

The Influence of Fashion Consciousness, Perceived Security, and Customer Service on Satisfaction and Repurchase Intentions among Malaysian Millennial Online Clothing Consumers

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ABSTRACT

The exponential growth of e-commerce has significantly reshaped consumer purchasing behavior, particularly within the fashion industry. In Malaysia, despite the expansion of online fashion retailing, many businesses face challenges in retaining customers and fostering repeat purchases. To remain competitive, online clothing retailers must understand the key factors influencing customer satisfaction and repurchase intention. This study examines the effects of novelty-fashion consciousness, perceived security, and customer service on customer satisfaction and subsequent repurchase intention among Malaysian online clothing consumers. Data were collected from 196 Malaysian millennials through an online survey. Pearson correlation analysis, conducted using SPSS software, was employed to assess the relationships among the variables. The findings reveal that novelty-fashion consciousness, perceived security, and customer service are significantly associated with customer satisfaction, which in turn positively influences repurchase intention. This research contributes to the existing literature on e-commerce consumer behavior in Malaysia and provides practical insights for marketers and e-commerce managers seeking to enhance customer retention strategies tailored to millennial consumers.

Keywords— Novelty- fashion consciousness, Perceived security, Customer service, Satisfaction, and Repurchase intention.

INTRODUCTION

As more and more people around the globe are using the internet, those who run their businesses online now have access to a sizable market. The landscape of advertising has undergone an unprecedented shift as a result of the expansion of internet access worldwide. As a result, the marketing sector has created numerous new company opportunities that marketers can take advantage of (Lim et al., 2016). As an illustration, twenty years back there was no such thing as online business, also referred to as e-commerce for short. On the other hand, these are the channels that, according to general consensus, were the most intriguing and successful ones on the market at the beginning of the 20th century. The rapid expansion of e-commerce has revolutionized consumer purchasing behavior globally, with the fashion industry experiencing particularly profound changes (Chen & Bazaki, 2017).

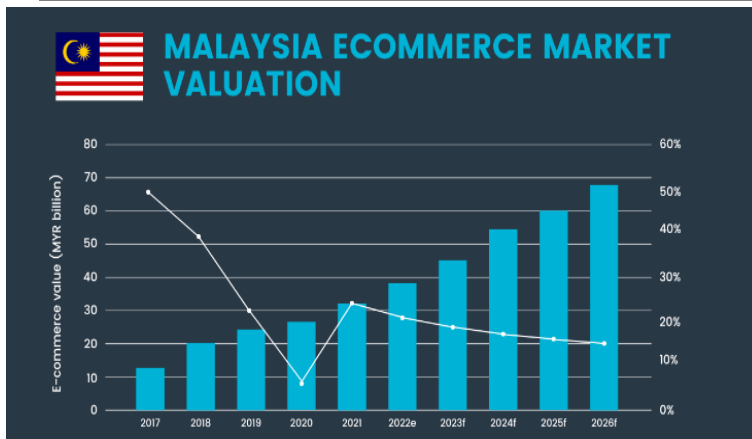


Figure 1: Commission Factory (2023)

Figure 1 illustrates the growth and projected expansion of Malaysia's e-commerce market valuation from 2017 to 2026 (Commission Factory, 2023). The blue bars represent the total e-commerce market value in Malaysian Ringgit (MYR) billion, showing a consistent increase from around 13 billion MYR in 2017 to an expected 68 billion MYR in 2026. The white line depicts the annual growth rate percentage, which shows a decline over time, indicating that while the market continues to grow in size, the pace of growth is slowing down. In relation to e-business and the online fashion retail sector, this graph highlights the substantial growth opportunity within Malaysia's digital marketplace. The increasing valuation reflects more consumers shifting to online shopping, including fashion retail, driven by convenience, wider product selections, and evolving digital payment and delivery infrastructure. Even though the growth rate is tapering, the overall market size expansion signals ongoing adoption and investment in e-commerce platforms, crucial for fashion retailers aiming to capture this growing online customer base.

In Malaysia, the online fashion retail sector has grown steadily, driven by increased internet penetration, mobile device usage, and the rise of millennial consumers who value convenience and trendiness (Harizan & Shukor, 2021). The rapid growth of e-commerce in Malaysia has significantly transformed consumer purchasing behavior, particularly among millennials. As digital natives, Malaysian millennials exhibit a strong preference for online shopping, especially in the clothing sector, driven by convenience, variety, and competitive pricing. However, in an increasingly saturated online marketplace, customer service has emerged as a critical differentiator influencing consumer satisfaction and long-term loyalty (Kamarol Zaman, Abdul Hamid, Omar, Jangga, 2023). Customer satisfaction is a pivotal construct in marketing and consumer behavior research, often linked to positive post-purchase outcomes such as repurchase intentions and brand advocacy. In the context of online clothing retail, where physical interaction is absent, customer service elements—such as responsiveness, reliability, and personalization—play a vital role in shaping consumer perceptions and experiences.

