence consumers' behavioural intention of using BOPIS service for purchasing clothing.

1.3.3 Research Question:

- 1) Is there a relationship between performance expectancy and consumers' behavioural intention of using BOPIS service for purchasing clothing?
- 2) Is there a relationship between effort expectancy and consumers' behavioural intention of using BOPIS service for purchasing clothing?
- 3) Is there a relationship between social influence and consumers' behavioural intention of using BOPIS service for purchasing clothing?

- 4) Is there a relationship between hedonic motivation and consumers' behavioural intention of using BOPIS service for purchasing clothing?

1.4 Research Significance

The purpose of this research is to examine the determinants that shape consumers' intentions to adopt BOPIS for buying clothing. As a result, this study will bring benefits to consumers, apparel industry practitioners, and academics. The findings stemming from this research make consumers realize the convenience that BOPIS services offer in the buying and receiving of clothing items, broadening consumers' purchasing channel alternatives. Thus, it can broaden consumers' horizons beyond being restricted to just one method of online or offline shopping.

Given the substantial growth of BOPIS in recent years, the findings of this study will furnish clothing brands and industry practitioners with valuable insights into how the implementation of BOPIS positively influences consumer purchasing behaviour, ultimately enhancing customer satisfaction. Furthermore, comprehending consumer perceptions of BOPIS shopping is critical for retailers to enhance the omnichannel retail experience. It will also provide clothing retailers considering the adoption of a BOPIS service with insights into consumer sentiments regarding this service.

Moreover, this study can make a meaningful contribution to future research regarding BOPIS and the apparel sector. This study aims to address the research gap concerning the examination of the attitudes of potential BOPIS users. As highlighted by Jin et al. (2018) claimed that limited research on BOPIS has resulted in academics and practitioners remaining unaware of the advantages and adoption strategies associated with the development of BOPIS in omnichannel. In sum, this research holds significance in both practical and theoretical aspects.

CHAPTER 2: LITERATURE REVIEW

2.1 Underlying Theory

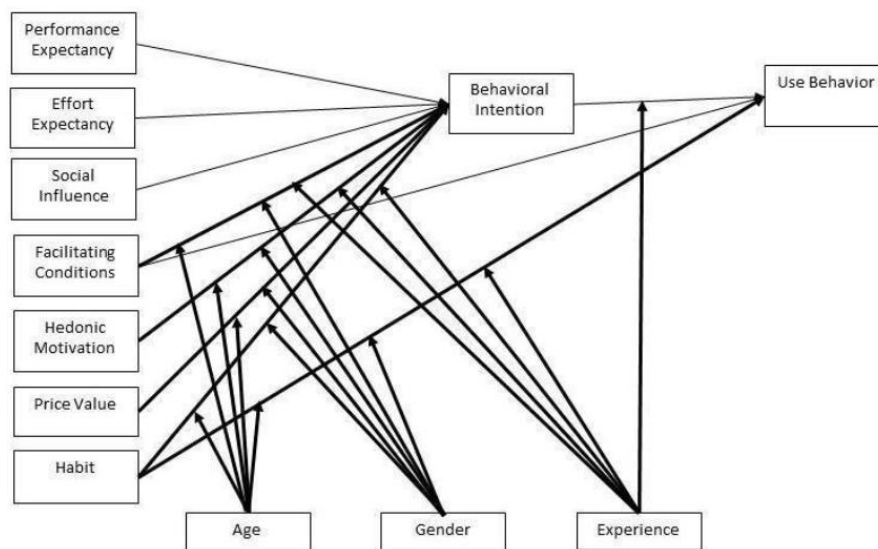
2.1.1 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)

This research employs Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) developed by Venkatesh et al. (2012) to identify the determinants affecting consumers' attitudes toward adopting BOPIS services. UTAUT2 builds upon the UTAUT model by keeping four key constructs of performance expectancy, effort expectancy, social influence, and facilitating conditions. It adds three new constructs to study customers' technology acceptance and use behaviour: hedonic motivation, price value, and habit (Venkatesh et al., 2012). This model illustrates that when users encounter new technology, several factors impact their behavioural intentions and use behaviour. The incorporation of additional constructs expands the theoretical scope of UTAUT2. Additionally, UTAUT2 eliminates the voluntariness in UTAUT, focusing on three key moderators: gender, age, and experience. UTAUT is Technology Acceptance Model (TAM) modified and reconstruct version and integrates insights from eight technology-use models, including the Theory of Reasoned Action (TRA), TAM, Theory of Planned Behavior (TPB), Combined TAM and TPB (C-TAM-TPB), Model of PC Utilization (MPCU), Motivational Model (MM), Social Cognitive Theory (SCT), and Innovation Diffusion Theory (IDT) (Venkatesh et al., 2003).

UTAUT2 offers a more customer-centric approach to explain purchasing preferences in an omnichannel context compared to organizational use (Venkatesh et al., 2012). This theory was developed to address the shortcomings in detail when describing consumer expectations within the UTAUT model (Tamilmani et al., 2021). Ayensa et

al. (2016) noted that UTAUT2 is the most established model for analyzing consumer behaviour which incorporates several consumer theories. UTAUT2 significantly increases the variance explained in behavioural intention and use behaviour, rising from 56% to 74% (Venkatesh et al., 2012). Hence, UTAUT2 is well-suited for understanding various technologies' adoption and use (Kalinkara & Talan, 2022). Furthermore, it is one of the most applied theories in research to explain consumer technology acceptance (Kim et al., 2020). This research employs the UTAUT2 model given that BOPIS necessitates customer use of technology, such as mobile applications, throughout the product ordering and receiving process (Kim et al., 2020).

Figure 2. 1 Unified Theory of Acceptance and Use of Technology 2 (UTAUT2)



Adapted from: Venkatesh et al. (2012).

2.2 Review of Variable

2.2.1 Dependent Variable

2.2.1.1 Behavioral Intention

In Kapsler and Abdelrahman's (2020) study, behavioural intention is equated with user acceptance, while most prior research regards it as purchase intention (Ayensa et al., 2016; Khalifa & Liu, 2007). Behavioural intention is a crucial and salient antecedent to actual behaviour (Ajzen, 2011) and signifies an individual's willingness using a product or service (Kaur et al., 2020). According to UTAUT2 and other theories like TRA, TAM, and TPB, intention to use serves as a determinant of actual usage behaviour (Kim et al., 2020). Silva et al. (2018) emphasize that behavioural intention is the primary predictive factor for an individual's usage behaviour. Besides, behavioural intention is described as an individual's inclination to perform specific tasks (Kalinkara & Talan, 2022).

In various studies within an omnichannel context, behavioural intention is described as the intention to continuously use BOPIS (Martn & Herrero, 2012; Kim et al., 2022). The use of the required application on user experiences such as ease of use, satisfaction, and likelihood to recommend it to others, promotes the intention to use BOPIS (Mudjahidin et al., 2022). The motivating factors driving a person's behaviour are captured by the purpose of that behaviour, which reflects the extent to which people try to conduct that behaviour. Customer willingness to make a purchase is considered a dependent variable of purchase expectation (Ummah et al., 2021). Davis (1989) argues that an individual's perception of technology significantly affects their behavioural intention and consequently, their technology usage. As such, behavioural intention is studied as the dependent variable influenced by various predictors or independent variables.

2.2.2 Independent Variable

2.2.2.1 Performance Expectancy (PE)

Venkatesh et al. (2003) originally defined performance expectancy in their UTAUT model as the degree to which an individual's use of a system improves work performance. In UTAUT2, performance expectancy is redefined as the extent to which technology usage is beneficial for specific activities (Venkatesh et al., 2012). It corresponds and similar to TAM's perceived usefulness, IDT's relative advantage, MM's extrinsic motivation, and SCT's outcome expectations (Venkatesh et al., 2003). Performance expectancy reflects the user's belief in technology's ability to enhance efficiency (Eneizan et al., 2020). In omnichannel shopping, it refers to consumers' perception of using multiple channels during a single shopping journey to facilitate effective purchasing (Jayasingh et al., 2022). Ayensa et al. (2016) found that it measures the benefits consumers gain from using various channels or technologies like BOPIS, which involves online ordering and in-store pickup of clothing products. Kim et al. (2020) described it as consumers' belief that employing BOPIS services can derive more benefits from the purchasing process.

Performance expectancy is a utility-related construct, that emphasizes that customers focus on utilitarian aspects and are primarily motivated by extrinsic factors (Venkatesh et al., 2003). It represents the utility individuals derive from employing technology (Pantano & Di Pietro, 2012). Carlson et al. (2015) define perceived value as the direct benefits obtained from product or service outcomes and processes. Given the similarity between performance expectancy and relative advantage, it becomes evident that individuals gain performance benefits through BOPIS usage, enhancing their efficiency and expediting the shopping process (Mudjahidin et al., 2022). Performance

expectancy reflects users' perceptions of enhancements in convenience, responsiveness, and service effectiveness resulting from technology adoption (Gu et al., 2009).

Channel convenience relates to flexibility in location selection, timesaving, and effort reduction, ultimately enhancing customers' perception of that channel (Berry et al., 2002; Xu & Jackson, 2019). Lee et al. (2020) claimed that BOPIS users tend to be time-sensitive, cost-conscious, and innovative, hence prioritizing quick and convenient shopping experiences. Furthermore, BOPIS users can enjoy personalized services like selecting pick-up time that is convenient for them, and overcoming issues associated with home delivery inconveniences, especially for single individuals and working professionals (Kim et al., 2020; Kim et al., 2022). BOPIS fulfils customers' expectations of receiving items quickly after online ordering (Han et al., 2019), meeting their demand for transparent product availability information, which further encourages their intent to use BOPIS (Jin et al., 2018). Given that numerous advantages that BOPIS offers resulting in enhanced convenience and reduced shopping time, thus motivating customers to choose BOPIS (Vyt et al., 2022).

2.2.2.2 Effort Expectancy (EE)

Effort expectancy pertains to how easily customers evaluate the time and effort required to accept and use technology. It aligns with TAM's perceived ease of use and MPCU's complexity (Venkatesh et al., 2003). Therefore, effort expectancy similar to perceived ease of use demonstrates how easily users consider the technology to be used (Eneizan et al., 2020). Yilmaz and Kavanoz (2017) define it as users' perception of technology being easy and effortless to use. In an omnichannel context, effort expectancy signifies how effortlessly an individual uses a specific technology across various reference points or channels during the purchasing process (Davis et al., 2003). It indicates an individual's comfort level when engaging with different touchpoints throughout their

purchasing journey and reflects the perceived usage difficulty of accepting multiple retailer touchpoints (Nguyen & Borusiak, 2021).

