THE INFLUENCE OF WEB GRATIFICATION AND IRRITATION ON ONLINE PURCHASE IN APPAREL INDUSTRY

SITI MASITAH BINTI ASHAR

UNIVERSITI SAINS MALAYSIA

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THE INFLUENCE OF WEB GRATIFICATION AND IRRITATION ON ONLINE PURCHASE IN APPAREL INDUSTRY

by

SITI MASITAH BINTI ASHAR

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DEDICATION

With my spirit and love to

My Parents:

Papa, Ashar bin Abd Rashid

Mama, Paridah Binti Awg Kechik

Abah, Wan Yahaya Bin Wan Hamat

My Profound Love and Life:

My Husband, Muhammad Aliff

My Son, Muhammad Ayyub Mateen

My supportive Siblings and Friends

Who have given support, encouragement, inspiration and prayer

from beginning to the end of this journey.

This is for you…

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SITI MASITAH BINTI ASHAR
School of Management,
Universiti Sains Malaysia
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UGT	Uses and Gratification Theory
IG	Informativeness Gratification
EG	Entertainment Gratification
WI	Web Irritation Consumer Emotions
CA	Cognitive Attitude
CE	Consumer Emotions
MCMC	Malaysian Communications and Multimedia Commission
MATRADE	Malaysia External Trade Development Corporation
SEM	Structural Equation Modelling
SPSS	Statistical Package for the Social Sciences
PLS	Partial Least Squares
CFA	Confirmatory factor analysis
GFI	Goodness-of-Fit index
RMSEA	Root Mean Square Error of Approximation
NNFI	Non-normed Fit Index
AGFI	Parsimony Fit Index
CFI	Comparative Fit Index
AVE	Average Variance Extracted
SD	Standard Deviation
CR	Composite Reliability

PENGARUH GRATIFIKASI WEB DAN KEGUSARAN PADA PEMBELIAN ATAS TALIAN DALAM INDUSTRI PAKAIAN

ABSTRAK

Bilangan aktiviti penggunaan internet telah meningkat dan memperkuatkan lagi potensi kegunaan and gratifikasi. Konsep pembelian dalam talian membawa penyelidikan semasa untuk menyimpulkan bahawa konseptualisasi pembelian dalam talian menggabungkan dengan banyak aktiviti tingkah laku yang berkaitan dengan tindakan pengguna membeli produk (iaitu membeli dan menyesuaikan barangan dan perkhidmatan, mencari cadangan, mengumpulkan maklumat, membandingkan produk dengan beberapa penjual, atau melayari untuk keseronokan). Di samping itu, ia mengkaji integrasi teori kegunaan dan gratifikasi dalam konteks membeli-belah atas talian. Data diperolehi daripada pembeli individu dalam talian dengan menggunakan soal selidik berstruktur secara atas talian dan 615 telah dikembalikan. Walau bagaimanapun, hanya 465 soal selidik yang digunakan untuk analisis lanjut. Soal selidik selebihnya tidak dianalisis kerana tidak lengkap. Hasilnya menunjukkan betapa pentingnya keseronokan dan maklumat yang terperinci terhadapa sikap pengguna dan emosi pengguna ke arah membeli-belah atas talian dan mewujudkan suasana membeli-belah yang baik. Walau bagaimanapun, kegusaran terhadap laman web juga didapati sama penting dalam mempengaruhi pembentukan tindakan pengguna terhadap membeli-belah atas talian, tetapi secara negatif. Dapatan kajian ini menyumbang kepada sorotan karya sedia ada dengan menonjolkan kesan signifikan penggunaan dan kepuasan, kepuasan hiburan, kepuasan informativeness, kegusaran laman web, emosi pengguna, sikap kognitif dan pembelian dalam talian.

Perbincangan umum, batasan, implikasi teoretikal dan praktikal serta cadangan-cadangan daripada penemuan kajian juga disediakan.

THE INFLUENCE OF WEB GRATIFICATION AND IRRITATION ON ONLINE PURCHASE IN APPAREL INDUSTRY

ABSTRACT

Increasing internet activity and its number of users have strengthened the potency of uses and gratification. The concept of online purchase led the current research to finding that the conceptualisation of online shopping encompasses various aspects of consumer behaviour relating to the action of purchasing products (i.e. buying customize goods and services, collecting information, seeking recommendations, comparing products with several seller, or even browsing for enjoyment). Additionally, it investigates the incorporation of use and gratification theory (UGT) in the online shopping context. This study aims to examine the relationship between informativeness gratifications (IG), entertainment gratifications (EG), web irritation (WI) and cognitive attitude (CA). Furthermore, it attempts to examine the relationship between informativeness gratification (IG), entertainment gratifications (EG), web irritation (WI) and consumer emotions (CE). Besides that, this study attempts to study the relationship between cognitive attitude (CA), consumer emotions (CE) and online purchase. In addition, the influence of cognitive attitude (CA) and consumer emotion (CE) as a mediator between informativeness gratification, entertainment gratification, web irritation and online purchase is included in the integrated framework of this study. By using of the convenience sampling technique and a structured questionnaire via online survey, data was amassed from individual online shoppers whereby 615 responses were collected. However, from these only 465 responses were taken in for further analysis as the remainder were considered incomplete and thus discarded. The results revealed the

importance of facilitating entertainment gratification and informativeness gratification of consumers' attitude, as well as consumer emotion towards online shopping by constructing a shopping environment with favourable conditions. Nonetheless, it was also found that web irritation has equally significant influence on consumer's action towards online shopping, although from a negative angle. The outcomes of this study contribute to the current literature by emphasising the important effects of uses and gratification, informativeness gratification, entertainment gratification, consumer emotion, cognitive attitude, web irritation, and online purchase. From the existent findings, a general discussion, limitations, theoretical and practical implications, and recommendations are presented.

CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter discusses the basis of the research and the background study. The researcher also looks into outlining the problem statement, research objectives, research questions, significance of study, organisation of report and definition of key terms in this chapter.

1.1 Background of the Study

Worldwide communication and retailing are highly influenced by the Internet, a key technology of the 21st century (Lennon et al., 2009). Due to its rapid development, the Internet has given birth to online retailing, a shift from the traditional bricks-and-mortar trade. Consequently, online purchasing is promoted extensively by online retailers. In efforts to increase online shopping efficiency, a range of opportunities for consumers such as product choice, availability, and convenience are provided by online retailers, without any limitations of time and space (Brynjolfsson & Smith, 2000; Chang & Wang, 2011). Therefore, rather than engaging in a bricks-and-mortar retail only, each company provides

a Website in which they can connect with customers, becoming the most interactive and straightforward medium of contact between consumers and retailers (Afef, Jamel-eddine, & Claude, 2010).

Besides that, the Internet had become the main source for gathering information as consumers actively access all available channels to gather and compare product information before making purchasing decisions (Afef, Jamel-eddine, & Claude, 2010). Aside from allowing consumers to easily obtain product/services information, retailers' online presence also forms a space for producing positive shopping experiences that drive traffic to both offline and online stores.

According to Park and Stoel (2005), confidence, familiarity, and satisfaction towards a retailer are more likely to develop when there is more information provided by a website. They suggest that a retailer's website is not just where purchasing happens; it is a base for linking consumers with the retailer and building consumer engagement. Modern retailers have been offering enhanced online shopping experience by going beyond the conventional point of purchase website. By adding versatile components to their websites, they encourage consumers to stay longer on the site and to be engaged with the brand for lengthier periods of time. These components include featured outfits of the day, industry news and fashion blogs, which consumers can comment on and share with friends through social media or email.

Furthermore, websites function as an interactive marketing vehicle which sellers use to attract new customers, while providing a positive online shopping experience that generates favourable feedback (Ertell, 2010). Ha and Stoel (2009) reported that higher levels of satisfaction were achieved when consumers are able to engage in a website through their own understanding and control of the experience. By paying attention to strong predictors of behavioural response through the use of website functions and features, the consumer's need for dominance can be met which results in a positive online shopping experience.

According to Jere and Davis (2011), the Internet has distinguishing features setting it apart from traditional media, being both interactive (Rafaeli & Sudweeks, 1997) and having unsurpassed global reach (Berthon et al., 1996). Berthon et al. (1996) also stated that establishing an Internet presence requires comparatively lesser amount of resources which allows for more refined audience segmentation. Consequently, these attributes transformed the Internet into a 'virtual marketplace', which enables businesses with online presence to build and boost relationships with their target customers through using interactive tools (Ko et al., 2005).

Although it is common knowledge that countless potentials and advantages come with using the Web as a marketing tool or medium (Cook and Coupey 1998), the motivations regarding using the Web and its associated online consumer behaviour is lesser known (Chen and Wells 1999; Korgaonkar and Wolin 1999). Uses and gratifications theory could lead to fresh insights into the meaning and factors of online consumer behaviors such as Web usage and satisfaction, attitude to the Web, and shopping online.

The uses and gratifications research (Herzog 1944; McGuire 1974) has proven to be successful in comprehending consumers' concerns and motivations in the context of traditional media such as TV and radio (refer Eighmey and McCord (1998) for a review of uses and gratifications applications). However, in the context of the Internet, uses and gratifications applications have only been explored by a handful of researchers (Hanjun, 2013; Huang, 2008 and Haridakis and Hanson, 2009). According to a study by Eighmey and McCord (1998), uses and gratifications behaviors of research participants who perused five commercial websites displayed a similarity to those reported in studies of traditional media such as TV.

Thus, in order to tackle this literature deficit, this research intends to connect online consumer behaviors to well-grounded uses and gratifications antecedents. Particularly, UGT-based variables are considered as the antecedents and the consequences of attitude

toward the Web. For this study, researchers first exhibit the framework of the antecedents and consequences of attitudes in online behavior, then, testing in analysis.

1.2 Problem Statement

With the increasing number of online shopping sites offering consumers a medley of choice to shop from, marketers, entrepreneurs, and web developers of these sites will race to get to the heart of these consumers. Understanding why consumers choose to use the Internet to shop becomes of great relevance due to the fundamental necessity and rising challenge of the commercial model of online business, so as to attract consumers to support and purchase online market offerings (Afef, Jamel-eddine, & Claude, 2010).

In the literature review on shopping experience associated with retailers' websites, the need for in-depth study of the impacts and connection between online shopping experience and consumer response has been repeatedly mentioned. Many existing studies (e.g. Brakus, Schmitt, and Zaratonello, 2009; Reynolds, Ruiz, and Sicilia, 2006) concentrate on the fact that consumers respond to shopping, and other studies (Zarantonello and Schmitt, 2010 and Chen, Hsu, and Lin, 2010) highlight the online shopping experience with further forms of behavioral responses (e.g. brand loyalty, intention to visit a store). However, research conducted with empirical understanding on the influences of the uses and gratifications structure remains limited, especially in the context of Malaysian consumers in Apparel industry (Azam, 2015; Hanjun, 2013; Huang, 2008 and Haridakis and Hanson, 2009).

In online apparel retailing, consists very large market share of total online sales in Malaysia. Most of the traditional retailers have recognized internet will become powerful marketing channel with the steady growth of market size (statista.com, 2016). Online consumers expect high standard of online service quality since it is much easier to compare price online thus online service quality play a significant key factor for consumers (Azam, 2015). In order to increase competeveness of online stores, in depth

understanding of online service gratification or factors that influencing consumers shop online should be given priority.

