Online Shopping Behaviours on Apparel Products among University Students

M.N.Najihah[1], Z.M. Lukman[2], M.Y. Kamal[3], C. Azlini[4], R. Normala[5]

Faculty of Applied Social Sciences, University Sultan Zainal Abidin, Terengganu, Malaysia

Abstract-**Shopping for apparel products online is increasingly popular among Malaysians, especially university students. It is very easy, and consumer can save time since all transactions can be done online without going to the store. This facility is very suitable for students in order to get the products easily and quickly due to time constraints. Therefore, this study was conducted to investigate the online shopping behaviours on apparel products among students of University Sultan Zainal Abidin (UniSZA). This study uses descriptive method, which is the frequency and percentage statistics to fulfill the objectives of the study. The study aimed to identify the factors that encourage UniSZA students to purchase apparel products online and understand the behaviour of UniSZA students when purchasing apparel products using online system. The study was conducted at University Sultan Zainal Abidin (UniSZA), which is located in Kuala Nerus district, Terengganu. This study uses quantitative methods. Respondents in this study consist of students aged 18 to 26 years and above. This study involved 473 respondents, consisting of 121 male students and 352 female students. This study uses the research data collection methods. Based on the results obtained, the main factor that motivates students to purchase apparel products online is time-saving.**

Keywords- **Online shopping, shopping factors, apparel products, university student, UniSZA**

I. INTRODUCTION

Shopping for apparel products online is a new form of business that has affected traders today and has begun to rise rapidly since the early 90's [1]. Online business, also known as e-commerce, has become a phenomenon among traders, including Malaysia [2]. Girard et al. (2003) stated that, nowadays, online business methods are among the business mediums that have been applied by traders [3]. Most traders who sell products online are more likely to advertise their products through social media such as Facebook, Instagram, Whatsapp, Telegram, Twitter and certain websites to promote their products [4]. In this way, they can introduce their products, expand their business and attract more customers [5].

Online business, especially on apparel products is applied on social sites to facilitate traders who own shops selling their apparel products online so that consumers can purchase the products via online system [6]. For example, websites such as Lazada, Shopee, Zalora and Go Shop Malaysia are offering the best products because the items sold on the website are not only from Malaysia, but also imported from outside the country [7]. Consumers can buy them quickly and easily [8]. The website has given consumers a pleasure when purchasing apparel products online [9]. Through this online business, traders can also increase their income because they are not only getting customers who live nearby, but they can also approach customers widely [10]. Traders can also advertise the latest fashion collections according to the tastes and needs of consumers as they can choose any products by just browsing certain sites without going to the store [11]. With this online business system, consumers can save their time and purchase the products anytime and anywhere [12].

Bobbitt & Dabholkar (2001), online shoppers can be divided into two, namely, consumers are browsing the internet to puchase products and also to get information about the product they want to purchase [13]. Park & Stoel (2005), said that the majority of consumers are using the internet to find information before purchasing the products [14]. The purpose of finding this information is to find out more about the products they want to purchase and to see feedback from previous consumers who have purchased the products [15]. Purchasing apparel products online can also provide consumers with the opportunity to share information and write reviews on the products and services of the purchased goods [16]. This can open up opportunities for the public to continue to ask other consumers and they can also get real answers instead of simply relying on advertisements [17].

II. LITERATURE REVIEW

2.1 Factors Influencing Students to Purchase Apparel Products through E-commerce in Social Networks

2.1.1 Trust

The trust of a consumer to purchase products online is based on another consumer's experience after purchasing the products [18]. For example, consumers gain experience, satisfaction as well as current prices when purchasing products through E-commerce in social networks [19]. Slyke et al. (2013), stated that the process of social exchange and experience among organizations with their consumers or the way they ask a friend demonstrates a process-based trust element [20]. Meanwhile, shared experiences between sellers and consumers are based on trust with certain characteristics [21]. Pires et al. (2004) stated that the element of trust has proven to be a major factor influencing consumers to purchase products online [22]. Consumers who have experienced a bad

situation in shipping orders have a low level of trust in sellers who advertise their products in social networks [23]. The trust of a consumer towards a seller is a very important element and consumers need to be prepared to take any risk that will occur when purchasing any product online because the transaction is virtual and the consumer cannot interact with the seller physically [24].

2.1.2 Security

Raman & Annamalai (2011), they have reviewed the security element as a factor that greatly affected consumers to purchase products online [25]. This is because consumers are very concerned about security when purchasing products in social networks because the security of a transaction made online can create suspicion within themselves [26]. The trust of consumer in sellers who are selling products online lies in the security of their current transactions and can convince them that there is no fraud in the transaction [27]. This proves that consumers are willing to take a risk when pruchasing the products they want because of the attractiveness and advantages [28]. At the same time, the resources they obtain have made them more open and brave to take any risk [29]. Among the risks when purchasing products online are like payment fraud, especially when using credit cards, product quality, misuse of customer personal data and networks used by online sellers from unreliable sources [30].