Effort expectancy, also known as ease of use, is a known influencer of usefulness, as greater ease of use correlates with higher utility (Venkatesh & Davis, 2000). In the omnichannel shopping context, BOPIS involving online ordering and offline pickup, the assessment of consumer effort expectancy is affected (Cha, 2011). Previous research has defined effort expectancy as the simplicity with which customers use different touchpoints throughout their purchasing journey (Ayensa et al., 2016). Kim et al.'s (2022) research highlights that effort expectancy pertains to the ease of using mobile applications and the order-to-collection process associated with BOPIS. These methods are newer than traditional online or on-site purchase, requiring consumers to learn their usage. Previous studies have found that effort expectancy significantly influences Spanish customers' adoption of omnichannel services offered by apparel retailer Zara (Ayensa et al., 2016). From consumers' viewpoints, effort expectancy in omnichannel retailing signifies their belief that utilizing a retailer's multiple channels will facilitate their purchases effectively and effortlessly (Jayasingh et al., 2022).

2.2.2.3 Social Influence (SI)

Social influence is termed as the extent to which those whom a person considers important such as family, relatives, and friends believe that he should adopt the new technology (Venkatesh et al., 2012). Therefore, consumers may be affected by those around them deciding to purchase clothes through BOPIS. Those who perceive support for their technology use within their social network are more inclined to intend to use it, in contrast to those lacking such support (Nordhoff et al., 2020). Social influence aligns with TRA and TAM2 subjective norms, MPCU social factors, and IDT image (Venkatesh et al., 2003). In TRA, social norms are similar to subjective norms

(Thompson et al., 1991). Additionally, Venkatesh et al. (2003) explains social influence as consumers adjusting their intentions under social pressures and conforming to societal expectations. It pertains to how individuals modify their behaviour to align with the requirements of society (Kelman, 1958). Social influence under Social Influence Theory, characterizes individuals deeply affected by others' thoughts and actions, following the opinions of an influential person (Bagozzi & Lee, 2002). Moreover, it signifies that technology use should be shared with others and important people (Kalinkara & Talan, 2022).

Social influence also known as a subjective norm, reflects the perceived social pressure on an individual to perform specific behaviour, indicating that an individual's perception of that behaviour is influenced by the viewpoints of others (Ajzen, 2011). It pertains to how much the use of technology is appreciated in social networks that are important to the individual (Venkatesh et al., 2003). Additionally, social influence encompasses surrounding factors affecting user behaviour, such as the opinions of relatives, companion, and supervisors (Gu et al., 2009). In an omnichannel context, social influence refers to how acquaintances impact an individual's intention to utilize BOPIS services (Kim et al., 2022). It also involve word-of-mouth activities where individuals are persuaded by friends, colleagues, and family members to share their positive experiences with BOPIS convenience, subsequently influencing their intention to adopt BOPIS (Kim et al., 2020).

2.2.2.4 Hedonic Motivation (HM)

Brown and Venkatesh (2005) defined hedonic motivation as fun, pleasure, and enjoyment individuals experience when using technology, a crucial factor in technology acceptance and usage. It can also be understood as an individual's inner satisfaction-driven motivation for engaging in an activity (Ryan and Deci, 2000).

Hedonic motivation is conceptualized as perceived enjoyment when individuals use information systems (Thong et al., 2006). Verhoef et al. (2015) describe perceived enjoyment as the intrinsic pleasure and fun in an omnichannel shopping environment. Platforms like official websites and mobile devices provide consumers with opportunities to experience hedonic motivation by ordering online. This can foster their behavioural intentions to use these new technologies for making product purchases (Heijden et al., 2003).

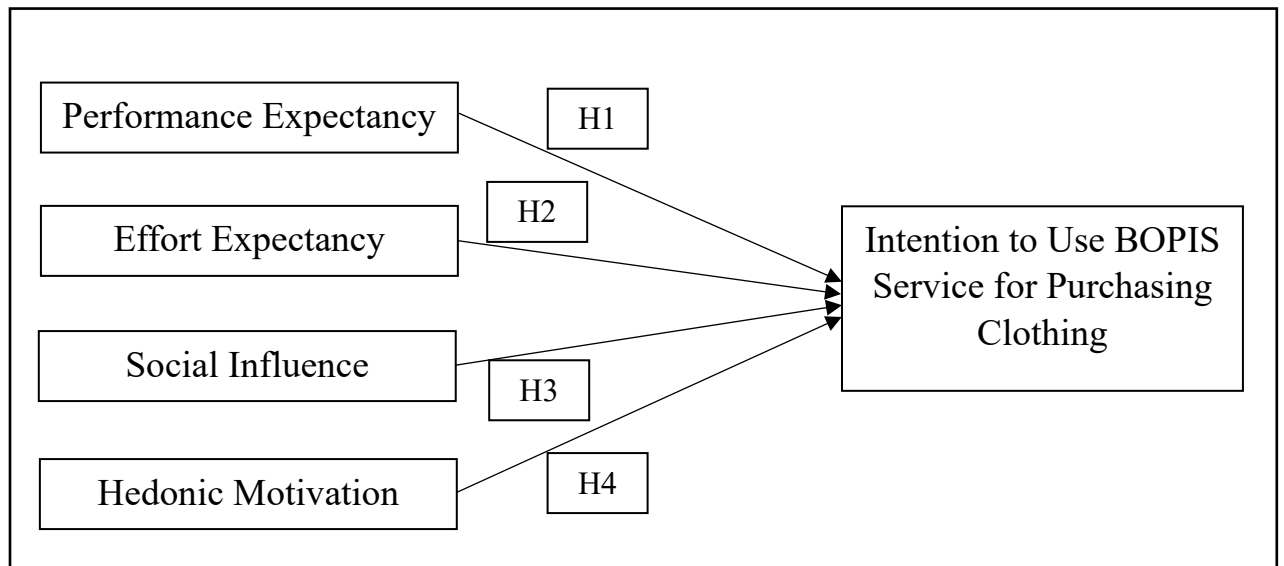
BOPIS enhances the customer experience by fostering enjoyable, interesting, and pleasant interactions with staff (Kim et al., 2020). It serves as a customer-centric approach in the omnichannel purchasing approach, ensuring a consistent and orderly shopping journey (Kim et al., 2022). BOPIS offers a customized purchasing experience by highlighting interconnected offline and online touchpoints, allowing retailers to establish personal connections with customers and contribute them have positive emotions (Bogdan & Gotwald, 2022; Pappas et al., 2014). This is particularly valuable for omnichannel users who seek a seamless and exciting transition from online ordering to in-store pickup (Barnes, 2022). Balasubramanian et al. (2005) highlight that customers can satisfy both utilitarian and hedonic needs cost-effectively, facilitating their shopping intentions and behaviours. This stems from the pleasure customers derive from the convenience of the BOPIS purchasing process (Kim et al., 2020).

Hedonic motivation pertains to the value created from shopping experiences, involving the attainment of goals, enjoyment, and happiness (Babin et al., 1994). Previous research indicates that people purchase hedonic feelings such as pleasure and enjoyment in addition to utilitarian value (To et al., 2007). O'Brien (2010) asserts that both hedonic and utilitarian motivations are relevant to the shopping experience. Emotional value plays a role in shaping the intention to continue using omnichannel services like BOPIS pickup (Lee & Kim, 2021). In this study, clothing is chosen as the product purchased through BOPIS due to its classification as a high-hedonic product category, characterized by its symbolic and pleasurable attributes (Crowley et al., 1992).

BOPIS offline pickup offers customers enjoyable experiences, including interactions with staff while collecting clothes (Nicholson et al., 2002). Babin et al. (1994) define hedonic value as the value customers derive from subjective feelings of fun and playfulness. Kim (2006) explains hedonic purchasing as a positive experience where consumers find emotionally satisfying experience in the shopping activity.

2.3 Conceptual Framework

Figure 2. 2 Conceptual Framework



Source: Developed for the research.

This study's conceptual framework is based on the UTAUT2 model and aims to investigate factors contributing to consumers' intent to use BOPIS for clothing purchases. This research adopts performance expectancy, effort expectancy, social influence, and hedonic motivation as four constructs from UTAUT2. Notably, the facilitating condition was found not positively related to the BOPIS omnichannel shopping intention in previous research (Jayasingh et al., 2022). Habit is excluded

because it is defined as the degree to which behaviours are performed automatically, and not all respondents would habitually use BOPIS (Kim & Malhotra, 2005). Moreover, the impact of habit on actual use outweighs the intention hence diminishing the importance of intention as habit strengthens (Limayem et al., 2007). Another study pointed out price value is not a key factor in influencing consumers to choose BOPIS (Kim et al., 2020). Both facilitating condition and habit directly determine usage behaviour, thus simplifying the examination of intention by excluding these two constructs. Consequently, this research does not investigate the effects of facilitating conditions, price value, and habit on behavioural intention.

In this study, we use behavioural intentions as a measure to investigate the factors influencing consumers' adoption of BOPIS. Theoretically, prior research has shown that behavioural intention predicts the use of behaviour and fully mediates the influence of other constructs on behaviour (Venkatesh & Davis, 2000). Practically, considering that BOPIS is not as common as online shopping, it may not be suitable to analyze use behaviour comprehensively. Moreover, previous studies have used it as a construct in their investigations (Tamilmani et al., 2018). In summary, this research employed the UTAUT2 model to validate the relationship among the independent variables—performance expectancy, effort expectancy, social influence, and hedonic motivation as determinants of behavioural intentions in using BOPIS excluding the use behaviour for clothing purchases.

2.4 Hypothesis Development

2.4.1 Performance Expectancy (PE) and Behavioral Intention (BI) to Use BOPIS Service

Performance expectancy is a utilitarian value refers to an individual's belief that employing a technology will streamline processes (Venkatesh et al., 2012). Prior research has consistently emphasized that users' perceptions of the utilitarian benefits impact their intentions constantly using technology and enhance their satisfaction (Overby & Lee, 2006). Performance expectancy is considered by many studies as the most influential predictor of user acceptance and behavioural intentions (Rahman et al., 2017). It has been established as the dominant factor shaping users' purchasing decisions and behavioural intentions (Pascual-Miguel et al., 2015). This is because when users recognize the high utility of a new technology, they will increase their willingness to adopt it (Lee & Kim, 2021). Previous research has emphasised that performance expectancy is the key factor driving purchase intentions in omnichannel fashion retail (Gunawan et al., 2020). Additionally, Mudjahidin et al. (2022) indicate performance expectancy related to relative advantage plays a pivotal role in influencing consumers intend to use BOPIS. Therefore, following the findings of prior studies, the following hypothesis has been developed:

H1: There is a significant relationship between performance expectancy and intention to use BOPIS for purchasing clothing.