Customer satisfaction has emerged as a critical determinant of repurchase intention in e-commerce settings (Izzudin & Novandari, 2018). In the context of online fashion retailing, factors such as novelty-fashion consciousness, perceived security, and customer service play pivotal roles in shaping consumer experiences and satisfaction levels. Novelty-fashion consciousness reflects consumers' desire for unique and trendy apparel, which significantly influences their engagement with online fashion platforms (Kautish & Sharma, 2018). Millennials, in particular, exhibit high levels of fashion consciousness, often seeking new styles and personalized shopping experiences (McKinsey, 2019). Perceived security is another essential factor especially in online transactions where concerns about data privacy and payment safety can deter purchases (Zaidan & Raju, 2021). A secure shopping environment not only fosters trust but also enhances customer satisfaction, which is crucial for encouraging repeat behavior (Torres, 2017). Additionally, customer service quality—including responsiveness, reliability, and post-purchase support—has been shown to directly impact repurchase intention by reinforcing positive shopping experiences (Hardiyanto et al., 2023).

Millennial consumers in Malaysia are increasingly engaging with online clothing platforms, driven by their desire for trendy, unique, and expressive fashion items. This behavior aligns with the concept of novelty-fashion consciousness, which reflects a consumer's inclination toward new and fashionable products as a form

of self-expression and social identity. While this trait is known to influence shopping preferences, its direct impact on customer satisfaction in the Malaysian online clothing market remains underexplored. Prior studies have shown that novelty-fashion consciousness is a significant antecedent to shopping styles and online engagement, particularly among millennials who value status and trendiness in their purchases (Kang, Johnson, & Wu, 2014). Moreover, novelty-fashion consciousness has been linked to opinion-seeking behavior and positive attitudes toward online shopping experiences, which may indirectly affect satisfaction levels (Eastman, Iyer, & Thomas, 2013). While, perceived security, which refers to consumers' trust in the safety of online transactions and protection of personal data, plays a crucial role in shaping their overall shopping experience. In Malaysia, studies have shown that Generation Y consumers are highly sensitive to issues of financial and personal data security when engaging in online shopping, which directly affects their satisfaction levels (Mursidi, Mahyudin & Lee, 2024). The fear of cybercrime, data breaches, and fraudulent activities continues to undermine trust in online platforms, even as digital shopping becomes more mainstream (Ali, Samsuri, Sadry, Brohi, & Shah, 2016). In Malaysia's rapidly expanding online fashion retail sector, customer service has emerged as a critical determinant of customer satisfaction, particularly among millennial consumers. As online shopping lacks the physical interaction found in traditional retail, the quality of customer service—such as responsiveness, reliability, and support—plays a pivotal role in shaping consumer perceptions and experiences. Despite the growing importance of digital platforms, many online retailers struggle to meet customer expectations, leading to dissatisfaction and reduced loyalty. Studies have shown that effective customer service significantly enhances satisfaction and contributes to brand loyalty among Malaysian millennials shopping for fashion online (Abdul, Ibrahim, & Manan, 2022). Furthermore, customer service has been identified as a key factor influencing e-satisfaction and e-loyalty, with poor service often prompting consumers to switch platforms despite product appeal (San, Von, & Qureshi, 2020).

Therefore, this study is carried out to analyzing correlation between novelty- fashion consciousness, perceived security, customer service on satisfaction and repurchase intention among online clothing buyers in Malaysia. The remainder of this paper is structured as follows. Starting with the introduction in section 1.0 and the next section briefly review the literature (section 2.0). Section 3.0 presents the research methodology to be applied in the study, and section 4.0 presents the result. Lastly, sections 5.0 and 6.0 are followed by an explanation of the discussion and conclusion.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction has long been recognized as a multidimensional construct influenced by both customer expectations and actual experiences. Johnson, Anderson and Fornell emphasized that satisfaction arises when the emotional response to unmet expectations is combined with the consumer's prior beliefs about the consumption experience (Johnson, Anderson, & Fornell, 1995). This foundational view has shaped many subsequent models and measurement approaches in retail and service contexts. The concept has evolved to define satisfaction as the difference between pre-purchase expectations and post-purchase evaluations of product or service performance. This expectation-disconfirmation model remains central to understanding customer satisfaction dynamics. With the rise of digital commerce, researchers have increasingly focused on online customer satisfaction. Jaiswal and Singh (2020) introduced an online customer satisfaction index, describing it as the consumer's psychological evaluation of the buying process and product usage experience. Their model provides a structured framework and relevant metrics for assessing satisfaction in digital environments, particularly within financial services. Further empirical studies have identified key factors influencing online customer satisfaction. Le-Hoang (2020) found that product information, website design, usability, and customer support significantly impact self-reported satisfaction levels. These findings underscore the importance of optimizing digital touchpoints to enhance the overall customer experience.