2.1.3 Convenience

Bhatnagar et al. (2000), in her study, has reviewed the convenience element when purchasing products online [31]. Based on the results of the study, most consumers want to get convenience in terms of time savings, cheaper prices and can choose more items when purchasing products online [32]. This demonstrates the convenience factor has prompted consumers to purchase products online because they can make a wise selection and meet their tastes [33]. Since online shopping can be done anywhere and at any time, it has made the consumer's life easier as they do not have to spend time purchasing products outside and looking for too many places when they want to buy the necessary items [34]. When consumers purchasing products online, they can can compare prices, learn more about the details of a product they want to purchase and see feedback from previous consumers who have purchased the product [35]. This shows that online shopping is much easier and consumers will not feel the burden [36].

2.2 Understanding Student Behaviour When Purchasing Products Online

According to Sorce et al. (2005), buying interest is the level of customer's tendency to act before they decide to purchase something and this will arise if the product is in line with their wishes, so they will decide to buy it [37]. He added, consumer will decide to purchase products online by taking into account what kind of items they need to purchase, where to purchase and how to make the payment [38]. He stated that the decision to purchase products depends on the customers themselves whether they want to purchase a product or not [39]. When a customer wants to make a decision, they will focus on quality, price, and product based on feedback from other customers [40]. Decisions made by consumers are also influenced by social networks such as mass media, websites and social media [41]. Consumers will be easier to find information before making a decision to purchase goods [42]. They are seeking this information because they want to know more about services and products as well as gain experience from consumers who have purchased the product before purchasing the products [43]. The findings of the study proved the influence of social media such as Facebook, Instagram, Telegram and Whatsapp in influencing purchasing behaviours of consumers to purchase any product [44].

III. METHODOLOGY

3.1 Data Collection Method

This study uses data collection methods through the research, which is a method that facilitates researchers to get respondents without going to the field [45]. Through the google form application, researchers can build questionnaires online and researchers can also open source surveys by sharing the questionnaire links to respondents via Whatsapp, Telegram, Facebook, Instagram and so on [46]. The questionnaire contained two parts [47]. Part 1 contains questions related to the background of the respondents and Part 2 contains questions related to the purchasing behaviour of the respondents [48]. Each questionnaire was designed to answer each objective in this study [49].

In addition, this research study uses quantitative methods [50]. According to Chua (2006), in the field of social science, survey study is one of the most popular non-experimental research methods [51]. He also said that in descriptive research, data is collected from the entire population of basic statistics such as frequency, percentage, mean, standard deviation, and score distribution [52]. However, this study only uses frequency statistics and percentage only to meet the objective of the study [53]. The objective of this study was to identify the factors that encourage students of University Sultan Zainal Abidin (UniSZA) to purchase apparel products online and to understand the behaviour of UniSZA students when purchasing the relevant products [54].

3.2 Respondents

The researcher has chosen students at Universiti Sultan Zainal Abidin (UniSZA) to be the respondents in this study [55]. The researcher chooses to use university students as they are active online buyers and users who frequently use the product as a stimulus in this study [56]. In addition, these students are the easiest samples for the researcher to be used as respondent [57]. The number of respondents for this study was 473, consisting of 121 males and 352 females [58]. Respondents for this study consist of students aged 18 to 26 years old and above, whether they have online shopping experience or not

[59]. Respondents were selected from 12 faculties, namely Faculty of Applied Social Sciences, Faculty of Islamic Contemporary Studies, Faculty of Languages and Communication, Faculty of Law and International Relations, Faculty of Economics & Management Sciences, Faculty of Innovative Design & Technology, Faculty of Health Sciences, Faculty of Bioresources& Food Industry, Faculty of Medicine, Faculty of Pharmacy, Faculty of Informatics & Computing, and the Sciences & Medicine Foundation [60].

3.3 Data Analysis

The data collected will be used as secondary data and analyzed at the next level to examine the validity of the methodology [61]. This study analyzes data using descriptive statistics to measure the frequency and percentage to achieve the objective of the study [62].