2.4.2 Effort Expectancy (EE) and Behavioral Intention (BI) to Use BOPIS Service

Previous studies have consistently demonstrated that effort expectancy have a significant positive effect on purchase intention (Davis, 1989; Ayensa et al., 2016; Venkatesh et al., 2012). Using effort expectancy as a construct highlights its relevance

to consumers' intentional use in the early stages of new behaviour or technology adoption (Davis et al., 1989). The ease with which anyone learns to use BOPIS quickly and effortlessly is a crucial factor influencing user's behavioural intention to accept and use (Kim et al., 2020). Consequently, consumers' efforts to reduce the learning for using BOPIS increase their intention to use (Kim et al., 2022). Effort expectancy has also been identified as a key driver of omnichannel shopping intention (Ayensa et al., 2016). In line with these findings, Nguyen and Borusiak (2021) established a positive relationship between effort expectancy and behavioural intention, indicating that individuals' perception of omnichannel technology, such as BOPIS, as clear and comprehensible increases their behavioural intention. Therefore, based on the insights from prior research, the following hypotheses have been formulated:

H2: There is a significant relationship between effort expectancy and intention to use BOPIS for purchasing clothing.

2.4.3 Social Influence (SI) and Behavioral Intention (BI) to Use BOPIS Service

People's perceptions of others' views on technology access can positively influence their purchase intentions (Rizvi & Siddiqui, 2019). Venkatesh et al. (2012) suggested that behavioural intentions are influenced by an individual's perception of how others view their technical experience. Past research has emphasized the positive impact of social influence on people's intentions to adopt new technology (Wang & Wang, 2010). Nowadays, social media has greatly expanded the influence of communities, making social influence a significant factor in behavioural intentions (Alalwan et al., 2017). Natarajan and Raghavan (2023) highlighted other people's referral behaviour, also known as word of mouth, as potential consumer behaviour. Additionally, several studies have shown that shoppers' relatives' word-of-mouth influences their intention

to use omnichannels (Sombultawee & Tansakul, 2022). Therefore, in alignment with prior research findings, the following hypotheses have been developed:

H3: There is a significant relationship between social influence and intention to use BOPIS for purchasing clothing.

2.4.4 Hedonic Motivation (HM) and Behavioral Intention (BI) to Use BOPIS Service

Hedonic motivation considered an internal motivation is a key predictor of behavioral intention (Vallerand, 1997). Consumers' adoption of technology is influenced by their hedonic experiences and attributes (Lu et al., 2009). A more enjoyable experience and personalization increases the likelihood of consumers having usage and purchase intentions. (Pappas et al., 2014). The greater hedonic value correlates with increased customer satisfaction (Smith, 2022). Previous research highlights the impact of hedonic motivation on perceived enjoyment, which significantly affects technology acceptance and purchase intention (Thong et al., 2006). Consumers are more inclined to make a purchase when they derive enjoyment from it (Babin & Attaway, 2000). Additionally, hedonic motivation crucial in consumers' shopping journeys and serves as a main predictor of behavioural intentions in the BOPIS context, which integrates offline, online, and mobile channels (Tyrväinen et al., 2020). It has also been shown to influence online order in-store pickup service intentions (Kim et al., 2020). Hence, along with previous research findings, the following hypotheses have been formulated:

H4: There is a significant relationship between hedonic motivation and intention to use BOPIS for purchasing clothing.

CHAPTER 3: METHODOLOGY

3.1 Research Design

Research design is the overall framework for connecting conceptual research problems to relevant and achievable empirical research. It offers clear guidance for research procedures (Creswell, 1994). Asenahabi (2019) emphasized that a crucial prerequisite for successful research is having an appropriate research design to ensure the valid achievement of research objectives before commencing data collection. This research employed quantitative and descriptive research methods to study the determinants influencing individuals' intentions to use BOPIS for buying clothing.

3.1.1 Quantitative Research

Quantitative research is the quantification and analysis of variables to generate results that either support or challenge a knowledge claim. Quantitative utilizes experiments and surveys as data collection instruments, yielding statistical information (Williams, 2011). It involves converting phenomena into numerical values for subsequent statistical analysis (Gelo et al., 2008). It aims to test formulated hypotheses, establish cause-and-effect relationships, and make predictions. Typically, it seeks to determine a causal relationship between two or more variables, employing statistical techniques to assess the strength and significance of this relationship (Fraser Health Authority, 2011). Quantitative data collection tends to focus more on objective facts compared to qualitative research.

3.1.2 Descriptive Research

Descriptive research seeks to accurately depict characteristics of populations, situations, and phenomena through observation or survey questionnaires to gather information from study participants. It is suitable when the research objectives are to identify characteristics, frequencies, trends, and categories, especially when there is limited knowledge about the research topic, as its emphasis is on addressing the "what" rather than the "why" of research topic (Siedlecki, 2020). Hence, this study employs a descriptive research method to explore the impact of consumer attitudes toward BOPIS adoption and their associated characteristics. The primary focus is on understanding the factors or features of BOPIS that lead consumers to intentionally use it for purchasing clothing.

3.2 Sampling Design

Sampling design is a methodology for selecting a sample from the target population, along with estimation technique formula used to compute the sample statistics, which are subsequently used to infer population parameters (Kabir, 2016).

3.2.1 Target Population

Target population refers to a group of people with specific characteristics represent a sample or subset of that population (Akman, 2023). This study aims to examine factors affecting potential consumers' intention to use BOPIS, hence the target population is

people who haven't tried it yet. Using non-BOPIS users helps assess whether they are interested or intend to use it in the future. Additionally, this study doesn't impose age or other demographic restrictions.

3.2.2 Sampling Frame and Location

A sampling frame is a list of population members from which a probabilistic sample is drawn (Rukmana, 2014). It's relevant for probability sampling, where results can be generalized beyond the sample (Acharya et al., 2013). Given the extensive nature of the target population, this research chooses for non-probability sampling methods, rendering a sampling frame unnecessary. As data collection was conducted through an online survey created using Google Forms, specific sampling locations were not selected.

3.2.3 Sampling Element

A sampling element is an individual from the sampled population. The main respondents in this study are individuals who have never used BOPIS before. The non-BOPIS users can express their attitudes, preferences, and opinions regarding adopting BOPIS for clothing purchases.

3.2.4 Sampling Technique

3.2.4.1 Non-probability Sampling

This research adopts a non-probability sampling technique to distribute the survey questionnaire. Non-probability sampling is characterized by an unknown probability of sample selection, thus leading to selection bias in the study (Acharya et al., 2013). It encompasses non-random and subjective sampling methods, where the researcher's judgement or discretion to select the sampling elements (Kabir, 2016). As the target population consists of potential BOPIS users without demographic restriction a large pool of qualified respondents eliminates the need for a sampling frame, making the technique non-probabilistic.

3.2.4.2 Convenient Sampling

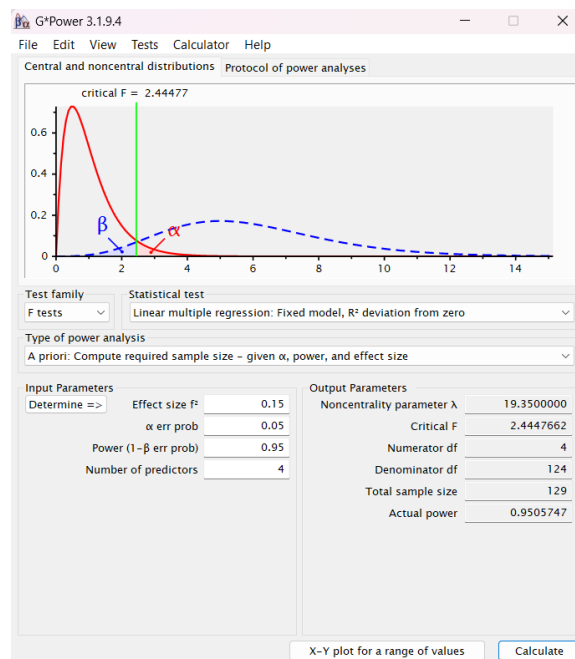
In this study, convenience sampling was chosen to collect data because researcher can select a sample which is easily accessible. This sampling method has been used in many studies because it is readily available (Acharya et al., 2013). Its advantages include low cost and does not require a sampling frame. However, it includes limitations like the inability to generalize to the entire population due to a lack of representativeness, a higher potential for sampling bias, and challenges in controlling and measuring variability (Kabir, 2016). Data collection of this study involved conducting mall intercepts. Given the study's focus on understanding intention of potential users to buy clothing through BOPIS, prior to disseminating the questionnaire, only respondents without any previous experience in BOPIS shopping will be invited to participate it.

3.2.5 Sample Size

The G*Power 3.1 statistical software was used to determine the minimum sample size for this study. The F test was chosen for computing the required sample size and used

the default values, including an effect size at 0.15, a significance level at 0.05, and a statistical power at 0.95. Based on the research framework with four predictors, the system calculated a minimum sample size of 129. However, Kaur (2017) suggests that larger sample sizes are more representative and result in less sampling error. Israel (1992) stated that a required sample size of 200 to 500 for multiple regression analysis which employed in this study to examine relationships between variables. Therefore, this study aims to collect data from a total of 250 respondents.

Figure 3. 1 G*Power Result



Source: Developed for the research.

3.3 Data Collection Method

Data collection is the systematic gathering and measurement of information related to variables for addressing research questions, testing hypotheses, and assessing results (Kabir, 2016).

3.3.1 Primary Data

This research aims to collect primary data on the factors influencing consumers' intention to buy clothing through BOPIS service. Primary data is known as first-hand experience, which results in the collected data being more reliable, authentic, and objective. Kabir (2016) notes that data collected by using the primary data method is high quality. Hence, this research collects the quantitative primary data by using a survey questionnaire as a widely used research instrument. The questionnaire was distributed in online form by using Google Forms which is convenient for respondents who can easily fill out the survey using their mobile phones.

3.4 Research Instruments

3.4.1 Questionnaire Design

Questionnaires are a widely used, cost-effective data collection tool in surveys and statistical analysis. The research employs standardized questions with fixed alternatives to make data compilation easy. This questionnaire adopted close-ended questions allowing respondents to select from provided options (Kabir, 2016). Using a survey questionnaire because of the study's quantitative nature, employing the Likert scale to

measure attitudes by gauging respondent agreement or disagreement with statements (Sullivan & Artino, 2013).

