
Effects of Consumer Innovativeness, Fashion Innovativeness, and Fashion Involvement on Online Purchase Intention

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Abstract - Online shopping is becoming increasingly important in the current era, rendering comprehension of consumer online shopping habits crucial. This notion rings true in the context of users and companies alike, thereby emerging as a big concern for e-commerce managers and researchers. One may assume that only by understanding the factors influencing consumer buying intentions for fashion items online will companies be better-positioned for meeting consumer needs. In this analysis, the relationship between customer online purchasing intentions and selected factors was investigated, specifically consumer innovativeness, fashion innovativeness, and fashion involvement. Quantitative research was implemented in the process, involving fashion online shoppers in Malaysia as the respondents after being selected via quota sampling from the ten most popular fashion shopping websites in Malaysia. The statistical method of Partial Least Square – Structural Equation Modelling (PLS-SEM) was then employed for the proposed model testing. The findings subsequently revealed the positive effects of consumer innovativeness, and fashion involvement on online purchase intention, whereas any significant relationship between the variable with fashion innovativeness was absent. However, this analysis was conducted in Malaysia; therefore, the results could be different if tested in other countries. Hence, similar studies related to fashion online purchase intention should be replicated in other Asian countries in the future.

Keywords: consumers, fashion, innovativeness, online shopping, online purchase intention

1. Introduction

Since the emergence of the Internet as the main business medium, the world of commerce has changed dramatically in recent years. Today's corporate world reveals the quick and broad evolution of electronic trading, wherein e-commerce is fundamentally conceptualised by it being electronically-performed on the Internet (Kotler & Keller, 2012). As such, a key point of interest for e-commerce executives and researchers is the comprehension of internet buying preferences for customers and companies alike. Such

understanding of factors influencing consumer buying intention for fashion items online will undoubtedly aid companies in meeting the needs of such group.

The Sun Daily (2017) has noted active online shopping carried out by Malaysians despite the sluggish economy, whereby an Asian online payment service known as iPay88 Sdn. Bhd. registered more than 38.2 million internet transactions in 2016. Such numbers show that e-commerce is receiving widespread acceptance in the country. Because online shopping is still in its advancement in Malaysia, little information is available pertaining to consumer attitude to the activity and the variables impacting their intention to perform the act in its current environment. Regardless, rapidly-changing shopping behaviour in the online environment necessitates fashion retailers to consistently evaluate their marketing, communication, and social media strategies in response to fluctuations of consumer perceptions, motivations, and behaviour (Rahman et al., 2014).

Thus, this study is a timely solution for online retailers in the bid to predict consumer behaviour, motivation, and the ways in which their needs and wishes could be fulfilled. It denotes the first step towards achieving a sound comprehension of consumer behaviour towards online purchase intention. In particular, the current work aims to investigate how factors such as fashion innovativeness, consumer innovativeness, and fashion involvement relate to the online purchase intention held by consumers. According to Rahman et al. (2014), the selection of these elements is driven by an obvious purpose, namely due to fashion clothing's role as a central part of lifestyle and the subsequent search for innovation and individuality in individual clothing. Similarly, people generally favour persons that follow a new trend and style, rendering an examination of such factors essential to obtain noticeable results and findings.

Generally, innovation poses a strong effect on the buyer decision for purchase the latest fashionable items (Rahman et al., 2014), as well as most likely to influence their future purchases (Ha & Stoel, 2004). Therefore, identifying the innovators is considered a rational way of developing marketing strategies. However, Goldsmith (2000) has generated a negative association between fashion creativity and decision-making in online shopping, driving the fascination for carrying out the study (Rodriguez & Fernandez, 2016). Accordingly, fashion innovativeness is deemed a compatible determinant for further investigation of online purchase intention. Furthermore, Rahman et al. (2014) have highlighted that understanding the customer procurement behaviours and building better marketing techniques render an assessment of participation patterns highly critical. While experts believe that fashion transactions are critical for buyers, little effort has been expended into their engagement in fashion.

Thus, the current research would aid retailers and academicians in understanding the relationship between fashion involvement and online purchase intention. It is critical for retailers, in particular, to focus on the reason behind consumer behaviour as duly observed and the way such behaviour can be influenced by them. Customers have always been highly important to retailers; however, the growth of e-commerce and digital media may seemingly overwhelm retailers due to the vast amount of consumer data. This entails beyond what customers have bought or spent, but also what they think and feel and how they live their lives. Thus, online retailers need to consider the determinants of consumers for their internet shopping purposes accordingly.