According to Zhang et al., (2010) the Internet provided more opportunities to collect information prior to making a purchase. Their research attempted to apply uses and gratification in order to ascertain the categories of need for the information search before any online purchase. From their results, entertainment, pleasure, and social interactions were the major categories of need to fulfil for pre-purchase information search. They also suggested to marketing managers should give a lot of information regarding the product and its applications; consumer engagement tools may be leveraged to increase communication. In addition, Ha and Stoel (2009) stated that consumers are likely to examine the information about clothes physically to assess colour, design, size and fabric during apparel shopping.

Furthermore, website appearance that presented to customers is crucial for online stores (Than & Grandon, 2002). The gratification of website and features always play an important role to influence consumers to shop online. Earlier study by Chen and Wells in year 1999 (as cited in Kim & Stoel, 2004) indicated that online shoppers have been frustrated and irritated with the ineffective website gratification even though created by website consultants. Meanwhile, Srinivasan, Anderson, and Ponnavolu (2002) stated that online users more easy to abandon the site if discouraged in their efforts to find needed information due to the ineffective website. Kim, Kim and Lennon (2011) also identified that lack of relevant product information in the website may lead to the risk that consumer exiting the website without any purchase. Therefore, Ha and Stoel (2012) stated that informativeness gratification had a significant relationship on online shopping outcome and considers one of the important factors that impact on online shopping outcome. Some of the consumers seek for fun, excitement or pleasure while shop online. According to Ha and Stoel (2009), consumers are more likely to experience greater enjoyment and have more fun when shop at online store.

Moreover, Ha and Stoel (2012) also noted that value of gratification able to influence overall assessment of an online store. Therefore, the dimension considers a critical factor that influence consumers while shop online apparel store. Lee and Lin (2005) suggested that customer emotion and cognitive attitude of online service had significant relationship with customer purchase intention and repetitive the purchasing. Moreover, Davis et.al (2013) also proved that customer emotion and cognitive attitude played a critical mediator role between use and gratification and online purchase. Therefore, poor customer emotion and cognitive attitude will affect the client relationships and negative word of mouth will spread from customers. Thus, reputation will affect by negative evaluation from customers and profitability of online business definitely will decrease.

Tung (2012) stated that very limited studies and references of use and gratification among online shopping dimensions major focused on online apparel industry. Although there is high potential of online market in apparel industry but still lack of understanding the subject matter that potential impact on consumer satisfaction and shopping intention (Chua, Khatibi & Ismail, 2006). Therefore, a framework is needed to structure use and gratification dimensions (enjoyment gratification, informativeness gratification and web irritation) with the effects on shopping outcomes on online apparel retailing in Malaysia.

1.3 Research Questions

The discussion of the background research and array of problem statements in the earlier section has raised several important questions. This study attempts to answer the following questions as listed below:

i.   Does informativeness gratification (IG), entertainment gratifications (EG), and web irritation (WI) influence the cognitive attitude (CA)?

ii.   Does informativeness gratification (IG), entertainment gratifications (EG), and web irritation (WI) influence to the consumer emotions (CE)?

iii.   Do the cognitive attitudes (CA) influence online purchase?

iv.   Do the consumer emotions (CE) influence online purchase?

v.   Does cognitive attitude (CA) mediate the relationship between informativeness gratification, entertainment gratification, web irritation and online purchase?

vi.   Does a consumer emotion (CE) mediate the relationship between informativeness gratification, entertainment gratification, web irritation and online purchase?

1.4 Research Objective

The core objective of this research is to investigate the effects of uses and gratification on the consumer's cognitive attitude, and the corresponding influence on consumer response behaviors (online purchase). More specifically, the study narrows down on the perception and interpretation of consumers uses and gratification, then, perceive as cognitive attitude as mediated. The research objectives are listed below:

i.   To examine the relationship between informativeness gratifications (IG), entertainment gratifications (EG), web irritation (WI) and cognitive attitude (CA)

ii.   To study the relationship between informativeness gratification (IG), entertainment gratifications (EG), web irritation (WI) and consumer emotions (CE)

iii.   To study the relationship between cognitive attitude (CA), consumer emotions (CE) and online purchase.

iv.   To study the mediating role of cognitive attitude (CA) on the relationship between informativeness gratification, entertainment gratification, web irritation and online purchase.

v.   To identify the mediating role of consumer emotions (CE) on the relationship between informativeness gratification, entertainment gratification, web irritation and online purchase.

1.5 Conceptual Definitions

A conceptual definition describes the meaning of a word with respect to a specific discipline and is done as part of the scientific research process. Conceptual definition is vital especially during content analysis. In this study, conceptual definitions will be described in such definitions of informativeness gratification (IG), entertainment gratification (EG), web irritation (WI), cognitive attitude, online purchase experience, online purchase and apparel.

1.5.1 Entertainment Gratification (EG)

Entertainment gratification (EG) is a crucial factor that impacts use of a particular media (Luo, 2002). The entertainment construct denotes the level to which the media users find web media to be exciting and entertaining (Eighmey & McCord, 1998).

1.5.2 Informativeness Gratification (IG)

The informativeness gratification (IG) denotes the level to which the media users find web media to provide users with useful and beneficial information (Chen & Wells, 1999).

1.5.3 Web Irritation (WI)

Web irritation is demonstrated negative effects on various aspects of consumer purchasing behavior such as satisfaction, attitude, purchasing intention, and eventual buying behavior (Azeem, 2012). The web irritation (WI) denotes the level to which media users find the web to be messy and irritating (Eighmey & McCord, 1998).