The questionnaire is divided into three sections. The cover page presents research questions, objectives, and privacy assurances to respondents. Section A collects demographic information, including gender, age, education, monthly income, and employment status. Sections B and C are the core of the questionnaire. Section B contains 21 questions related to four independent variables influencing BOPIS behavioural intention: performance expectancy, effort expectancy, social influence, and hedonic motivation. Section C includes five questions measuring the dependent variable of BOPIS usage intention. Both Section B and Section C employ a 5-point Likert scale for respondents to express their degree of agreement or disapproval.

3.4.2 Origin of Construct

Table 3. 1 Operational Construct

Variable	Source	Item	Statement
Performance Expectancy	Kim et al., (2020)	PE1	It is useful for me to use BOPIS for purchasing clothing.
		PE2	I can save time by using BOPIS to purchase clothing.
		PE3	Using BOPIS allow me to purchase clothing faster
		PE4	I think that using BOPIS in the process of buying clothing is beneficial .
		PE5	Buying clothing products through BOPIS can increase my shopping efficiency .

		EE1	It is easy for me to learn how to use BOPIS to buy clothing.
		EE2	I found it simple to purchase clothing through BOPIS.
Effort Expectancy	Kim et al., (2020)	EE3	It is easy for me to be skilful at using BOPIS to purchase clothing.
		EE4	I think that clothing retailers offering their products using BOPIS are easy to use .
		EE5	It is clear and understandable for me to use BOPIS for purchasing clothing.
		SI1	People who are important to me believe that I should buy clothing through BOPIS.
		SI2	People who can affect my behaviour think that I should use BOPIS to purchase clothing.
Social Influence	Kaur et al., (2020)	SI3	People whose opinions I value prefer me to buy clothing through BOPIS.
		SI4	The recommendations and suggestions from my friends will influence my decision to use BOPIS for purchasing clothing.
		SI5	I would consider using BOPIS for clothing purchasing because most of my friends use this method.
		HM1	I feel pleasure to use BOPIS throughout the process of purchasing clothing.
		HM2	It is enjoyable to use BOPIS while purchasing clothing.
Hedonic Motivation	Kaur et al., (2020)	HM3	It is interesting for me to purchase clothing by using BOPIS
		HM4	I am excited to use BOPIS for purchasing clothing.

		HM5	Using BOPIS to buy clothing is delightful .
		HM6	Using BOPIS to buy clothing is fun .
		BI1	I will always try to purchase clothing by using BOPIS.
Behaviour	Kaur et al., (BI2	I intend to use BOPIS to buy clothing in the future .
Intention to	2020)	BI3	I will frequently use BOPIS to purchase clothing in the future .
Use BOPIS		BI4	I plan to use BOPIS to buy clothing continually.
Service		BI5	I will recommend my friend to buy clothing through BOPIS.

Source: Developed for the research.

3.5 Construct Measurement

3.5.1 Nominal Scale

The nominal scale has two or more distinct classifications with no inherent ranking or ordering (Mishra et al., 2018). It is characterized as mutually exclusive and collectively exhaustive (Cooper & Schindler, 2014). In quantitative analysis, numbers are used as labels to categorize each group without implying any superiority of one over another. There are three questions in Section A demographic profile that fall under the nominal scale such as gender, educational level, and employment status to gain insights into the respondents' background.

Example of Nominal Scale:

Gender

- Male
- Female

3.5.2 Ordinal Scale

Ordinary scale refers to arranging and classifying objects based on their ranking in a clear order (Dalati, 2018; Mishra et al., 2018). It involves assigning numbers that represent rank order, such as quality or quantity. In this questionnaire, two demographic questions in Section A fall under the ordinal scale category which is age and monthly income.

Example of Ordinal Scale:

Monthly Income

- Below RM1,000
- RM1,000 – RM1,999
- RM2,000 – RM2,999
- RM3,000 – RM3,999
- RM4,000 and above

3.5.3 Likert Scale

The interval scale refers to the difference between the figure being fixed and equal distance but no absolute zero (Dalati, 2018). It involves assigning numerical values to each point or category. A 5-point Likert scale was employed in this study to gather respondents' opinions on research-related statements. The interval scale was applied in both Section B and Section C of the questionnaire. Section B aimed to examine factors influencing users' behavioural intentions, while Section C inquired about their intent to adopt BOPIS. The 5-point Likert scale used in these sections transformed respondents' attitudes into numerical values, allowing measurement of their level of agreement or disapproval. Likert scale is widely recognized as a highly reliable method for assessing user attitudes towards a topic (Taherdoost, 2019).

Example of Interval Scale (5 Point Likert Scale)

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1) It is useful for me to use BOPIS for purchasing clothing.	1	2	3	4	5

3.6 Pilot Test

A pilot test known as a feasibility study is the pretesting questionnaire questions to increase the research's successful possibility. It is conducted before the formal survey to ensure the validity and reliability assessments (Van Teijlingen & Hundley, 2002). Pilot tests enable researchers to identify and amend problematic or confusing questions. Browne's research (1995) suggests that a sample size of 30 is adequate for conducting pilot tests. Consequently, this research's pilot test was distributed to friends via Google

Forms because they belong to the target population, allowing for quick and convenient data collection.

3.7 Proposed Data Analysis Tool

3.7.1 Descriptive Analysis

Descriptive analysis involves summarizing, analyzing, interpreting, and presenting data using tables, charts, or graphs to transform complex data into understandable insights (Bush, 2020). It mainly measures frequency distribution, central tendency (e.g., mean, median, mode) and dispersion (e.g., standard deviation, variance, range) (Simplilearn, 2023). In this study, descriptive analyses were used to measure the frequency and percentage of demographic information and presented through tables and pie charts.

3.7.2 Reliability Test

The reliability test assesses data reliability and validity. In this study, Cronbach's Alpha was calculated using SPSS 25.0 software to measure the internal consistency and reliability of questionnaire responses (Bujang et al., 2018). The accepted value for Cronbach's Alpha is typically at least 0.70, and this test was conducted with a 30-sample size. Results revealed that all constructs exceeded this acceptable level. Particularly noteworthy, hedonic motivation, effort expectancy, and behavioural

intention were even higher than 0.95, indicating very strong internal consistency. Therefore, all variables are deemed reliable.

Table 3. 2 Pilot Test Reliability Test

Variable	Item	Cronbach's Alpha
Performance Expectancy	5	0.903
Effort Expectancy	5	0.951
Social Influence	5	0.924
Hedonic Motivation	6	0.955
Behavioural Intention	5	0.952

Source: Developed for the research.

Table 3. 3 Cronbach's Alpha Rule of Thumb

Cronbach's Alpha	Internal Consistency
$\alpha \geq 0.90$	Excellent
$0.80 \leq \alpha \leq 0.89$	Good
$0.70 \leq \alpha \leq 0.79$	Acceptable
$0.60 \leq \alpha \leq 0.69$	Questionable
$0.50 \leq \alpha \leq 0.59$	Poor
$\alpha \leq 0.50$	Unacceptable

Source: Arof et al. (2018).

3.7.3 Inferential Analysis

Inferential analysis involves drawing broader conclusions beyond the measured dataset, making inferences and predictions about larger populations based on representative samples, and testing relationships between variables (Guetterman, 2019). Because it is not possible to collect entire populations' information. Therefore, this study uses multiple linear regression as an inferential statistics tool to analyze how four factors as an independent variable predict behavioural intention as a dependent variable.

3.7.3.1 Assumption Test

The fundamental assumptions of the multiple linear regression model are no outliers and no correlation between independent variables (Uyanık & Güler, 2013). Additionally, assumptions testing encompasses requirements such as normally distributed, linearity between independent and dependent variables, independent observations, and a continuous dependent variable (Guetterman, 2019). Fulfilling these assumptions is essential for validating results and ensuring the reliability of the model's predictions.

3.7.3.2 Multicollinearity Test

Multicollinearity arises when independent variables are not only significantly correlated with the dependent variable but also with each other. It is particularly relevant in multiple regression analysis for assessing the linear relationships between independent variables. The extent of multicollinearity is measured using the Variance Inflation Factor (VIF), where a VIF of 1 suggests no correlation, 1 to 5 implies

moderate correlation, and 5 to 10 indicates high correlation. VIF values exceeding 10 indicate poor estimation of regression coefficients (Shrestha, 2020). High correlation can lead to problems in interpreting the results (Frost, 2023). Therefore, multicollinearity is deemed acceptable when VIF is below 10. In the pilot test, all independent variables were within the acceptable range of multicollinearity.

Table 3. 4 Pilot Test Multicollinearity Result

Variable	VIF
PE	5.528
EE	5.507
SI	3.923
HM	8.175

Source: Developed for the research.

3.7.3.3 Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical technique to gauge the relationship between a dependent variable and multiple independent variables, predicting outcomes and assessing whether a cause-and-effect relationship exists (Uyanık & Güler, 2013). It reveals if the dependent variable relates linearly to two or more independent variables.

$$\text{Formula: } BI_i = \beta_0 + \beta_1 PE + \beta_2 EE + \beta_3 SI + \beta_4 HM + \epsilon_i$$

BI_i = Behavioral Intention

β_0 = y Intercept

PE = Performance Expectancy

EE = Effort Expectancy

SI = Social Influence

HM = Hedonic Motivation

ϵ_i = Error or residual value

3.7.3.4 Coefficient of Correlation Analysis

Pearson Correlation Coefficient Analysis is designed to investigate whether there is a relationship or association between variables. The resulting correlation reveals whether values between two variables tend to co-vary systematically. Furthermore, the correlation coefficient offers insights into the strength and direction of this relationship. For instance, the result of the correlation coefficient which is "r statistic", has a range of -1.0 to +1.0. A value of 0 for 'r' signifies no relationship between the two variables (Guetterman, 2019).

3.8 Data Collection Procedure

3.8.1 Data Checking

The researcher will review all the collected questionnaires to ensure they are fully completed. Questionnaires would be voided if filled out incorrectly or answered by

unqualified respondents. This will help to detect errors as early as possible allowing ample time to gather sufficient responses.

3.8.2 Data Editing

Researchers promptly correct errors to ensure data accuracy and reliability. This involves removing questionnaires with missing, inconsistent, or duplicate entries. In this study, Google Forms was employed making every question mandatory to mitigate the risk of missing data.

3.8.3 Data Coding

To streamline the transfer of collected data into SPSS software, numerical codes will be assigned to each option. For demographic questions with nominal and ordinal ratio, numerical values represent each category, while the 5-point Likert scale question, "1" indicate "Strongly Disagree," "2" signifies "Disagree," and so forth.

3.8.4 Data Transcribing

At this stage, the encoded data will be transferred from the Excel sheet to SPSS, where the system will automatically process the data to generate the analysis results.