Repurchase Intention

The final stage of the consumer purchasing process, known as post-purchase behavior, plays a critical role in determining customer loyalty and future purchasing decisions. According to Zulu and Mangolele (2022), consumers who are satisfied with a product or service are more likely to engage in repeat purchases, reflecting the culmination of their overall consumption experience. During this phase, consumers evaluate and articulate

their perceptions of brand-related experiences, which influence their internal decision-making processes—often referred to as the "black box" of consumer behavior. At this juncture, the intention to repurchase signifies a commitment to the brand, marking the emergence of brand loyalty. Scholars argue that genuine brand loyalty is characterized by a profound sense of satisfaction and emotional attachment to the product or service (Chinomona & Sandada, 2013). Repeated purchase intentions are thus considered reliable predictors of actual consumer behavior across various market contexts. Businesses increasingly prioritize customer retention strategies, recognizing that fostering repeat purchases can yield long-term competitive advantages, enhance profitability, and reduce customer acquisition costs. Notably, Reichheld and Sasser (1990) demonstrated that a mere 5% increase in customer retention could lead to a profitability boost ranging from 25% to 85%, underscoring the strategic importance of cultivating brand loyalty.

Customer acquisition is significantly more costly than customer retention, with estimates suggesting that attracting new customers may cost up to five times more than maintaining existing ones. In the context of online shopping, a consumer's intention to make a purchase is closely associated with their level of commitment to engaging in specific web-based purchasing behaviors. The Theory of Reasoned Action posits that consumer intentions can serve as reliable predictors of actual behavior, provided that these intentions are aligned with the desired actions, objectives, and situational contexts. It is important to note that purchasing decisions may sometimes be influenced by external constraints rather than genuine preferences, indicating that measures of intention may be more effective than behavioral indicators in capturing consumer motivations (Qin, B., & Song, 2022). Online purchase intention represents a dimension of consumer cognitive behavior that explains the rationale and planning behind a buyer's decision to acquire a particular product through electronic means. This concept encompasses not only the act of purchasing but also the processes of information retrieval and exchange. However, actual purchases made via websites serve as more definitive indicators of consumer intent than preliminary actions such as browsing or sharing information. The primary aim of this study is to explore the significance of understanding online purchase intention. For e-commerce businesses, gaining insight into the psychological factors that influence consumer decision-making is essential for developing strategies that effectively stimulate interest and drive online sales.

Extensive research has demonstrated that customer satisfaction is a key determinant of repurchase intention (Nilsson & Wall, 2017). Studies conducted within traditional brick-and-mortar retail environments consistently reveal a positive relationship between customer satisfaction and the likelihood of repeat purchases. Similar findings have been observed in online retail contexts, where customer satisfaction—shaped indirectly by the overall online shopping experience—has been shown to significantly influence repurchase behavior. As the online apparel industry continues to expand, it becomes increasingly important for retailers to understand the components of the online customer experience, how these elements contribute to satisfaction, and whether the established link between satisfaction and repurchase intention remains valid in digital settings.

Novelty- Fashion Consciousness

Fashion consciousness refers to an individual's level of engagement with clothing styles and trends, encompassing interest in fashion, apparel, and personal appearance (Casidy, Nuryana, & Hati, 2015). Importantly, being fashion-conscious does not necessarily imply leadership or innovation within the fashion domain; rather, it reflects an awareness and enthusiasm for fashion-related matters. A subset of this concept, novelty-fashion consciousness, highlights individuals who actively seek new experiences and remain attuned to emerging trends. These consumers are typically fashion adopters, characterized by their proactive pursuit of fashion knowledge, experimentation with new products, and frequent purchasing behavior.