1.5.4 Cognitive Attitude (CA)

Cognitive attitude can be defined as the individual's belief (i.e., good or bad) of an object's (i.e., person, behavior, or event) potential effects on the individual's behavioral intentions (Ajzen, 2001).

1.5.5 Consumer Emotions (CE)

Consumer emotions describe a range of emotion-words that illustrates particular discrete emotions or by two sets of emotions, either negative or positive emotions on individual's behavioural intention (Sørensen, 2008).

1.5.6 Online Purchase

Online purchase or online retailing is a practice of electronic commerce whereby goods or services are bought by consumers directly from a seller over the Internet without using any intermediary services (Zarantonello and Schmitt, 2010).

1.5.7 Online Shopping Experience

Online shopping experience is explained as the process of observation, interaction, and evaluation a consumer has with a retailer's website. The numerous website attributes define, as well as limit the online shopping experience (Chen et al., 2010; Brakus et al., 2009; Zarantonello and Schmitt, 2010).

1.5.7 Apparel

Apparel is another word for what you wear. It was the next century that people began to use apparel as both a verb meaning "to attire" and as a noun meaning garments or clothing. The advantages of online marketplace give impact towards online apparel industry in Malaysia (Lee, 2014).

1.6 Significance of the Study

This study will be of significant value to academic and practical (e.g. retailers, marketers) perspectives regarding the online shopping experience. Moreover, this study is anticipated to further advance marketing knowledge, both in the practical implication and theory development. The following are the significant elements of this study.

Firstly, in practical perspectives of online business, the findings of this study will guide retailers especially marketing managers in executing their marketing activities by providing them with helpful tools to develope successful marketing plans. In addition, the study can present valuable insight to marketers regarding which elements of the intrinsic and extrinsic motivation that can bring about positive attitudes toward products, which in turn will have influence on the online consumer. The intrinsic factors are the inner motivations or drives of the online consumers to shopping and the extrinsic factors are the marketer generated Internet marketing activities to influence consumer buying.

Secondly, this study also has potential to contribute to academic perspective. It will make substantial contributions to the online shopping literature by suggesting a framework to comprehend online consumer and variables. The study will be useful for researchers and practitioners since it examines the connection between variables, consumer emotion cognitive attitude, and online purchase. Specifically, this analysis contributes to the mediating function on the relationship between variable and online purchase and adds value to the theory. The effects of cognitive attitude and consumer emotions on the relationship between uses and gratification and online purchase has limited to nearly zero studies conducted prior to this research, especially in Asian countries.

Thus, this study claims to be among the pioneers to explore the effects of cognitive attitude and consumer emotions as mediator variables in UGT. This study is therefore undertaken as step in understanding from a psychological and communication perspective that influence consumer purchasing behaviour in online settings. This study also aims to shed light on mediating roles of cognitive attitude and consumer emotion concerning the UGT antecedents and online purchase. Researchers consider the mediating role of cognitive states and consumer emotion to be an interesting topic. Davis et.al (2013) highlighted shoppers' attitude as the vital component in figuring out consumer behavior. However, there is still limited research clarifying the cognitive attitudes and consumer emotion as a mediator between UGT and purchase in online. The consumer attitudes' measurements have been employed in diverse fields including sociology, psychology, and economics (Davis et al. 2013; Voss, Spangenberg, & Grohmann, 2003). The cognitive dimension is defined by Yoon (2012) as a consumer's objectives to purchase items efficiently to attain their shopping goals with a minimum of irritation and time wastage. In order to deeply examine the mediating roles of cognitive states of online consumers towards websites, limited empirical research must be improved Davis et.al (2013). Thus the results from this study should supplement the existing body of information in the

online consumer behaviour field by clarifying the relationship between antecedents, the mediating variable, and online purchase.

Fourthly, in general, most of previous studies relating to uses and gratification and online purchase have been conducted in western nations. Since this study is conducted in non-western markets, thus, this study will examine whether online purchase by using UGT in Malaysia will produce similar results.

1.7 Organisation of the Report

The report is arranged into five chapters. Chapter 1 laid a foundation by providing an introduction to the study including the background of study, problem statement, research objectives, and research questions, as well as the contributions of the study. In Chapter 2, an analysis of the relevant literature is discussed, specifically on all the constructs used in this study. Conceptual model and relationship between constructs are also delineated.

Chapter 3 will demonstrate and discuss about methodology of the study, which includes research design, populations and samples, research instruments, construct measurement, questionnaire design, summary of the measurement of the study's variables, pilot study, data collection technique, data analysis technique, assumption of multivariate analysis, and structural equation model. Lastly, Chapter 3 will present the hypotheses of the study.

Then, in Chapter 4 the research results will be shown. Firstly the results of the data collection will be discussed, followed by data screening and manipulating. Then, the assumption of the multivariate analysis will be performed and finally, results of the hypotheses testing are showed.

For the last Chapter in this study, Chapter 5 will present major findings of the study discussed based on the hypotheses testing. Then, the marketing implications, the contributions of the study in term of theoretical, methodology and practical contributions

are also presented. In addition, research limitations and future research directions are suggested as well.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the relevant body of knowledge and discusses an overviews term and relationship of independent variables, dependent variable, and mediator. The theoretical framework use in this study will be explained too. Last but not least, it discusses the theories underpinning past empirical studies that are related to the formulation of this research's theoretical framework.