3.8.5 Data Cleaning

Data cleaning involves organizing and correcting inaccuracies, improper formatting, or messy data (Mode Analytics, n.d.). In SPSS software, duplicate submissions will be identified and removed to maintain consistency and ensure data accuracy.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter entails the analysis of the collected data to derive research outcomes. A total of 252 questionnaires were obtained from the respondents in this study, yet only 215 respondents remained after excluding 37 responses deemed ineligible due to disagreement with acknowledgement of notice, central tendency error, acquiescence bias, and dissent bias. Furthermore, data analysis and interpretation, including descriptive and inferential analysis, were conducted using the SPSS 25.0 version.

4.1 Descriptive Analysis

Table 4. 1 Demographic Data

Demographic	Items	Frequency	Percentage
Gender	Male	119	55.30 %
	Female	96	44.70 %
Age	Below 20	14	6.50 %
	20 - 29	147	68.40 %
	30 - 39	37	17.20 %
	40 - 49	5	2.30 %
	50 and above	12	5.60 %

Education	Secondary School	24	11.20 %
	Foundation / STPM / Diploma	34	15.80 %
	Undergraduate: Bachelor's Degree	141	65.60 %
	Postgraduate: Master / PhD	16	7.40 %
Monthly Income	Below RM1,000	116	54.00 %
	RM1,000 – RM1,999	16	7.40 %
	RM2,000 – RM2,999	23	10.70 %
	RM3,000 – RM3,999	29	13.50 %
	RM4,000 and above	31	14.40 %
Employment Status	Employed	68	31.60 %
	Unemployed	3	1.40 %
	Retired	7	3.30 %
	Student	133	61.90 %
	Homemaker	4	1.90 %

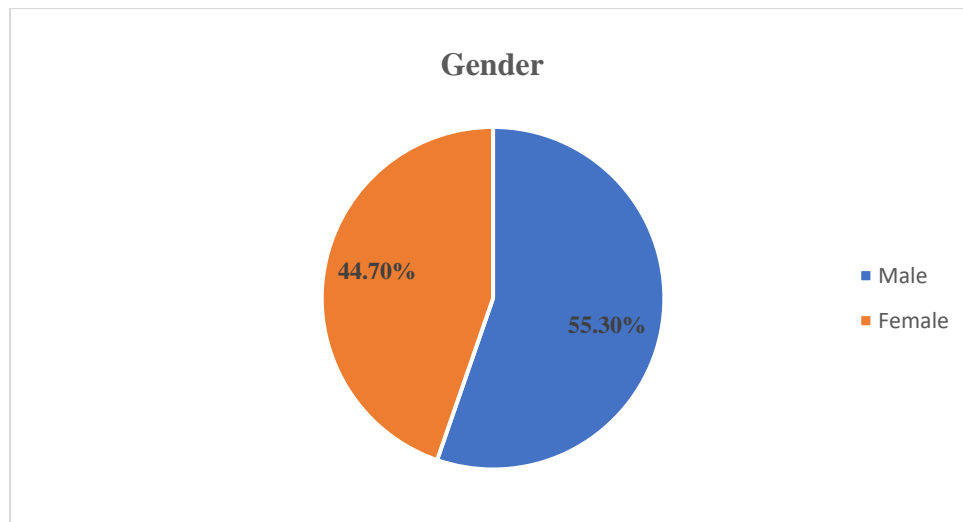
Source: Developed for the research.

Respondents Demographic Profile

This study performed descriptive analysis to comprehend the demographic information of the participants. The descriptive analysis results of Section A in the survey will be described concisely using tables and pie charts. Key demographic information encompasses the participants' gender, age, income, education level, and employment status.

4.1.1 Gender

Figure 4. 1 Descriptive Analysis for Gender

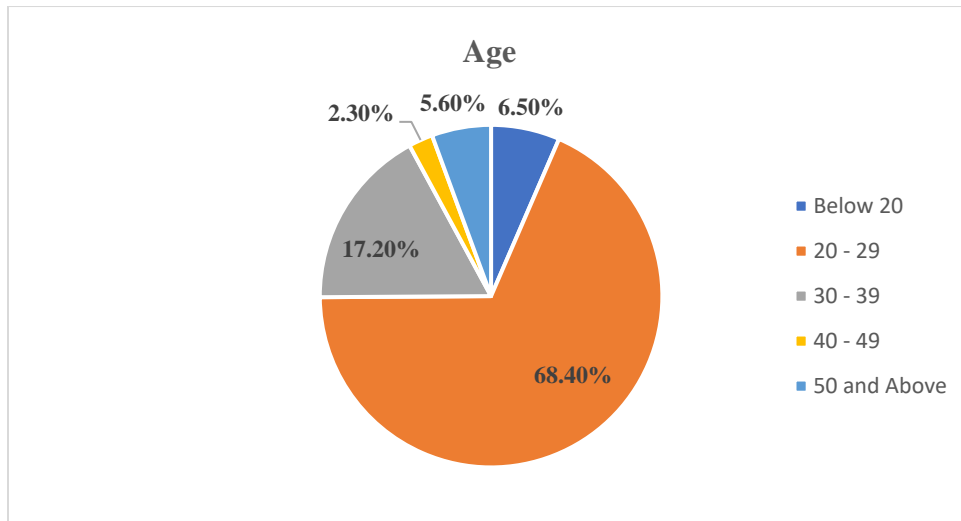


Source: Developed for the research.

Figure 4.1 illustrates the gender distribution of respondents, with males accounting for 55.30% (119 people) of the total participants and females accounting for 44.70% (96 people), indicating a slight majority of male participants.

4.1.2 Age

Figure 4. 2 Descriptive Analysis for Age Group

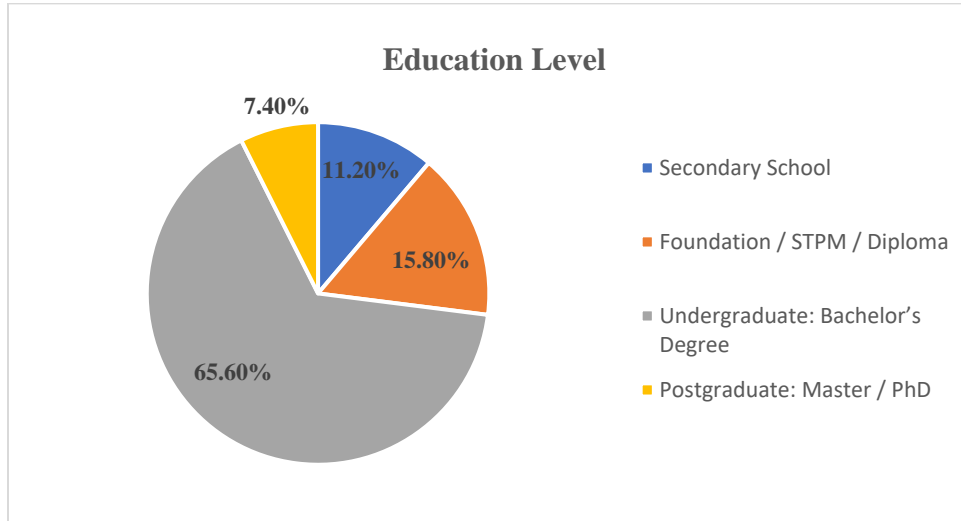


Source: Developed for the research.

Figure 4.2 illustrates the age distribution, with 68.40% (147 respondents) falling within the 20-29 age group, followed by 17.20% (37 respondents) in the 30-39 age range, and 14.20% (14 respondents) under the age of 20. Additionally, 2.30% (5 respondents) belong to the 40-49 age group, while 5.60% (12 respondents) are aged 50 and above.

4.1.3 Education Level

Figure 4. 3 Descriptive Analysis for Education Level

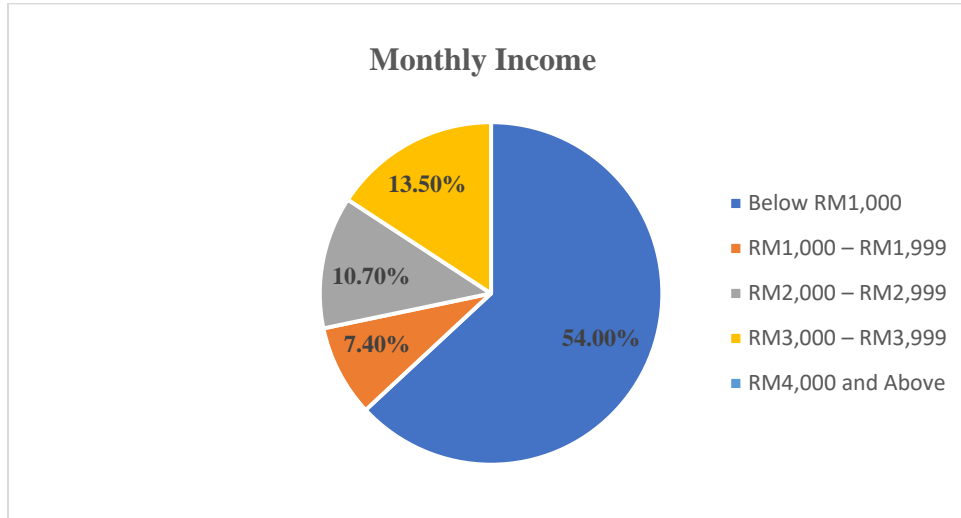


Source: Developed for the research.

Figure 4.3 shows the educational background of the 215 respondents. The majority, 65.6% (141 respondents), hold a Bachelor's Degree, while 15.8% (34 respondents) possess qualifications of Foundation, STPM, or Diploma. Additionally, 11.2% (24 respondents) have only received secondary education, and 7.4% (16 respondents) hold Postgraduate degrees like Master's and PhD.