Individuals with heightened novelty-fashion awareness tend to explore new styles and trends with enthusiasm, and this awareness has been shown to influence consumer confidence, which in turn enhances purchase intention. Such consumers are often open to innovative ideas and experiences, driven by a desire for variety and self-expression. As fashion consciousness continues to rise, particularly among millennials, this trend is expected to positively influence their preferences for online shopping (Escobar-Rodríguez & Bonsón-Fernández, 2016). Moreover, contemporary fashion trends—regardless of brand—can significantly impact consumer choices in clothing, footwear, and accessories. Rather than prioritizing brand recognition, fashion-conscious consumers often favor items that align with current styles.

Fashion also plays a critical role in shaping self-image and personal identity. Consumers' perceptions of themselves frequently influence their clothing choices, making self-concept and self-perception key determinants of purchasing behavior. Fashion serves as a medium for self-expression, often manifested through apparel selection (Sampson, 2016). Consequently, how consumers perceive themselves may affect their responsiveness to advertising and product recommendations, motivating them to express their individuality through online purchases.

Individuals with a high degree of novelty and fashion awareness tend to stay informed about current trends and exhibit a strong interest in experimenting with new styles of clothing. Fashion consciousness has been shown to influence consumer self-confidence and their openness to adopting emerging fashion trends. Fashion-savvy consumers are typically early adopters who actively seek fashion-related information, engage in frequent shopping, and demonstrate a greater willingness than others to try new fashion items. These consumers often prioritize fashionable apparel and are willing to invest more time in the shopping process. Moreover, fashion-conscious individuals derive satisfaction from regularly purchasing new clothing items, particularly through online retail platforms (Kautish & Sharma, 2018).

Perceived Security

Perceived security in the context of online retailing refers to a consumer's assessment of the legitimacy, privacy, and reliability of a website operated by an e-commerce clothing retailer (Escobar-Rodríguez & Bonsón-Fernández, 2016). This perception plays a critical role in shaping consumer trust, particularly during financial transactions. Customers are more likely to proceed with online purchases when they believe the device and transaction channel are secure, making perceived security a useful indicator of consumer confidence in digital environments. Historically, consumers exhibited reluctance toward using online payment methods due to concerns over traceability and risk, especially during the early stages of e-commerce adoption (Escobar-Rodríguez & Bonsón-Fernández, 2016).

Online retailers require sensitive personal information—such as names, addresses, and credit card details—to process payments and fulfill orders. This data is often retained to facilitate future transactions, which can heighten consumers' sense of vulnerability. Despite the convenience of online shopping, perceived security—encompassing privacy, payment protection, and overall trust—remains a decisive factor in purchase behavior (Handoyo, 2024; Habib & Hamadneh, 2021). Trust is essential regardless of whether a customer is making their first or hundredth online purchase, and consumers are more likely to engage with retailers that uphold high ethical standards in data handling. Positive purchasing experiences and evidence of ethical conduct contribute to higher perceived security and increase the likelihood of repeat purchases (Matic & Vojvodic, 2015).

Among Malaysian millennials, perceived risk during online transactions significantly influences their willingness to make future purchases. Risk perception is inherent in all consumer decisions and has been widely studied for its impact on behavior. In physical retail settings, consumers often worry about time loss and missed opportunities, alongside financial, performance, psychological, physical, and social risks. However, evidence suggests that consumers exhibit greater distrust in online environments due to the open and complex nature of the Internet, which introduces unique risks beyond those encountered in traditional retail. Although numerous studies have examined the risks associated with online shopping, findings remain inconclusive. Some research indicates no direct relationship between perceived risk and the likelihood of completing an online transaction (Nuzula, & Wahyudi, 2022; Makhitha & Ngobeni, 2024). Nevertheless, it has been proposed that consumers with favorable views of a company may proceed with purchases even under uncertain conditions. For early adopters, ease of use and low perceived risk are particularly influential. Research further suggests a correlation between perceived risk, online trust, and purchase intention, with consumer attitudes—shaped by risk perception—playing a pivotal role in their engagement with online platforms (Shamsudin & Dang, 2016).

Despite significant advancements in internet security technologies—such as encryption, digital signatures, and authentication protocols—consumers continue to express concerns regarding the safety of financial transactions conducted online (Nilsson & Wall, 2017). The protection of personal and confidential information remains a fundamental component of perceived online security and is frequently cited as one of the most

critical factors influencing the online consumer experience. E-commerce platforms typically offer various payment options, including credit cards, bank transfers, and invoicing; however, consumers often experience anxiety over payment security and potential fraud due to their lack of control over the online environment. Since the emergence of online shopping, credit card security has consistently been identified as a major concern.