2.2 Online Purchase and E-Commerce

According to Mastercard (2008), online purchase, online shopping, Internet shopping, Internet buying, or electronic shopping refers to the buying of products and services via the Internet. Kim (2004) described online shopping as the search for certain product or service and gathering as much information as possible by making the purchase on the Internet. Chiu et al. (2009) agreed with this notion and elaborated that online purchase involves the exchange of money, effort, and time to receive the product. For example, information about services and products can be easily reached by browsing the Internet, which is considered fun without the need to leave the house or the office and have the order

delivered to the door (Chen & Chang, 2008). Besides that, a survey carried out in the United Kingdom by Roberts, Xu and Mettos (2003) demonstrated that 66% out of 107 consumers preferred online purchase and regarded traditional shopping as a chore, frustrating and not enjoyable.

As a part of the e-economy, e-commerce (Bughin & Hagel, 2000) has more than one definition in the literature. In addition, the synergies of online and offline channels can be maximised to entice new business deals, ensure the contract is signed, retain valuable customers, and sustain profitability. On the other hand, it serves as an effective way to fulfil the gaps in the physical store network of particular company. Bruno Lannes et al. (2012) elaborated that this covers the markets that have not been explored which have minimal competition, as well as products that are not yet available in the physical stores.

E- commerce refers to the commercial transaction over the Internet between buyer and seller. This development paves way to innovative business practices and novel economic environment. According to Anukrati Sharma (2013), the outlook in the year 2012 indicated that 2013 would present huge opportunities for a steady growth for companies aiming to prosper in online purchase. Besides that, the e-commerce industry saw an increasing trend in the year 2012 due to higher penetration of the Internet and the availability of more options for online payment.

Compared to 2011 which recorded USD 256 billion in US e-commerce sales, the number grew in the subsequent year to USD 289 billion. Additionally, websites for booking travel and flight contributed to more than one third of e-commerce revenue in the country for the year 2012. Nonetheless, retail shopping websites were the largest contributor to online revenue with sales amounting to USD 210.3 billion in 2013. The e-commerce market in the US is forecasted to record approximately USD 500 billion online retail revenue in 2018. Similarly, industry estimates predicted that the digital buyers in the country would increase to 180 million people in 2017 compared to 157 million people in the year 2013.

In the online retail world, Amazon.com is a renowned name around the globe. This website was started in the year 1995 as an online bookstore. It grew quickly to offer more products including consumer electronics and other retail goods. The company is based in Seattle but it managed to expand a digital content business. Amazon.com also provides its own digital media consumption devices – the Kindle e-readers and tablets – to support its business. The company's revenue in 2013 had tripled to approximately USD 74.45 billion since the year 2008. The statistics on the usage of online shopping websites in the US also reiterated that Amazon was the most visited site. On average, 160 million unique visitors were recorded every month on the company's website in the third quarter of 2013, as opposed to only 42 million (Target) and 28 million (Best Buy).

Besides that, online purchase is exceedingly famous throughout the holiday season because most consumers would like to avoid shopping in crowded stores, especially in festivals such Christmas, Eid, etc. In the US, the Monday after Thanksgiving or also known as Cyber Monday, turns out to be the most momentous online shopping day. Notably, Cyber Monday 2013 recorded the highest ever online shopping revenue with USD 1.74 billion.

Mobile shopping has also gained popularity in recent years as consumers have started to use mobile devices more frequently for the purpose of online shopping activities. The revenue for mobile commerce in US for the year 2012 was almost USD 10 billion. About 57 million people in the country are mobile buyers who shop online with their smartphones, tablets, or other connected devices.

2.3 An Overview of Online Purchase in Malaysia

In Malaysia, the concept of online purchase and e-commerce direct the current researcher to assume that online shopping may be conceptualised by combining a number of behavioural activities linked to the consumers' action to make a purchase via the Internet

with e-commerce technology (Kurnia et.al 2015). These activities include buying and customising goods and services, seeking recommendations, collecting information, comparing products with several sellers, or browsing for fun. According to Omar & Anas (2014), the rise of e-commerce presents endless opportunities for companies that are attentive towards the marketplace which is evolving rapidly. From marketer perspective, an e-commerce platform which is executed well provides a method that is more cost effective for the omnichannel to reach out to their consumers, especially in the small cities in Malaysia.

The rise of e-commerce as an online distribution channel also has altered the competitive dynamics of industry. The Internet has spawned new distribution channels, and e-commerce adoption has the potential to reduce distribution cost by delivering goods and service directly to the end consumer through new technologies of online purchase (Goh et. al, 2013). A lot of e-commerce nowadays, particularly online shopping, are offering better accessibility to their products using new marketing techniques which are mediated electronically (Ahmad & Abu Bakar, 2015). Through the development of e-commerce websites on the Internet, the traditional brick and mortar stores have been upgraded. The effective online retailing requires thorough comprehension of the expectations, requirements, and operational concepts of online shopping. Online sellers with such understanding are at an advantage as the knowledge would facilitate in the development of targeted and effective online operations.

In addition, the advancement of Internet in Malaysia provides huge potential due to the lower costs of delivery for products and services, as well as the extended geographical borders to assemble sellers and buyers in the virtual marketplace. The Malaysian Communication and Multimedia Commission (MCMC) is an agency led by the Ministry of information Culture, Arts and Communications which was founded in the year 1998. The agency's responsibilities include the promotion and regulation of the congregating industries of online services, telecommunications, and broadcasting. As outlined by the

Economist Intelligence Unit (2016), the main objectives of the agency are to control the industries, to promote Malaysia as a regional hub for information technology (IT), to monitor the construction and maintenance of infrastructure related to such industries, and to make sure of the availability and affordability of Internet services to the public.

The introduction of the Internet has initiated more advanced business models and transactions in the global economy. An online survey by Nielsen Global on 2017 the habits regarding online shopping around the world revealed that more than half of the Internet users had made an online purchase at least once. Simultaneously, marketers have to create corresponding marketing approaches to suit the rise of the Internet. The wider geographic boundaries means that companies can reach more potential customers who could not be reached in the past.