4.1.4 Monthly Income

Figure 4. 4 Descriptive Analysis for Monthly Income

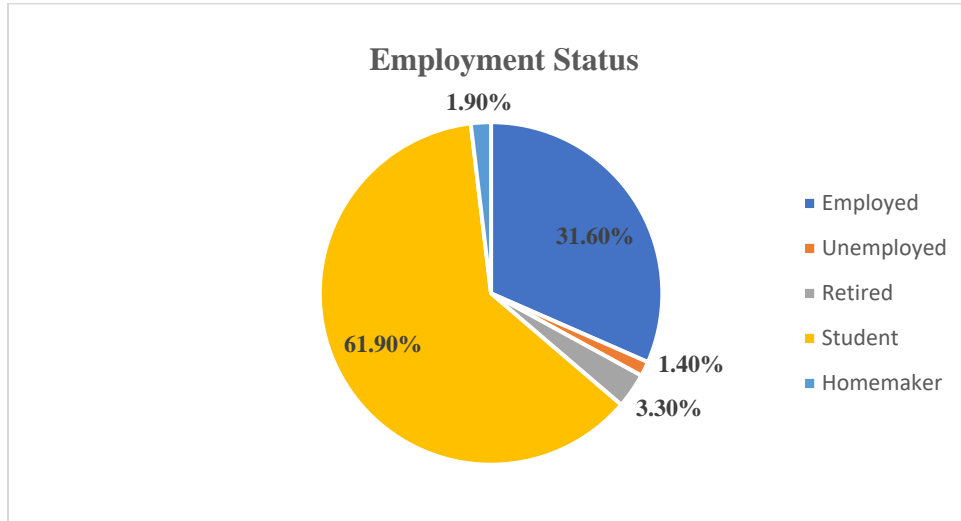


Source: Developed for the research.

Figure 4.4 displays the monthly income distribution of the respondents. Over 54% (116 respondents) have a monthly income below RM1000, while 7.4% (16 respondents) with income between RM1,000 and RM1,999. Furthermore, 10.7% (23 respondents) earn between RM2,000 and RM2,999, and 13.5% (29 respondents) have a monthly income of RM3,000 to RM3,999.

4.1.5 Employment Status

Figure 4. 5 Descriptive Analysis for Employment Status



Source: Developed for the research.

Figure 4.5 indicates that 61.90% (133 respondents) were students, while 31.6% (68 respondents) were currently employed. Additionally, 7 people have retired, 4 people were housewives, and 3 people were unemployed, constituting 3.3%, 1.9%, and 1.4% of the total participants respectively.

4.2 Reliability Test

Table 4. 2 Cronbach's Alpha Reliability Test

Variables	Items	Cronbach's Alpha	Reliability Test
Performance Expectancy	5	0.936	Excellent
Effort Expectancy	5	0.898	Good
Social Influence	5	0.895	Good
Hedonic Motivation	6	0.962	Excellent
Behavioural Intention	5	0.937	Excellent

Source: Developed for the research.

Cronbach's alpha is used to measure internal consistency to ensure questionnaire reliability (Tavakol & Dennick, 2011). Cronbach's alpha values for all constructs are presented in Table 4.2 and the results indicate alpha values for behavioural intention is 0.936, performance expectancy is 0.936, effort expectancy is 0.898, and social influence is 0.895. Hedonic motivation with the highest alpha value at 0.962, slightly exceeds the 0.95 threshold, indicating redundancy (Ursachi et al., 2015). Tavakol & Dennick (2011) proposed shortening the test length if the alpha value exceeds 0.95. Despite this, all constructs exhibit alpha values surpassing the 0.70 criterion, ensuring their reliability (Hair et al., 2012)

4.3 Inferential Analysis

4.3.1 Assumption Test

Before proceeding with multiple linear regression, several assumption testing requirements must be fulfilled, including no outliers, no multicollinearity issues, normal distribution and linear relationship (Uyank & Güler, 2012).

4.3.1.1 Mahalanobis Distance Test

Drumond et al. (2018) suggested using Mahalanobis Distance for identifying outliers or multidirectional extreme values in multivariate data. This testing revealed 37 outliers, therefore after removing these outliers, only 215 valid responses remained for analysis.

4.3.1.2 Multicollinearity Test

Table 4. 3 Collinearity Statistics

Construct	Tolerance	Variance Inflation Factors (VIF)
Performance Expectancy	0.272	3.674
Effort Expectancy	0.597	1.676
Social Influence	0.523	1.911

Hedonic Motivation	0.261	3.826
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Source: Developed for the research.

The multicollinearity test assesses whether two or more independent variables in a multiple regression model are highly correlated by using variance inflation factors (VIF) and tolerance values. Table 4.3 reveals that all predictors have VIF values between 1.676 and 4.826, with tolerance values no less than 0.1. As all VIF values are below 5, they are considered moderately correlated, suggesting no multicollinearity issues among the independent variables in this study.

4.3.1.3 Normality Test

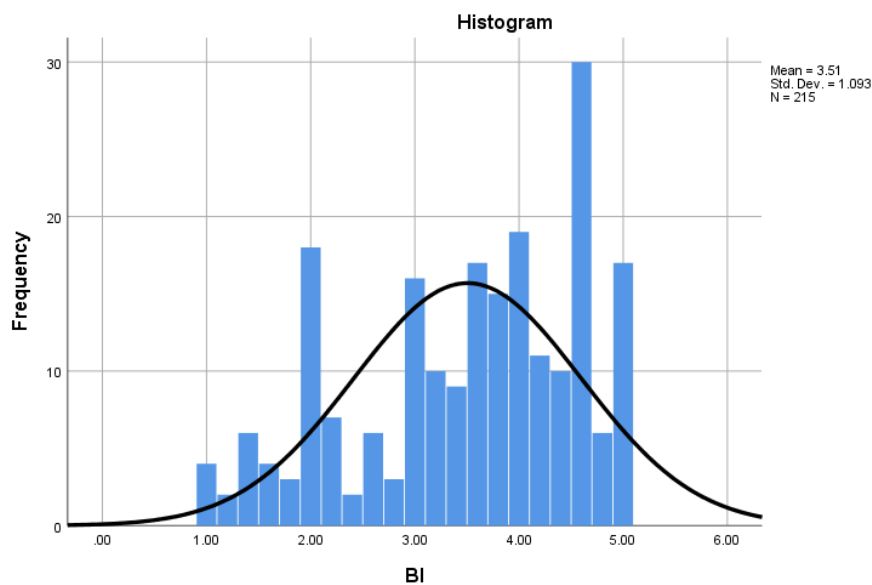
Table 4. 4 Skewness and Kurtosis

Construct	Skewness	Kurtosis
Performance Expectancy	- 0.986	0.318
Effort Expectancy	- 0.895	0.662
Social Influence	- 0.247	- 1.044
Hedonic Motivation	- 0.717	- 0.272
Behavioural Intention	- 0.544	- 0.731

Source: Developed for the research.

The normality test involves evaluating skewness, kurtosis, and histogram charts (Uyanık & Güler, 2012). According to Hair et al. (2010), data are considered normally distributed if skewness falls between +2 to -2 and kurtosis falls between -7 and +7. Table 4.4 indicates all constructs are within acceptable ranges. Social influence exhibits a skewness coefficient of -0.247 considered approximately symmetric, while performance expectancy, effort expectancy, hedonic motivation, and behavioural intention show skewness coefficients greater than -0.50 considered moderately skewed. Furthermore, the kurtosis coefficient of this research falls within the normal distribution range of -1.044 to 0.662. Figure 4.6 illustrates the histogram of residuals for behavioural intention, demonstrating the normal distribution of the collected data.

Figure 4. 6 Histogram of Dependent Variable

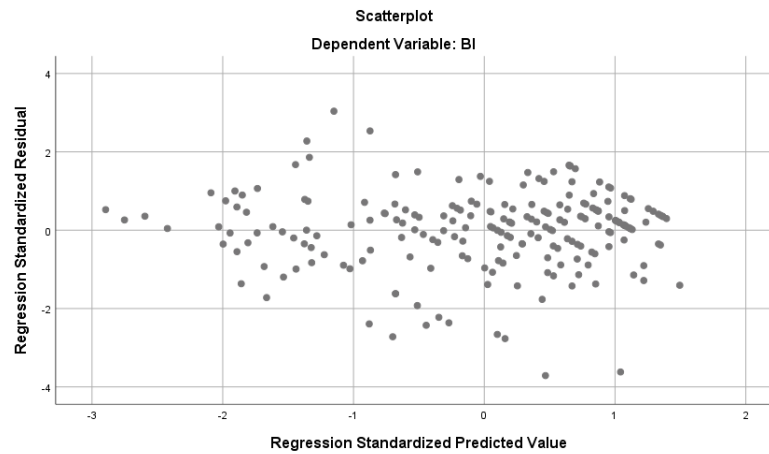


Source: Developed for the research.

4.3.1.4 Linearity Test

The Residual Plot verifies the linear relationship between independent and dependent variables. Figure 4.7 illustrates an ideal and good Residual Plot, displaying residuals in a "horizontal band" or randomly scattered around zero with exhibit no distinct pattern (Zach, 2023). This indicates the fulfilment of regression assumptions (Behnken & Draper, 1972).

Figure 4. 7 Residual Plot



Source: Developed for the research.

4.3.2 Pearson Correlation Coefficient Analysis

Table 4. 5 Correlation Coefficient Results

	BI	PE	EE	SI	HM
BI	1				
Sig. (2-tailed)					
PE	0.813**	1			
Sig. (2-tailed)	0.000				
EE	0.549**	0.623**	1		
Sig. (2-tailed)	0.000	0.000			
SI	0.704**	0.632**	0.422**	1	
Sig. (2-tailed)	0.000	0.000	0.000		
HM	0.843**	0.833**	0.587**	0.680**	1
Sig. (2-tailed)	0.000	0.000	0.000	0.000	

Source: Developed for the research.

Table 4.5 presents correlation coefficients between independent and dependent variables. Positive correlations for all predictors indicate that as values of the independent variables increase, so do the dependent variable values. Hedonic

motivation exhibits the strongest correlation with behavioural intention ($r = 0.843$), followed by performance expectancy ($r = 0.813$), social influence ($r = 0.704$), and effort expectancy ($r = 0.549$). Thus, PE, SI, and HM show a significant positive correlation with behavioural intention while effort expectancy demonstrates a moderately positive correlation with a significance level of 0.000 (Schober et al., 2005).

4.3.3 Multiple Linear Regression Analysis

Table 4. 6 Model Summary

R	R Square	Adjusted R Square	Std. Error of Estimate	R Square Change	F Test	df1	df2	Sig. F Change
0.879 ^a	0.772	0.768	0.52661	0.772	177.983	4	210	0.000

Source: Developed for the research.

Table 4. 7 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	197.428	4	49.357	177.983	0.000 ^b
Residual	58.236	210	0.277		
Total	255.664	214			

Source: Developed for the research.

Table 4. 8 Coefficient

Model	Standard Error	β	t	p-value	Decision
(Constant)	0.185		-2.171	0.031	
PE → BI	0.071	0.313	4.958	0.000	Supported
EE → BI	0.057	0.012	0.292	0.770	Rejected
SI → BI	0.050	0.204	4.483	0.000	Supported
HM → BI	0.073	0.436	6.768	0.000	Supported

Source: Developed for the research.