In addition to fears surrounding unauthorized access, consumers are apprehensive about the possibility of their personal data being sold to third parties or misused. As a result, the presence of robust web security features is a key consideration in consumers' decisions to purchase goods or services online. Research indicates a modest positive correlation between perceived security and customer satisfaction in online shopping contexts. This study aims to explore the relationship between financial security and consumer satisfaction with online clothing retailers by collecting data through surveys and focus groups. Understanding this relationship is essential for enhancing consumer trust and improving the overall online shopping experience.

Customer Service

According to Tandon et al. (2017), prompt responses to customer inquiries and the availability of online support features—such as live chat—significantly enhance consumers' likelihood of making purchases and increase the time they spend on e-commerce platforms. When customers encounter issues or have questions regarding products, the inability to quickly reach a service representative may discourage them from returning to the website. An essential aspect of customer service in online retail is the provision of return options. The practice of ordering multiple items, particularly in varying sizes or colors, and deciding which to retain post-delivery has become increasingly common in online apparel shopping. Research indicates that approximately 9% of online shoppers who place such orders intend to return at least one item, a behavior especially prevalent among consumers aged 18 to 29. Furthermore, 90% of consumers consider free returns to be a critical feature of online shopping.

Effective communication with sellers whether through digital channels such as email and message boards or traditional methods like telephone is a key determinant of customer satisfaction in electronic service quality assessments. Positive customer service experiences during previous transactions increase the likelihood that consumers will return to the same online clothing retailer for future purchases. Much like in physical retail environments, customer service is a central component of the online shopping experience. Consumers expect high service standards and are sensitive to the time required to complete tasks, which directly influences their overall satisfaction (Pruyn & Smidts, 1998).

Prior studies have consistently identified customer service as a primary predictor of customer satisfaction in online shopping contexts. In particular, seller responsiveness and accessibility have been found to have a significant and positive relationship with consumer satisfaction. However, this relationship varies depending on the consumer's level of experience. For experienced users, customer service may have a negligible impact on satisfaction, whereas for less experienced users, it plays a more substantial role (Tjahjaningsih et al., 2021; Ighomereho et al., 2022).

Hypotheses

Consequently, the following hypotheses were proposed:

H1: There is a relationship between novelty- fashion consciousness and satisfaction among Malaysian millennial online clothing consumers.

H2: There is a relationship between perceived security and satisfaction among Malaysian millennial online clothing consumers.

H3: There is a relationship between customer service and satisfaction among Malaysian millennial online clothing consumers.

H4: There is a relationship between satisfaction and repurchase intentions among Malaysian millennial online clothing consumers.

The research framework for this study is shown in Figure 2.

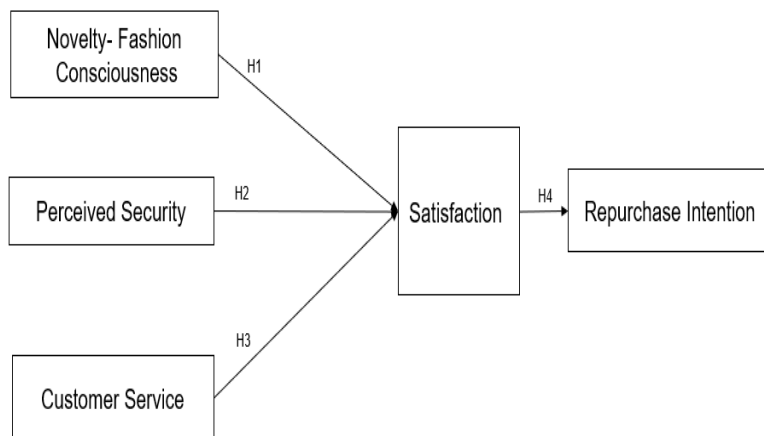


Figure 2: Research Framework

METHODOLOGY

This study adopted a quantitative research design to explore the influence of novelty-fashion consciousness, perceived security, and customer service on customer satisfaction and repurchase intention among Malaysian consumers of online clothing. Primary data were collected directly by the researcher to address the research objectives. The data collection method involved online, self-administered surveys distributed via Google Forms, with survey links shared across various social media platforms including Facebook, Twitter, Instagram, and WhatsApp. A cross-sectional survey approach was employed to capture consumer responses at a single point in time. Convenience sampling, a form of non-probability sampling, was utilized due to its efficiency and accessibility. For the final data collection, 252 responses were collected for the survey. However, 56 questionnaires were unusable because of the age were not in range of millennials. Hence, the final sample size for this research was 196 respondents. All raw data were coded and entered into IBM SPSS Statistics Version 28 for statistical processing. The survey instrument was divided into two sections: the first gathered demographic information such as age, gender, occupation, monthly personal income (MYR), and frequency of online clothing purchases; the second measured the study variables using a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The constructs assessed included novelty-fashion consciousness (7 items), perceived security (4 items), customer service (4 items), customer satisfaction (4 items), and repurchase intention (4 items).