2. Literature Review

In order to understand the major theories encompassing this research, the following review of literature focuses on the followings: online purchase intention, consumer innovativeness, fashion innovativeness and fashion involvement.

2.1 *Online Purchase Intention*

Whether it is physical or virtual, consumer's intention to buy must firstly be promoted and induced before a purchase could be made. Online purchase intention is used to reach the goal of actual purchase (Lee & Lee, 2015). Consumer's actual buying behavior is dichotomous because consumers either must purchase or not purchase the item (Lee & Lee, 2015). For online purchase intention to exist, the consumers must perceive the benefits of shopping online instead of in physical stores (So et al., 2005). In general, shoppers should be exposed to the advantages of e-shopping as opposed to its physical alternative to manifest an online shopping intention (So et al., 2005). Procurement typically functions towards planning a purchase within a specified time span of a particular product or service (Hair et al., 2011). Therefore, online purchasing intent is especially influenced by the customer willingness to purchase from an e-commerce service provider (Ling, Chai, & Piew, 2010), wherein the aim of online sales is denoted to their desire to buy online (El-Ansary and Samir, 2013). In other words, consumers must first have the intention of buying online, which may potentially lead to the actual purchase behaviour. This positions the scholar efforts to study the determinants driving consumer intention to purchase fashion items online.

Furthermore, online shopping intention can be characterised as a construct that provides potential consumers the strength and encouragement to buy online (Thamizhvanan and Xavier, 2013). Concurrently, purchase intent is often referred to as the outcome of consumer willingness to purchase from a specific online retailer (Jiradilok, Malisuwan, & Madan, 2014). In line with this, Im and Ha (2011) have highlighted the crucial role played by purchase decisions in forecasting potential customer behaviour. Additionally, the study by Thamizhvanan and Xavier (2013) has advocated the need for online retailers to account for the factors affecting customer online buying preferences to increase the scope of real consumer transactions.

Therefore, the aim of online purchase is evaluated as a dependent variable in this study to define the determinants eliciting consumer online shopping intention that may further reflect their actual purchasing behaviour. Today, nearly all leading retailers and brands have their own online outlets, whereby big businesses including Mango, Zara, H&M, and Levi's are also equipped with their own applications to facilitate the search and purchase functions for more than 20% of customers shopping on smartphones (Rodriguez & Fernandez, 2016). Besides, many companies could stand to gain valuable competitive advantages as a result of the information and communication technologies employed by the consumers. In particular, Rodriguez and Fernandez (2016) have described customer innovation in online retail as the key element in the decision-making cycle for online fashion purchasing, as well as in evaluating the desire to purchase fashion products online.

However, one should note that each website user does not automatically turn them into a shopper, rendering it crucial for e-marketers to know the underlying element that facilitates the shift from the former to the latter. Moreover, the influences affecting

consumer decision to buy fashion items also call for scholarly efforts; for instance, Ho and Wu (2011) have underlined that fact that research would apply relevant scales to customer purchase preferences. This is contrary to the ideation that such is achievable via the implementation of innovation adoption theories and introduction of new goods (Rahman et al., 2014). Similarly, Rodriguez and Fernandez (2016) are of the opinion that the variables affecting online fashion purchase can vary in line with organisational e-commerce strategy. In addition, the scholars have indicated the possible importance of extending the distinction between companies that consider their physical shop as the principal company, whereas e-commerce and other firms as the secondary company.

As of recently, business owners that position e-commerce as their primary business and the way towards establishing a foothold are becoming highly competitive in the fashion industry. Concurrently, it will be fascinating to see the way purchase intention fluctuates based on the actions and motivation expressed by the user itself. For example, customers who visit stores to try clothing items or get a consultation and subsequently purchase on the internet may consider the more important aspects such as security reliability and cost reductions. Contrarily, those that search the internet, compare deals, and buy from physical stores may pay more attention to aspects such as the likelihood of time-loss and quality of information. Therefore, online shopping intention can be described in this research as the circumstances in which a person is prepared to subscribe to an online purchase and intends to participate.