Table 4.6 shows an adjusted R Square of 0.768 in multiple regression analysis for this study, indicating that all the independent variables may explain 76.8% of the variability in behavioural intention. ANOVA table statistics in Table 4.7 show an F test value of 177.983 with a p-value below 0.05, signifying a significant relationship between at least one independent variable and the dependent variable. Moreover, Table 4.8 displays beta values, with PE at 0.313, demonstrating a 0.313-unit increase in behavioural intention for each unit increase in performance expectation when other variables are constant. Whereas EE is at 0.012, SI at 0.204, and HM at 0.436. Notably, Table 4.8 shows that performance expectancy, social influence, and hedonic motivation significantly influence consumers' behavioural intention to use BOPIS as their p-value of 0.000 below a significance level of 0.05. Conversely, effort expectancy lacks a significant relationship with behavioral intention as its p-value exceeds 0.05.

Chapter 5: Discussion, Conclusion, and Implications

5.1 Discussion of Major Findings

Table 5. 1 Hypothesis Testing Analysis

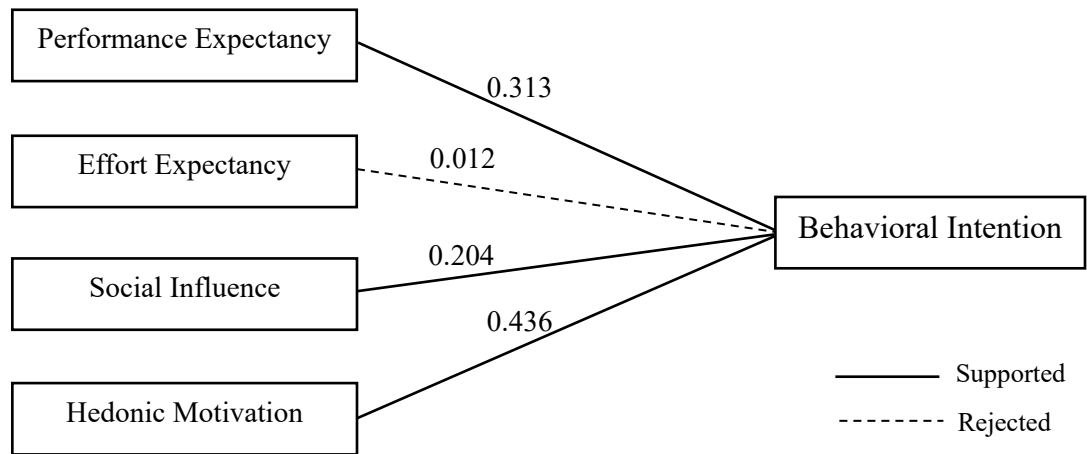
Hypothesis	Relationship	Coefficient / p- Value	Result
H1	Performance Expectancy has significant relationship with Behavioral Intention	$\beta = 0.313$ $p = 0.000$	Significant
H2	Effort Expectancy has significant relationship with Behavioral Intention	$\beta = 0.012$ $p = 0.770$	Insignificant
H3	Social Influence has significant relationship with Behavioral Intention	$\beta = 0.204$ $p = 0.000$	Significant
H4	Hedonic Motivation has significant relationship with Behavioral Intention	$\beta = 0.436$ $p = 0.000$	Significant

Source: Developed for the research.

The results of the data analysis are shown in Table 5.1. The findings reveal that there is a significant relationship between performance expectancy, social influence, and

hedonic motivation with the behavioural intention to use BOPIS for clothing purchases while an insignificant relationship between effort expectancy and behavioural intention.

Figure 5. 1 Structural Equation Model Results



Source: Developed for the research.

5.1.1 Relationship between Performance Expectancy and Behavioral Intention

Research findings indicate a significant relationship between performance expectancy and behavioural intention ($\beta = 0.313$; $p = 0.000$), hence supporting H1. This suggests that perceived usefulness of BOPIS positively influences the intention to use it for clothing purchases. Previous studies have highlighted consumers have favourable perceptions of perceived omnichannel value in efficient purchases (Ryu & Fortenberry, 2021). Additionally, Zhou et al. (2020) discovered that the performance expectancy of self-collect ordered items is a positive determinant of behavioural intention. Kim et al. (2020) suggested that BOPIS resolves issues related to delayed product receipt due to the inconvenience of door-to-door delivery. Therefore, individuals are inclined to adopt BOPIS which incorporates perceived online ordering benefits with the flexibility of

physical pickup. For instance, Uniqlo allows customers to receive refund at the collection store and exchange items at any store within 30 days of order pickup (UNIQLO, n.d.). Thus, the findings coincide with prior study, indicating that consumers perceive BOPIS beneficial for its flexible pickup times and on-the-spot handle ill-fitting clothes issues, influencing their intention to use it for clothing purchases.

5.1.2 Relationship between Effort Expectancy and Behavioral Intention

The statistical analysis outcome indicates insufficient evidence to support the proposed relationship between effort expectancy and behavioural intention, leading to the rejection of H2 ($\beta = 0.012$; $p = 0.770$). This suggests that effort expectancy does not directly influence consumers' intention to use BOPIS for clothing purchases. This finding aligns with Kim et al. (2020) that effort expectancy was not an important factor in current BOPIS users' decision to purchase with BOPIS. Another study highlighted consumers' dissatisfaction with the self-collection process despite finding online ordering easy (Smith, 2022). The complexity of the BOPIS purchase process, involving physical stores, official websites, and mobile applications, contributes to consumers perceiving it as troublesome and complicated (Yoon, 2010). Kim et al. (2020) noted that effort expectancy does not affect consumers' intention to use BOPIS, as self-collection involves time and costs not fully compensated by retailers. Another concern is unclear instructions of pick-up locations and restricted times for some brands. Hence, these complexities may discourage users from choosing BOPIS to buy clothing.

5.1.3 Relationship between Social Influence and Behavioral Intention

The study results show a significant relationship between social influence and behavioural intention, supporting H3 ($\beta = 0.204$; $p = 0.000$). This finding aligns with Zhou et al.'s (2020) study, indicating that social influence positively impacts behavioural intention. Consumers are influenced by online reviews in their shopping decisions (Lee et al., 2017). Positive experiences shared by friends considerably enhance consumers' technology adoption intention, as past experiences play a crucial role in consumer behaviour (Cowley, 2007). People are more likely to trust those close to them when trying something new, as they are less likely to provide false information. Moreover, social factors have a more significant influence on individuals when using a new technology for the first time, making potential BOPIS users likely to follow referrals and adopt BOPIS based on others' experiences (Shafie et al., 2020). Therefore, consumers' purchase intentions will increase especially for potential BOPIS users when their social environment, including relatives, friends, and family members, supports and recommends using BOPIS services for clothing purchases.

5.1.4 Relationship between Hedonic Motivation and Behavioral Intention

The findings reveal a significant relationship between hedonic motivation and behavioural intention, hence H4 is accepted ($\beta = 0.436$; $p = 0.000$). This construct stands out as the most influential factor among independent variables in shaping BOPIS usage intention. Hedonic motivation plays a pivotal role in driving individuals to embrace omnichannel-based BOPIS convenience pickup services (Lee & Kim, 2021). Consumers perceive joy and pleasure in receiving products from physical stores promptly after placing an order, avoiding long waiting times (Childers et al., 2001). BOPIS enhances the overall consumer experience, offering on-demand services and increased interaction, creating excitement throughout the purchasing process (Kim et al., 2020). Furthermore, the act of collecting products from the outlet makes consumers perceive a sense of adventure and enjoyable interaction with staff, emphasizing the

hedonic value of 'picking up' will significantly impact customer satisfaction (Payne & Smith, 2023). Hence, these findings consistent with previous research, indicating that consumers derive intrinsic satisfaction in BOPIS through enjoying staff service for item collection and clothing size changing. Additionally, personalization offers a cost-effective and attractive way for consumers to create an emotional connection, thereby stimulating behavioral intention.

5.2 Implication of Study

5.2.1 Practical Implications

This study's findings provide valuable insights into consumer attitudes and main motivations towards BOPIS in the apparel retail sector. It revealed that consumers perceive BOPIS usage as relatively complicated and cumbersome, making retailers aware and prompting them to improve these issues. To enhance user experience, retailers should simplify pickup processes, clarify pickup points, and formulate transparent return policies (Payne & Smith, 2023). Furthermore, research findings emphasize the pivotal role of hedonic motivation in shaping the BOPIS experience, prompting retailers to incorporate fun elements like friendly staff interactions and streamlined ordering processes. Clothing retailers should align consumers' expectations for a seamless shopping experience with user-friendly websites, mobile apps, and a fluent in-store pickup process (Jayasingh et al., 2022). Furthermore, retailers should employ social engagement strategies to influence groups with subjective normative traits since word-of-mouth (WOM) significantly influences consumer decision-making (Jin et al., 2022). Customers prefer physical stores due to perceived risks in online purchases, hence BOPIS provides an option for returns in case of unmet expectations

or product issues. Overall, this study has practical implications for both apparel retailers using BOPIS and shoppers seeking informed purchasing advice.

5.2.2 Theoretical Implications

This study utilizes the UTAUT2 model to examine consumer attitudes towards BOPIS services and factors influencing their intentions. The empirical findings align with Kim et al. (2020) study on current BOPIS users, which aside from effort expectancy, the remaining three variables significantly impact consumer acceptance of BOPIS. This implies that both current and potential users perceive BOPIS procedures as complex but recognize their usefulness, emphasizing the influence of social opinions and their own inner emotions. Besides, addressing a literature gap noted by Jara et al. (2018) on click and collect, this study highlights the effectiveness of user relationships and experiences in in-store pickup situations. Furthermore, it validates the UTAUT2 model in the context of BOPIS for the apparel industry, making a theoretical contribution to this field. Lastly, this study enriches existing research regarding shopping and consumer behaviour by analyzing the effects of functional effectiveness, ease of use, external factors, and intrinsic motivation on consumers (Vyt et al., 2022).

5.3 Limitations of Study

This study's limitations include only exploring a portion of factors influencing consumers' willingness to BOPIS adoption, hence the suggestion for future research to encompass additional factors like price value, return convenience, or perceived risk. The use of convenient sampling results in selection bias issues making it difficult to represent an overview of the entire population. Next, over-representation of young

respondents particularly those in the 20-29 age group considered Generation Z, may be biased in technological proficiency perspectives. Therefore, future research could focus on specific demographic groups, such as middle-aged individuals, and expand the scope of factors considered.