RESULTS

Descriptive Analysis

A total of 196 respondents participated in this study. The age distribution shows that the majority of respondents were aged 35 until 39 years (124 respondents, 63.3%), followed by those aged 29 until 34 years (57 respondents, 29.0%), and a smaller group aged 40 until 44 years (15 respondents, 7.7%). In terms of gender, female respondents comprised the largest group (114 respondents, 58.2%), while male respondents accounted for 81 individuals (41.3%), and only one respondent (0.5%) preferred not to disclose their gender. Regarding monthly personal income, the largest proportion of respondents earned between RM1,500 until RM2,999 (109 respondents, 55.6%), followed by those earning RM3,000 until RM4,999 (60 respondents, 30.6%). Smaller groups reported earnings below RM1,500 (11 respondents, 5.6%), RM5,000 until RM6,999 (22 respondents, 11.22%), and RM7,000 and above (9 respondents, 4.60%). In terms of frequency of online clothing purchases, most respondents reported shopping every 2 until 3 months (124 respondents, 63.3%), followed by a few times a year (40 respondents, 20.4%), and once a month or more (31 respondents, 15.8%). Only one respondent (0.5%) indicated that they rarely purchase clothing online. The summary based on Table 1 below:

Table 1: Demographic of respondents

Variables	Demographic Variables	No. of Respondents	Percentage (%)
Age	29–34	57	29.0
	35–39	124	63.3
	40–44	15	7.7
Gender	Male	81	41.3
	Female	114	58.2
	Prefer not to say	1	0.5
Monthly personal income (MYR)	Below RM1,500	11	5.6
	RM1,500 – RM2,999	109	55.6
	RM3,000 – RM4,999	60	30.6
	RM5,000 – RM6,999	22	11.22
	RM7,000 and above	9	4.60
Frequently of online clothing purchase	Once a month or more	31	15.8
	Every 2–3 months	124	63.3
	A few times a year	40	20.4
	Rarely	1	0.5

Reliability Analysis

To assess the internal consistency of the measurement items, reliability analysis was conducted using Cronbach's Alpha. This statistical measure evaluates how closely related a set of items are as a group, with values above 0.70 generally considered acceptable for exploratory research. First variable, novelty-fashion consciousness was measured using 7 items and yielded a Cronbach's Alpha of 0.915, indicating excellent internal consistency. This suggests that the items used to measure this construct are highly reliable. Next the perceived security, assessed with 4 items, produced a Cronbach's Alpha of 0.703, reflecting moderate reliability. While acceptable, this value suggests that the consistency among the items could be improved. Then, the customer service demonstrated good reliability, with a Cronbach's Alpha of 0.832 across 4 items.

This indicates that the items effectively measure the intended construct. While, the Customer Satisfaction, also measured with 4 items, showed a Cronbach's Alpha of 0.713, which is moderately reliable and meets the minimum threshold for internal consistency. Lastly, the Repurchase Intention variable was evaluated using 4 items and achieved a Cronbach's Alpha of 0.768, indicating good reliability and consistent measurement of the construct. In summary, all constructs in this study exhibit acceptable to excellent reliability, supporting the use of these items in further statistical analysis and interpretation as shown in Table 2.

Table 2: Reliability Testing

Variables	Cronbach's Alpha	Number of Items
Novelty- Fashion Consciousness	0.915	7
Perceived security	0.703	4
Customer Service	0.832	4
Customer Satisfaction	0.713	4
Repurchase Intention	0.768	4

Correlation Analysis

The Pearson Correlation Analysis, a widely recognized statistical method, was employed to examine the strength and direction of the relationship between selected independent and dependent variables. This technique is particularly useful for identifying potential linear associations between variables, thereby enabling researchers to assess the degree of correlation within a given dataset. When one variable in a study experienced a systematic shift at the same time as another variable during a specific time period, the significance of the correlation between the two variables was determined. (Kossowski & Hauke, 2012). A Pearson Correlation score between -1.00 and 1.00, according to Pallant (2010), positive correlation between the variables. 0 to 0.5 define as weak positive relationship while between 0.5 to 1 define as strong positive relationship.