2.2 Consumer Innovativeness

Consumer innovation is a component posing beneficial impacts on the actions of consumers, wherein it further encourages them to accept innovative products for themselves (Rahman et al., 2014). Their innovative traits will promote them towards embracing a new fashion at a quicker rate than others (Rahman et al., 2014). Accordingly, past scholars have assessed the relationship between innovativeness and consumer shopping behaviour, thereby revealing the former's eminent impact (Rahman et al, 2014). Similarly, consumer innovativeness has been identified by many researchers as a personality trait (Blackwell, Miniad, & Engle, 2001). In fact, Park, Burns, and Rabolt (2006) have underlined the component as one of the most significant pointers of consumer behaviour. Furthermore, customer receptiveness to new products is known as consumer innovation in the context of new goods, services, and processes, as well as being the secret to the overall success of digital fashion retailers. This study henceforth focuses on consumer innovativeness towards discovering its impact on consumer online purchase intention for fashion goods.

According to Vandecasteele and Geuens (2010), numerous studies have been conducted from the 1970s onwards by using different scales to measure innovation as the personality trait and anticipate consumer innovative purchasing behaviour. Instances of this include buying new technologies or products. Nonetheless, the relationship between customers and brands has been ignored in most prior surveys, with little to no customers consuming any new product that they recognise (Vandecasteele & Geuens, 2010). Therefore, personality traits are not the only important criterion; market perceptions of the items are also comparably crucial (Vandecasteele & Geuens, 2010). Thus, the current work will account for the relationship between customer and product itself in incorporating technological creativity well.

Alternatively, Goldsmith and Hofacker (1991) have initiated the concept of domain-specific innovation such as innovation under a certain product area of concern as the initial attempt. Contrarily, Roehrich et al. (2003) have questioned its discriminatory validity on the grounds that the scale is more similar to Laurent and Kapferer's (1985) value size of product group as the level of innovation (Roehrich, 1994). As innovativeness is often viewed as a part of the human personality, it can be delineated using two separate structures, namely: general (GI) and specific (SI) innovation. In particular, GI applies to individual transparency, imagination, and willingness to pursue new directions.

2.2.1 Domain Specific Innovativeness

In the universal sense, domain-specific innovativeness (DSI) seeks to examine the concern held by an individual (Midgley & Dowling, 1993). It illustrates the consumer predisposition for the commodity class and delineates their desire for new products or related knowledge within a given domain (Goldsmith & Hofacker, 1991). This degree of creativity is rooted in the continuum of creativity and remains less nuanced than endogenous innovation, whereas the structural and behavioural aspects are more evident contrarily (Agarwal & Prasad, 1998; Flynn & Goldsmith, 1993; Goldsmith & Hofacker, 1991; Roehrich, 2004). Accordingly, such phenomenon may be attributed to the relationship between global competition and the growing interest in the group of goods (Midgley & Dowling, 1978).

In particular, Robertson (1971) is insistent that consumer competition is typically observed in the category of products and rarely within related product categories. Therefore, innovators appear more seasoned in the asset community as opposed to non-innovators (Foxall, 1995) due their higher interest and information-searching tendencies (Rogers & Shoemaker, 1971). As a result, Midgley and Dowling (1978) have concluded that some individuals in a certain product field have a stronger degree of creativity and express more creative behaviour, which is otherwise also known as DSI. Innovative areas play a crucial role in the hierarchy of creativity by offering extra statistical capacity (Hirschman, 1980; Hirunyawipada & Paswan 2006). Thus, the current research explores the relationship between market innovation and online buying plans through DSI.

2.3 Fashion Innovativeness

Consumer proclivities or selection for any object that may be subject to change occasionally can be presented as the definition of fashion (Rahman et al., 2014). Accordingly, innovators in fashion are a rare and significant category of textile industry; upon the arrival of new clothes on the market, this group is among the first buyers of trendy items. Therefore, their responses may be vital for the eventual successful or failure of newly-released fashion (Goldsmith, Ann, Pierre, & Beaudoin, 2006). Besides, apparel creativity is associated with a clear and direct effect on consumer decisions to purchase fashion items (Park et al., 2007; Rahman et al., 2014). Here, fashion innovativeness leads to the propagation of new fashion and steady development of company revenues, as well as allowing consumers to obtain enjoyment and awareness from purchasing a specific product relative to other customers who do

not purchase. Concurrently, this will positively impact the adoption intention of former customers (Workman, 2010; Rahman et al., 2014).