The data produced by Internetworldstats.com (2017) outlined that the population in Malaysia for the year 2017 is 32,042,458 people, out of which 28, 084,255 people use the Internet. In addition, 22,000,000 of the Malaysian population use the Internet with Facebook out of 78.3 % of the population. Considering that UGT is a viewpoint of psychology communication analysing individuals' usage of mass media and the increasing people in Malaysia using internet, this theory mainly aims to clarify the psychological needs shaping the usage of media and motivating individuals to participate in certain behaviours related to media usage, including for gratifications fulfilling these particular intrinsic needs among consumers.Table 2.1 presents the Asia Internet Use, Population Data and Facebook Statistics – December 2017

Table 2.1: Asia Internet Use, Population Data and Facebook Statistics - December 2017

ASIA INTERNET USE, POPULATION DATA AND FACEBOOK STATISTICS - DECEMBER 2017

ASIA	Population (2018 Est.)	Internet Users, (Year 2000)	Internet Users 31-Dec-2017	Penetration (% Population)	Users % Asia	Facebook 31-Dec-2017
Afganistan	36,373,176	1,000	5,700,905	15.7 %	0.3 %	3,200,000
Armenia	2,934,152	30,000	2,126,716	72.5 %	0.1 %	990,000
Azerbaijan	9,923,914	12,000	7,999,431	80.6 %	0.4 %	1,800,000
Bangladesh	166,368,149	100,000	80,483,000	48.4 %	3.8 %	28,000,000
Bhutan	817,054	500	370,423	45.3 %	0.0 %	350,000
Brunei Darussalam	434,076	30,000	410,836	94.6 %	0.0 %	350,000
Cambodia	16,245,729	6,000	8,005,551	49.3 %	0.4 %	6,300,000
China *	1,415,045,928	22,500,000	772,000,000	54.6 %	38.1 %	1,800,000
Georgia	3,907,131	20,000	2,658,311	68.0 %	0.1 %	2,100,000
Hong Kong *	7,428,887	2,283,000	6,461,894	87.0 %	0.3 %	5,200,000
India	1,354,051,854	5,000,000	462,124,989	34.1 %	22.8 %	251,000,000
Indonesia	266,794,980	2,000,000	143,260,000	53.7 %	7.1 %	130,000,000
Japan	127,185,332	47,080,000	118,626,672	93.3 %	5.9 %	71,000,000
Kazakhstan	18,403,860	70,000	14,063,513	76.4 %	0.7 %	2,500,000
Korea, North	25,610,672	--	20,000	0.0 %	0.0 %	14,000
Korea, South	51,164,435	19,040,000	47,353,649	92.6 %	2.3 %	43,000,000
Kyrgystan	6,132,932	51,600	2,493,400	40.7 %	0.1 %	650,000
Laos	6,961,210	6,000	2,439,106	35.0 %	0.1 %	2,200,000
Macao *	632,418	60,000	512,352	81.0 %	0.0 %	380,000
Malaysia	32,042,458	3,700,000	25,084,255	78.3 %	1.2 %	22,000,000
Maldives	444,259	6,000	340,000	76.5 %	0.0 %	320,000
Mongolia	3,121,772	30,000	2,000,000	64.1 %	0.1 %	1,900,000
Myanmar	53,855,735	1,000	18,000,000	33.4 %	0.9 %	16,000,000
Nepal	29,624,035	50,000	16,190,000	54.7 %	0.8 %	8,700,000
Pakistan	200,813,818	133,900	44,608,065	22.2 %	2.2 %	32,000,000
Philippines	106,512,074	2,000,000	67,000,000	62.9 %	3.3 %	62,000,000
Singapore	5,791,901	1,200,000	4,839,204	83.6 %	0.2 %	4,300,000
Sri Lanka	20,950,041	121,500	6,710,160	32.0 %	0.3 %	5,500,000
Taiwan	23,694,089	6,260,000	20,821,364	87.9 %	1.0 %	18,000,000
Tajikistan	9,107,211	2,000	3,013,256	33.1 %	0.1 %	170,000
Thailand	69,183,173	2,300,000	57,000,000	82.4 %	2.8 %	46,000,000
Timor-Leste	1,324,094	0	410,000	31.0 %	0.0 %	390,000
Turkmenistan	5,851,466	2,000	1,049,915	17.9 %	0.1 %	20,000
Uzbekistan	32,364,996	7,500	15,453,227	47.7 %	0.8 %	800,000

Vietnam	96,491,146	200,000	64,000,000	66.3 %	3.2 %	50,000,000
TOTAL ASIA	**4,207,588,157**	**114,304,000**	**2,023,630,194**	**48.1 %**	**100.0 %**	**818,934,000**

NOTES: (1) The Asian Internet Statistics were updated in December 31, 2017. (2) The Facebook subscriber data was also updated in Dec. 31, 2017. (3) CLICK on each country name to see detailed data for individual countries and regions. (4) The demographic (population) numbers are based mainly on data contained in United Nations Population Division and local official sources. (5) The usage numbers come from various sources, mainly from data published by Facebook , ITU , and other trustworthy sources. (6) For navigation help, definitions and methodology, please see the site surfing guide. (7) Data may be cited, giving due credit and establishing an active link back to Internet World Stats. (*) China figures do not include SAR Hong Kong, SAR Macao nor Taiwan, which are reported separately for statistical purposes. Copyright © 2018, Miniwatts Marketing Group . All rights reserved worldwide.