5.4 Recommendations for Future Research

Future studies are recommended to employ the probability sampling method for enhanced generalization of findings inference to the wider population. Besides, expanding the research scope beyond Malaysia to various countries can provide insights regarding factors that have diverse impacts on BOPIS service adoption on customer attitudes. As this study focuses on BOPIS applied in the fashion and apparel sector, future research could encompass different industries such as food and beverage or grocery retailing, considering potential variations in purchasing behaviour attitudes across industries. Additionally, exploring alternative omnichannel purchasing channels such as Buy Online, Pick Up at Curbside (BOPAC), Buy Online, Return In-Store (BORIS) and pick-up through an in-store kiosk could enrich the understanding of consumer preferences towards omnichannel (Payne & Smith, 2023).

5.5 Conclusions

In conclusion, this research based on the UTAUT2 model delved into the factors influencing the intention to use BOPIS for clothing purchases. The findings show that performance expectancy, social influence, and hedonic motivation significantly impact consumers' behavioural intention to use BOPIS, whereas effort expectancy does not play a significant role. This research offers valuable insights for apparel brands,

emphasizing the widespread acceptance of BOPIS among Malaysians. Given these findings, clothing brands yet to introduce BOPIS channels are encouraged to embrace them, while those already with BOPIS services can improve and streamline their processes.

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APPENDICES

Appendix 3. 1: Reliability Test Analysis Result for Pilot Test

IV1: Performance Expectancy IV2: Effort Expectancy IV3: Social Influence

Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.903	5	.951	5	.924	5

IV4: Hedonic Motivation

DV: Behavioral Intention

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.955	6	.952	5

Appendix 3. 2: Multicollinearity Result for Pilot Test

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.384	.427		-.900	.377		
	PE	.809	.256	.616	3.167	.004	.181	5.528
	EE	-.618	.201	-.570	-3.079	.005	.200	5.007
	SI	-.118	.177	-.109	-.666	.512	.255	3.923
	HM	.993	.261	.900	3.805	.001	.122	8.175

a. Dependent Variable: BI

Appendix 3. 3: Survey Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)

FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)

Bachelor of International Business (HONS) (IN)

**Factors Influencing Intention to Use "Buy Online Pickup In-Store (BOPIS)"
Service for Purchasing Clothing**

Dear Respondents,

Hi, I am a student from Bachelor of International Business (HONS) of Universiti Tunku Abdul Rahman (UTAR) and I am currently conducting this survey with an objective of investigate the factors which lead to consumers intend to use BOPIS to buy clothing. Hence, I would like to invite you to participate in this research study for my Final Year Project (FYP). Your cooperation in answering this questionnaire is highly important to us as it will greatly assist us in the completion of our study and the achievement of its objectives.

This questionnaire consists of three sections and will take approximately 5 to 10 minutes to complete. Please be informed that this survey is strictly for academic purposes and all the information collected will be kept PRIVATE AND CONFIDENTIAL. Your participation will be highly appreciated. If you have any inquiries, please feel free to contact the researcher.

Chung Zheng Hang

011-5684-3403

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Acknowledgement of Notice

- I have been notified by you and that I hereby understood, consented, and agreed above notice.
- I disagree, my personal data will not be processed.

Section A: Demographic Question

1) Gender

- Male
- Female

2) Age

- Below 20
- 20 – 29
- 30 – 39
- 40 – 49
- 50 and above

3) Educational Level

- Secondary School
- Foundation / STPM / Diploma
- Undergraduate: Bachelor's degree
- Postgraduate: Master / PhD

4) Monthly Income

- Below RM1, 000
- RM1,000 – RM1,999
- RM2,000 – RM2,999
- RM3,000 – RM3,999
- RM4000 and above

5) Employment Status

- Employed
- Unemployed
- Retired
- Student
- Homemaker

Section B: Survey Questionnaire

In this section, I would like to seek your opinions regarding the factors affecting you intend to choose BOPIS to purchase clothing. Please indicate the extent to which you agree or disagree with each of the statement below by using 5-point Likert scale.

SD - Strongly Disagree

D - Disagree

N - Neutral

A - Agree

SA - Strongly Agree

IV1: Performance Expectancy: Extent of you believe that using BOPIS in purchasing activities will bring you benefits.

Statement	SD	D	N	A	SA
It is useful for me to use BOPIS for purchasing clothing.	1	2	3	4	5
I can save time by using BOPIS to purchase clothing.	1	2	3	4	5
Using BOPIS allow me to purchase clothing faster.	1	2	3	4	5
I think that using BOPIS in the process of buying clothing is beneficial.	1	2	3	4	5

Buying clothing products through BOPIS can increase my shopping efficiency.	1	2	3	4	5
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IV2: Effort Expectancy: Extent of you find it easy to use BOPIS to make purchase.

Statement	SD	D	N	A	SA
It is easy for me to learn how to use BOPIS to buy clothing.	1	2	3	4	5
I found it simple to purchase clothing through BOPIS.	1	2	3	4	5
It is easy for me to be skillful at using BOPIS to purchase clothing.	1	2	3	4	5
I think that clothing retailers offering their products using BOPIS is easy to use.	1	2	3	4	5
It is clear and understandable for me to use BOPIS for purchasing clothing.	1	2	3	4	5

IV 3: Social Influence: Appreciation of the convenience of BOPIS among friends, colleagues, and family members. (word-of-mouth)

Statement	SD	D	N	A	SA
People who are important to me believe that I should buy clothing through BOPIS.	1	2	3	4	5
People who can affect my behaviour think that I should use BOPIS to purchase clothing.	1	2	3	4	5

People whose opinions I value prefer me to buy clothing through BOPIS.	1	2	3	4	5
The recommendations and suggestions from my friends will influence my decision to use BOPIS for purchasing clothing.	1	2	3	4	5
I would consider using BOPIS for clothing purchasing because most of my friends use this method.	1	2	3	4	5

1V 4: Hedonic Motivation: Extent of you enjoy using BOPIS for purchasing.

Statement	SD	D	N	A	SA
I feel pleasure to use BOPIS throughout the process of purchasing clothing.	1	2	3	4	5
It is enjoyable to use BOPIS while purchasing clothing.	1	2	3	4	5
It is interesting for me to purchase clothing by using BOPIS.	1	2	3	4	5
I am excited to use BOPIS for purchasing clothing.	1	2	3	4	5
Using BOPIS to buy clothing is delightful.	1	2	3	4	5
Using BOPIS to buy clothing is fun.	1	2	3	4	5

Section C: Survey Questionnaire

DV: Intention to Use BOPIS Service: Are you willing to use BOPIS.

Statement	SD	D	N	A	SA
I will always try to purchase clothing by using BOPIS.	1	2	3	4	5
I intend to use BOPIS to buy clothing in the future.	1	2	3	4	5
I will frequently use BOPIS to purchase clothing in the future.	1	2	3	4	5
I plan to use BOPIS to buy clothing continually.	1	2	3	4	5
I will recommend my friend to buy clothing through BOPIS.	1	2	3	4	5

Appendix 4. 1 Descriptive Analysis Result

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	119	55.3	55.3	55.3
	Female	96	44.7	44.7	100.0
	Total	215	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	14	6.5	6.5	6.5
	20 - 29	147	68.4	68.4	74.9
	30 -39	37	17.2	17.2	92.1
	40 - 49	5	2.3	2.3	94.4
	50 and Above	12	5.6	5.6	100.0
	Total	215	100.0	100.0	

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	24	11.2	11.2	11.2
	Foundation / STPM / Diploma	34	15.8	15.8	27.0
	Undergraduate: Bachelor's degree	141	65.6	65.6	92.6
	Postgraduate: Master / PhD	16	7.4	7.4	100.0
	Total	215	100.0	100.0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1, 000	116	54.0	54.0	54.0
	RM1,000 - RM1,999	16	7.4	7.4	61.4
	RM2,000 - RM2,999	23	10.7	10.7	72.1
	RM3,000 - RM3,999	29	13.5	13.5	85.6
	RM4000 and Above	31	14.4	14.4	100.0
	Total	215	100.0	100.0	

Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	68	31.6	31.6	31.6
	Unemployed	3	1.4	1.4	33.0
	Retired	7	3.3	3.3	36.3
	Student	133	61.9	61.9	98.1
	Homemaker	4	1.9	1.9	100.0
	Total	215	100.0	100.0	

Appendix 4. 2: Reliability Test Analysis Result

IV1: Performance Expectancy IV2: Effort Expectancy IV3: Social Influence

Reliability Statistics		Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.936	5	.898	5	.895	5

IV4: Hedonic Motivation

DV: Behavioral Intention

Reliability Statistics		Reliability Statistics	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
.962	6	.937	5

Appendix 4. 3: Multicollinearity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-.401	.185		-2.171	.031	-.765	-.037		
	PE	.353	.071	.313	4.958	.000	.213	.494	.272	3.674
	EE	.017	.057	.012	.292	.770	-.096	.130	.597	1.676
	SI	.223	.050	.204	4.483	.000	.125	.322	.523	1.911
	HM	.491	.073	.436	6.768	.000	.348	.634	.261	3.826

a. Dependent Variable: BI

Appendix 4. 4: Normality Test Result

		Statistics				
		PE	EE	SI	HM	BI
N	Valid	215	215	215	215	215
	Missing	0	0	0	0	0
Skewness		-.986	-.895	-.247	-.717	-.544
Std. Error of Skewness		.166	.166	.166	.166	.166
Kurtosis		.318	.662	-1.044	-.272	-.731
Std. Error of Kurtosis		.330	.330	.330	.330	.330

Appendix 4. 5: Pearson Correlation Coefficient Analysis Result

		Correlations				
		PE	EE	SI	HM	BI
PE	Pearson Correlation	1	.623**	.632**	.833**	.813**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	215	215	215	215	215
EE	Pearson Correlation	.623**	1	.422**	.587**	.549**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	215	215	215	215	215
SI	Pearson Correlation	.632**	.422**	1	.680**	.704**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	215	215	215	215	215
HM	Pearson Correlation	.833**	.587**	.680**	1	.843**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	215	215	215	215	215
BI	Pearson Correlation	.813**	.549**	.704**	.843**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	215	215	215	215	215

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

Appendix 4. 6: Multiple Regression Analysis Result

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.879 ^a	.772	.768	.52661	.772	177.983	4	210	.000

a. Predictors: (Constant), HM, EE, SI, PE

b. Dependent Variable: BI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	197.428	4	49.357	177.983	.000 ^b
	Residual	58.236	210	.277		
	Total	255.664	214			

a. Dependent Variable: BI

b. Predictors: (Constant), HM, EE, SI, PE

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.401	.185		-2.171	.031
	PE	.353	.071	.313	4.958	.000
	EE	.017	.057	.012	.292	.770
	SI	.223	.050	.204	4.483	.000
	HM	.491	.073	.436	6.768	.000

a. Dependent Variable: BI