In contrast, Goldsmith (2000) has identified a negative association between fashion innovativeness and online decision-making for shopping, rendering the former a crucial element for research. Fashion innovators are often the first to buy new fashionable clothing and accessories (Rodriguez & Fernandez, 2016); whereas fashion designers are among the first to purchase new trendy clothes and accessories (Phau & Lo 2004; Rodriguez & Fernandez 2016). In view of consumer focus and desire in apparel, footwear, and accessories in the context of fashion creativity irrespective of the trends positioned by major fashion firms, underlying orientation prevailing online buying intentions is seemingly critical for further investigation (Rodriguez & Fernandez, 2016). In fact, the recognition of innovators is a fair way to establish marketing campaigns, wherein the current research outcomes will facilitate online retailers towards satisfying customer expectations and desires.

2.4 Fashion Involvement

Fashion participation is characterised as the perceived personal relevance for fashion clothing and consumer interest (Engel et al., 2005), otherwise also known as a significant driving force for embracing customer fashion (Goldsmith et al., 1999; Rahman et al., 2014). While fashion consciousness is equivalent to fashion participation, it is also essentially one's desire to retain their position in the social network and adopt up-to-date designs (Shim & Gehrt, 1996; Lertwant towit & Mandhachitara, 2012). As such, several academic papers have emphasised the degree of engagement and the impact on customer interest in a specific field or on their buying power (e.g. O'Cass, 2004). In particular, O'Cass (2000) has suggested that engagement in fashion is related to customer personality traits, wherein it represents their own subjective fashion experience and further amplifies their purpose for adopting new styles (Rahman et al., 2014).

Furthermore, consumer engagement poses the greatest effect on their buying behaviour, thus translating into their higher and favourable intention to buy a product. This includes acts such as selecting new fashions and reviews according to personal preferences and desires, yielding positivity in their plans to purchase a particular item (Seohathcote & Sweaney, 2001; Rahman et al., 2014). In addition, fashion involvement focuses on a consumer's interaction with fashion clothing as the stimulus in the marketplace (Jordaan and Simpson, 2010). The more important fashion clothing is in a consumer's life, the greater the involvement with a product such as fashion clothing (Jordaan and Simpson, 2010). As such, prior works have attempted comprehending the manner in which consumers become interested in goods, as well as understanding the effects of their involvement on specific buying and consumption behaviours (Browne & Kaldenberg, 1997; O'Cass, 2004).

In general, brand loyalty and customer communication inspire people to speak and connect with fashion brands, which will theoretically improve their marketing effectiveness and productivity via engagement with customers. In reality, 35% of online buyers would buy items based on advertisements on social media, while 19% pull a reference from a company or product website (Statista, 2016). Therefore, scholars have argued that this is also strongly applicable in fashion clothing. According to

O'Cass (2000), engagement (i.e. product centrality) is characterised as the core of interaction perceived between an individual and an object, thus becoming the most predictive relational aspect of the buying behaviour (O'Cass, 2004). Therefore, Naderi (2013) has indicated that as the level of involvement rises, customers are more likely to participate in an active quest for information and show the company leadership their subsequent opinion and innovativeness.

Contrarily, Kim et al. (2002) have found that consumer responses to apparel advertisements differ on the basis of the extent of fashion involvement due to willingness to expand on product advertising statements. This is attributable to higher consumer involvement leading to higher ability to process information, resulting in higher effect of image fluency for them as opposed to peers of less involvement (Park, 2016). Besides, fashion engagement represents the level of interest an individual expresses in fashion items such as clothes in the process of fashion product promotion, wherein its primary use is for predicting behavioural factors relating to clothes (Browne & Kaldenberg, 1997; Yun Wang & Hira Cho, 2010). Thus, participation is underlined as a critical method in understanding customer behaviour and segmentation (Kim, 2005; Yun Wang & Hira Cho, 2010). However, Nkwocha et al. (2005) have clarified that knowledge about systems with a higher degree of consumer participation differs from those with less customer involvement. Nevertheless, brand engagement is utilised as a basis for understanding customer decision-making actions (Chakravarti & Janiszewski, 2003; Rahman et al., 2014). Similarly, fashion involvement poses a substantial impact on consumer interest, following which such optimism increases their desire to follow new trends even further (Rahman et al., 2014).