In addition, MCMC performed a survey on the Internet usage of households in 2012 and found that their most common activities on the Internet were communication (80.7 %), collecting information (84.5 %), financial activities (52.6 %), and education (45.8%). These activities were carried out in the privacy of their home. Evidently, the society is keener on gathering information and this increases their awareness regarding needs, wants, and rights. Table 2.1 presents the distribution of Internet users throughout the states in Malaysia according to percentages.

Figure 2.1: Distribution of Internet Users According to State and Percentages
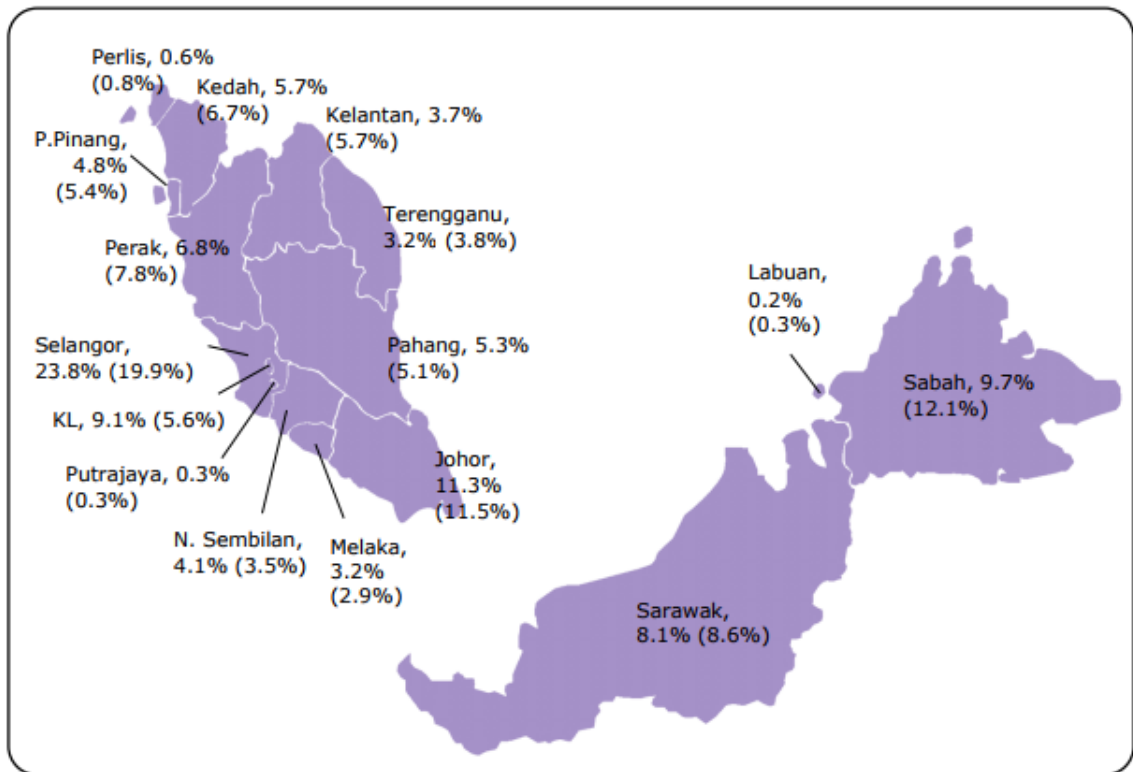
Source: www.skmm.gov.my (2017)

The usage of Internet, especially in terms of online purchase, among households in the country is shown to be growing. The agency reports online shopping, the statisca portal revealed that in 2016 the most large expenditures spent (1) Fashion and related product – 58%, (2) Travel products and service – 55%, (3) book,music and stationary – 50 %, (4) IT and Mobile 43%, (5) Event Ticket 41%, (5) Consumer Electronics – 40%) and Others spend with several percentage. So that, Fashion (also related to apparel product) is currently have the higher percentage from the all categories in online shopping and becoming more familiar with online purchase and perceive the activity as highly beneficial to their daily lives.

Figure 2.2: Share of internet users who have ever purchased products online as of November 2016, by category.

Category	Percentage
Fashion-related products	58%
Travel products or services	55%
Books/music/stationery	50%
IT & mobile	43%
Event tickets	41%
Consumer electronics	40%
Furniture, decor, tools	29%
Video game-related products	27%
Beauty & personal care	38%
Restaurant & meal kits	27%
Packaged grocery food	24%
Medicine or health care	23%
Household cleaning	
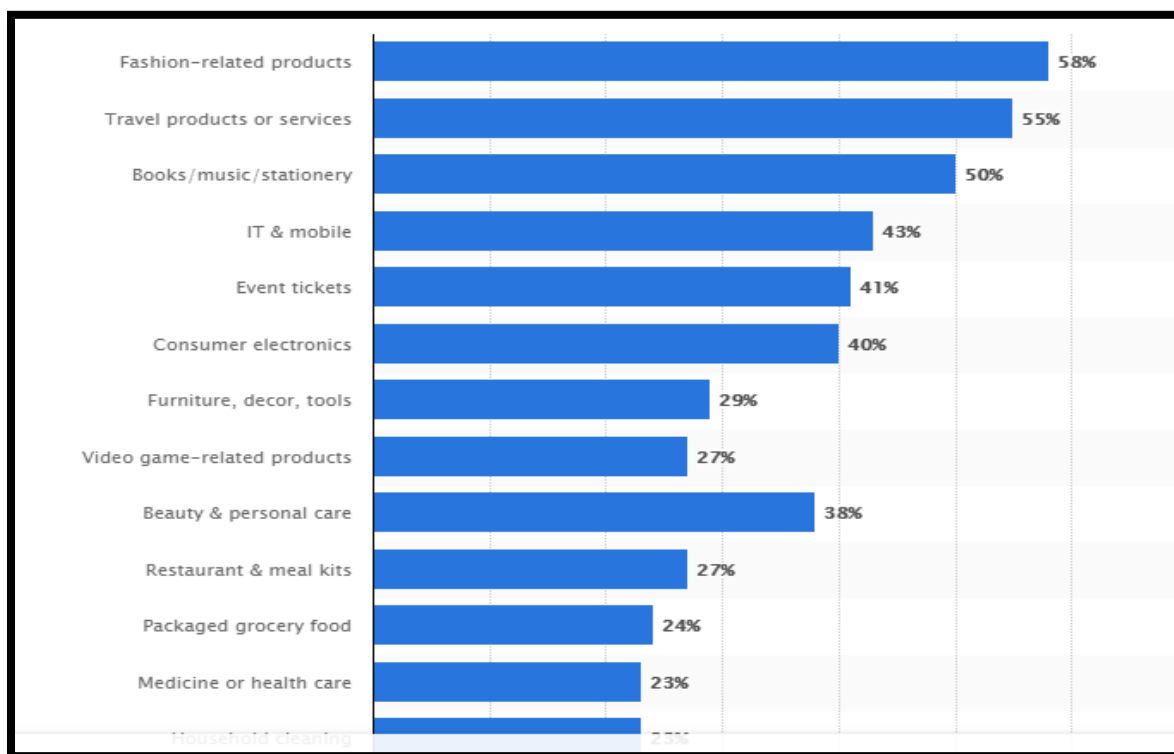
Source: www.statista.com (2016)