Table 3: Person Correlation

	Customer Satisfaction	
	Person Correlation	Sig. (2 tailed)
Novelty- Fashion Consciousness	0.233	<0.001
Perceived security	0.252	<0.001
Customer Service	0.376	<0.001
Repurchase Intention	0.543	<0.001

A series of Pearson correlation analyses were conducted to examine the relationships between satisfaction and four key variables: novelty-fashion consciousness, perceived security, customer service, and repurchase intention. The analysis revealed a weak positive correlation between novelty-fashion consciousness and satisfaction ($r = 0.233$, $p < 0.001$), indicating that individuals with higher novelty-fashion consciousness tend to report slightly higher levels of satisfaction. Similarly, a weak positive correlation was found between perceived security and satisfaction ($r = 0.252$, $p < 0.001$), suggesting that increased perceptions of security are modestly associated with greater satisfaction. The relationship between customer service and satisfaction also showed a weak positive correlation ($r = 0.376$, $p < 0.001$), implying that improvements in customer service are

linked to moderate increases in satisfaction. In contrast, the strongest relationship observed was between satisfaction and repurchase intention, which demonstrated a strong positive correlation ($r = 0.543$, $p < 0.001$). This finding suggests that higher levels of intentions to repurchase are substantially associated with satisfaction. Overall, all correlations were statistically significant at the $p < 0.001$ level, with satisfaction showing the strongest association with repurchase intention among the variables examined.

Based on the results below were the summary for hypotheses testing result:

Table 4: Hypothesis Testing Result

Hypothesis	Decision
H1 : There is a relationship exists between Novelty- Fashion Consciousness and Satisfaction among Millennials to repurchase online apparel products in Malaysia.	Accepted
H2: There is a relationship exists between Perceived security and Satisfaction among Millennials to repurchase online apparel products in Malaysia	Accepted
H3: There is a relationship exists between Customer Service and Satisfaction among Millennials to repurchase online apparel products in Malaysia.	Accepted
H4: There is a relationship exists between Satisfaction and Repurchase Intention among Millennial in Malaysia.	Accepted

The results of hypothesis testing revealed significant relationships among the studied variables. Hypothesis 1, which proposed a relationship between Novelty-Fashion Consciousness and Customer Satisfaction among Millennials in Malaysia, was supported with a p-value of 0.007 ($p < 0.01$), indicating a statistically significant and positive relationship. Hypothesis 2, examining the relationship between Perceived Security and Customer Satisfaction, was also supported with a p-value of 0.001 ($p < 0.01$), confirming a significant positive influence. Similarly, Hypothesis 3, which tested the effect of Customer Service on Customer Satisfaction, showed a significant result with a p-value of 0.001 ($p < 0.01$), suggesting that customer service positively impacts satisfaction. Finally, Hypothesis 4, which explored the relationship between Customer Satisfaction and Repurchase Intention, was strongly supported with p-values of 0.001 and 0.000 (both $p < 0.01$), indicating a significant and positive influence of satisfaction on the intention to repurchase online apparel products. These findings collectively support the proposed model and highlight the importance of fashion consciousness, security, and service quality in shaping customer satisfaction and loyalty in the Malaysian online fashion retail context.

DISCUSSION

This part explaining the discussion for this research. The discussion part divided four parts based on each hypothesis discussion.

Relationship between Novelty-Fashion Consciousness and Satisfaction

The findings of this study demonstrate a significant positive relationship between novelty-fashion consciousness and customer satisfaction among Malaysian millennials in the online apparel market. This supports the hypothesis that individuals who are highly fashion-conscious—particularly those seeking new styles and trends—are more likely to experience satisfaction when online platforms align with their fashion expectations. Millennials value self-expression through clothing, and online shopping provides access to a wide range of fashion items that cater to their desire for novelty and personalization (Bakewell & Mitchell, 2003; Rightpoint, 2021). In the Malaysian context, platforms such as Zalora, Shopee, and Shein actively target fashion-forward consumers by offering frequent product updates and trend-driven designs. Prior research further supports this relationship, indicating that fashion-conscious consumers are more satisfied with

platforms that fulfill their emotional and aesthetic needs (Rahman et al., 2021; Majeed & Bhamra, 2020). Therefore, the results confirm that increased fashion consciousness significantly contributes to higher satisfaction among millennial online apparel shoppers in Malaysia.