IV. RESULTS AND DISCUSSIONS

Table 1: Factors Influencing Respondents to Purchase Apparel Products Online

Factor	Frequency	Percentage (%)
Reasonable price	270	57.1
Cheaper price	265	56.0
Not available at the store/supermarket	239	50.5
The uniqueness of the product	156	33.0
Payment convenience	188	39.7
Time-saving	288	60.9
Never buy online	48	10.1

Table 1 shows the respondents factors of buying clothing products online. Among the factors that showed the highest percentage is the time-saving factor (60.9%). Consumers can save time when purchasing the products online. This is because they just need to surf the internet to open a website or social media that sells goods online and they can continue to select items and purchase them. Given that shopping online can be done anywhere and at any time, it makes the consumer's life easier and can save their time because they do not get stuck in traffic jams, looking for parking and so on. The second factor is the highest reasonable price (57.1%). Consumers will compare prices before making a decision to buy a product and they will choose a reasonable price for each item they purchase. Delafrooz et al. (2010), found that affordable prices and a wider selection of items affects students to shop online. Therefore, traders should be wise in strategizing, especially in price quotations to attract more consumers to meet their demands by looking for something they need at a reasonable price.The next factor is the cheaper price, which is 56.0%. Cheaper pricing deals have prompted customers to buy clothing products online. This can help customers to make purchases wisely and can also save their expenses. Prasad &Aryasri (2009), consumers are often

looking for stores that sell goods online because these stores will offer cheaper prices than normal stores. In addition, the product is not sold in stores or supermarkets is also a factor that affects respondents to buy clothing products online (50.5%). Most consumers want to get stuff easily and quickly but they are having problems when the items they want are not sold at a nearby store or supermarket. This has led consumers to prefer to buy online because it saves time, and they also get what they want easily. Shah et al. (2008), examined the facilitation factor when purchasing online and the findings show that most students are looking for convenience in terms of selecting items that are needed more widely when making online purchases. This is a major factor that encourages them to make online purchases because they can shop easily and do not have to go out to purchase stuff and do not have to go to a variety of shops when they want to get the necessary items. All of the above factors are included in the facilities factor. Based on the following factors, it has shown similarities with the results of the study obtained in this study. This is clearly evident and has answered the objective of the study on the factors that encourage students to purchase apparel products online.

Table 2: How Do Respondents Know That Apparel Products Sold Online Meet Their Needs?

Method	Frequency	Percentage (%)
Refer to the online product ratings	302	63.8
Refer to the online product review	334	70.6
Refer to friends and family	183	38.7
Compare the prices	258	54.5
Never buy online	49	10.4

Table 2 shows the respondents' method of knowing that the clothing products sold online are meeting their needs. Referring to the online product review, showing the largest number of respondents, namely 70.6%. By referring to the online product review, respondents can get information about the service and the quality of the goods they want to buy because through this method, consumers who have purchased the goods can share their experiences with other consumers. Lee & Jin (2012), believed that online consumer reviews play an important role in influencing other consumers' purchasing decisions because they provide a lot of information about products and services. In addition, referring to online product ratings also showed the second highest percentage of respondents, namely 63.8%. By referring to online product ratings, consumers can get product information and compare the quality of the product they want to buy. Chang et al. (2010), the results of the survey have shown that online product ratings have had a positive influence on consumers' purchasing behavior and decision. Furthermore, 54.5% of the respondents have made a price comparison before making a decision to buy clothing products online. Consumers tend to

compare prices so they can manage their expenses well. Chu et al. (2010), in his study about online shopping behavior and the assessment of the quality of products sold online, reveals that they offer cheaper prices compared to items sold in regular stores. With reference to the online product reviews, online product ratings, and price comparisons, respondents can choose the best clothing products and meet their needs as they can find out more about the product they want to purchase and be able to see feedback from previous consumers who have bought the product. In addition, respondents can also compare the prices of clothing products sold in regular stores with clothing products sold in social networks. Furthermore, all of these methods can help respondents to identify clothing products sold in social networks meet their needs.

V. CONCLUSION

Now, technological sophistication has largely affected the purchasing patterns of students who are now more likely to purchase apparel products online. This is evident from the results of the study that 75.1% of students have been introduced to apparel products through social media such as Facebook, Instagram, and Twitter before making a decision to buy. Additionally, trust, safety, and convenience have become an important factor contributing to the frequency of students making online purchases. Online shopping behaviours on apparel products is also greatly influences student's decision if they want to purchase any product. This is because students are now wisely choosing to decide where they rely solely on social media, but they also search themselves on the internet to get information about the product they want to buy before they make a purchase to launch their decision-making process. Therefore, sellers need to be wise in formulating strategies in order to build their trustworthiness to convince students so that they will continue to purchase in the future and to avoid suspicion of the students when purchasing products online. Sellers should also ensure that the goods purchased by consumers are in line with the tastes and needs of consumers so that they will be satisfied with the products purchased and can attract more students to purchase apparel products online.

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