2.4 Related Studies of Online Purchase in Malaysia

A lot of studies had been done on the Internet users in Malaysia from numerous contexts. Most of studies have focused on several perspective such as service of online banking (Haq et al., 2013; Manaf & Mustafa, 2015), E-learning (Hsbollah & Idris, 2009), online goods and services (Tan, Chong, Lin & Eze, 2009; Delafrooz et al., 2010; Liao et al., 2011; Lu, et al., 2010; Suki & Ramayah, 2010).

According to the online banking perspective, Manaf and Mustafa (2015) stated that the introduction of online banking in Malaysia was attributed to the advancement of information and communication technology. On 1 June 2000, online banking was launched for consumers to use the facilities on the Internet in order to handle and manage their bank transactions and accounts. Performance expectancy, service quality, and social influence were the significant factors influencing online banking users' satisfaction. In particular,

this study listed suggestions to the banking sector for the improvement of their online strategies and services.

Wong et al. (2015) studied the reasons behind consumer behaviour in the adoption of mobile shopping. The control variable of the study was experience and they added three more variables in their research: perceived enjoyment (PE), perceived cost (PC), and compatibility (CO). The trend towards transactions mediated by mobile devices indicated that mobile shopping may revolutionise online shopping. From the findings, the adoption of mobile shopping was shown to have significant positive impact.

Furthermore, a study by Nawi and Mamun (2014) stated that the global consumers are highly fascinated by e-commerce, with a majority believing that the industry is fundamental for the economies around the world. The researchers provided a comparison on satisfaction in the online settings, focusing on the phases prior to and after purchase. Moreover, past models measuring consumer satisfaction were reviewed in this study. They also formulated a model for a small Malaysian online business selling apparel.

Additionally, from a range perspectives and types of purchases online it is an alternative to customers buying with fast and satisfied. Referring to Mumtaz et al. (2011), consumers may prefer shopping on the Internet considering that the activity is more comfortable compared to conventional shopping. They would avoid anxiety, crowd, traffic jam, time limitation, difficulty finding parking space, and many more. He also stated that the consumers and retailers in Malaysia still perceive the Internet as a medium for purchasing activities. The main difficulty associated with online shopping is for the sellers to retain their customers.

Besides that, there also have many studies in online purchase but still have limited studies that have considered consumers' purchase online using uses and gratification theory in Asian especially in Malaysia. Mostly come from western studies (eg. American and European context). This supported by (Lim & Ting, 2012; Hanjun, 2013; Cho & Sagynov 2015; Lim & Ting, 2015) state that the application of uses and gratification

theory (UGT) is scarce, especially in terms of scenarios specific for the Web. This perspective is beneficial to comprehend numerous uses and consequences of media. It operates under the assumption of fairly active audience who makes conscious selection of media and content to serve particular wants and needs (Papacharissi, 2007). In current study researcher used the use and gratification theory because its reflected to consumer online purchase especially in apparel shopping is an innovative approach to serve consumers' wishes for appealing experiences (Kang, 2012). According to Bigham (20015), consumers derive enjoyment and information on lifestyle products or brands which also facilitate their decision-making process. Similarly, factors related to website design also become the source of engaging and pleasant online experience for the users (Hanjun, 2013; Cho & Sagynov 2015; Constantinides, 2004; Elliot & Fowell, 2000). Kang (2012) added that website design factors – format of product placement and layout – are essential in ensuring the success of a website and avoiding customer irritation. Besides that, the presentation of product features in a website selling apparel must include simple graphics, clear product information, option to enlarge image via zoom out and zoom in, and extra views such as the back and front views (Fiore & Jin, 2003; Park et al., 2005). Enlargement of image which could be provided through the zoom function offers detailed information and plays a fundamental role in the consumers' decision-making process to make a purchase. Hence, the present research attempts to fulfil this gap through the application of the uses and gratification structure to analyse the factors motivating Malaysian online consumers.

2.5 Apparel Industry

As a prominent global industry, the apparel industry typically records high level of trade, employment, revenue, and investments. In the year 2013, the global apparel retail industry attained total revenue of USD 1.323.6 trillion. Particularly, the compound annual growth