Relationship between Perceived Security and Satisfaction

This study confirms a significant positive relationship between perceived security and customer satisfaction among Malaysian millennials in the online apparel market. As digitally literate consumers, millennials are increasingly vigilant about issues such as data privacy, payment security, and fraud prevention, which play a crucial role in shaping their online shopping experiences. When consumers feel confident that their personal and financial information is protected, they are more likely to experience satisfaction and continue engaging with e-commerce platforms (Chang & Zhu, 2012; Chang & Chen, 2009). In the Malaysian context, platforms that implement visible and reliable security features—such as secure payment gateways, two-factor authentication, and transparent privacy policies—are more successful in building trust and enhancing user satisfaction. Recent studies further support this relationship, with Ighomereho et al. (2022) emphasizing the impact of e-service security on customer satisfaction and loyalty, and Tan, Hao, Lai, and Mamun, (2021) highlighting the importance of trust in payment systems and privacy assurances for Malaysian millennials. Therefore, the second hypothesis is supported: higher perceived security significantly contributes to greater customer satisfaction in online apparel shopping.

Relationship between Customer Service and Satisfaction

This study confirms a significant positive relationship between customer service quality and customer satisfaction among Malaysian millennials in the online apparel market. As experience-driven consumers, millennials place high value on responsive and reliable service when interacting with e-commerce platforms. Key service attributes—such as fast response times, clear return and refund policies, and effective communication channels—play a crucial role in shaping their overall satisfaction (Zeithaml et al., 2002). In the Malaysian context, online fashion retailers that provide accessible customer support, proactive updates (e.g., delivery notifications), and efficient complaint resolution are more likely to foster trust and retain customers. High-quality service also helps mitigate dissatisfaction during service failures, such as delayed deliveries or incorrect orders, by reinforcing emotional connection and customer loyalty. Recent studies further validate these findings, with Ighomereho et al. (2022) emphasizing the importance of responsiveness and reliability in online transactions, and Javed et al., (2020) and Shah and Kumar (2024) stated that post-purchase services such as returns, exchanges, customer support access, and feedback collection not only enhance customer satisfaction but also foster trust, engagement, and repurchase behavior. Therefore, the third hypothesis is supported: superior customer service significantly contributes to increased satisfaction among millennial online apparel shoppers.

Relationship between Satisfaction and Repurchase Intention

This study confirms a strong and direct positive relationship between customer satisfaction and repurchase intention among Malaysian millennials in the online apparel market. Satisfied customers are more likely to return to the same platform for future purchases, particularly when their experiences are consistent, reliable, and tailored to their preferences (Mochammad Jasin & Firmansyah, 2023). For millennials, satisfaction is shaped not only by product quality but also by delivery efficiency, after-sales service, and perceived value. In the competitive landscape of online fashion retail, customer satisfaction serves as a critical predictor of brand loyalty and repeat purchasing behavior. This is supported by Anderson and Srinivasan (2003), who emphasize the role of satisfaction in driving repurchase decisions, and by Anuar and Othman (2024), who found that satisfied Malaysian consumers exhibit stronger brand loyalty. Furthermore, Ellitan and Richard (2022) highlight that satisfaction acts as a mediator between positive online experiences and actual repurchase behavior, particularly in the fashion sector at Indonesia. Therefore, the fourth hypothesis is supported: higher customer satisfaction significantly contributes to increased repurchase intention among millennial online apparel shoppers.

CONCLUSIONS AND RECOMMENDATIONS

This study investigated the influence of novelty-fashion consciousness, perceived security, and customer service on customer satisfaction and repurchase intention among Malaysian online clothing consumers. The analysis of correlations revealed that all proposed hypotheses (H1, H2, H3, and H4) were supported, indicating that each of the independent variables—novelty-fashion consciousness, perceived security, and customer service—was positively associated with both satisfaction and repurchase intention. These findings affirm the relevance of these factors in shaping consumer behavior in the context of online apparel shopping. However, the generalizability of the results is limited due to the demographic composition of the sample. The majority of respondents were aged between 35 and 39, representing the middle segment of the millennial cohort. As such, the findings may not fully reflect the preferences and behaviors of younger or older millennial consumers within Malaysia's broader online apparel market. Future research should consider segmenting the millennial population into lower and upper age groups to identify whether the strength of correlations varies across these subgroups. Another limitation of the study lies in the sample size. Data were collected from only 196 participants, which may not be sufficient to represent the full diversity of Malaysian millennials or online clothing shoppers. To enhance the reliability and validity of future findings, researchers are encouraged to employ larger and more diverse samples.

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