2.5 Hypotheses Development

2.5.1 Consumer Innovativeness and Online Purchase Intention

Past experiments have shown that creative consumer goods reflect its significant and positive impact on decisions regarding online shopping (Kim et al., 2010). Imaginative people who are communicative, adventurous, creative, daring, and calming are constantly in abundance (Kim et al. 2010). Concurrently, successful information seekers equipped with fresh ideas are known to be extremely innovative individuals (Tariq, 2007). Therefore, consumer innovativeness is associated with its practical impact on the purchase intention for the latest and trendy merchandises by consumers (Jin & Suh, 2005; Rahman et al., 2014), while being further likely pertaining to their future purchases (Rahman et al., 2014). If consumer innovativeness increases, the desire to follow new fashion would inevitably reflect an increment and result in more purchases of new goods (Rahman et al., 2014). The creative essence of marketing, in particular, contributes to new goods being used with the consumer own experience; this poses a strong effect on their own purchasing behaviour (Hirschman, 1980; Rahman et al., 2014).

As such, an accurate calculation of consumer innovation can be performed by implementing two primary methods, namely DSI and GI. Collectively, they guide consumers in determining and making a purchase (Citrin, Sprott, Silverman, & Stern, 2000; Rahman et al., 2014). Past research has demonstrated that market innovation poses a positive impact on online purchasing decisions (Blake et al., 2003; Crespo & del Bosque, 2008; Kim et al. 2010; Rodriguez & Fernandez, 2016). Similarly, various works have identified consumer creativity as the primary decision-making factor. Besides, inventive people have also proven themselves to be stimulating, expressive, adventurous, creative, and curious in nature (Kim et al., 2010; Rodriguez & Fernandez, 2016). Therefore, the knowledge of new ideas is known to be actively sought by extremely creative individuals (Tariq, 2007; Rodriguez & Fernandez, 2016).

Moreover, Citrin et al. (2000) have found that DSI is more successful compared to open access or GI for shopping on the Internet, whereas DSI improves the real acceptance of any new products (Paswan, 2006). Regardless, consumer innovativeness is critical in the process of introducing and disseminating new and emerging products and services (Kaushik & Rahman, 2014). In particular, Rogers (1983) has described the extent to which one's inventions have already taken place with respect to other members of the social structure (Jin & Gu Suh, 2005) in terms of market innovation. The general consensus pertaining to early product acceptance underlines consumer predisposition to purchase new and unique goods and labels as opposed to adhering to prior preferences and consumer patterns (Goldsmith et al., 1995; Im et al., 2003; Midgley & Dowling, 1993; Jin & Gu Suh, 2005) and shopping on the Internet (Citrin et al., 2000; Jin & Gu Suh, 2005).

H1: There is a positive effect between consumer innovativeness and online purchase intention.

2.5.2 Fashion Innovativeness and Online Purchase Intention

During an assessment of online purchase intention for fashion products, Rodriguez and Fernandez (2016) have described innovative apparel and technological creativity as the main factors affecting online buying decisions. Meanwhile, Park et al. (2007) have highlighted the impact of fashion creativity on customer behaviour towards online retail, wherein fashion innovativeness is a trait shown by consumers that will dictate their decision to follow a new fashion. Such attribute forces them to ponder upon a new fashion accordingly (Goldsmith & Hofacker, 1991; Goldsmith, 2000; Rahman et al., 2014). Besides, fashion innovation has been described by researchers to affect consumer adoption preferences (Blackwell et al., 2001; Rahman et al., 2014) as a significant factor in consumer adoption, whereas fashion creativity plays a central role in the process (Rahman et al., 2014). Subsequently, a rise is seen in the number of new items for the purchase of new fashion designs (Park & Jun, 2002; Rahman et al., 2014). Nevertheless, fashion innovativeness helps consumers into becoming opinion leaders; when they become the opinion leaders or fashion leaders, these individuals will naturally turn into fashion innovators.

Alternatively, Cho and Workman (2011) have claimed that customers prefer retail outlets equipped with a high degree of fashion innovation and opinion leadership. Therefore, their level of fashion innovativeness can subsequently shape the intention to adopt new fashion (Park et al., 2010; Rahman et al., 2014). It is an exceptionally motivating driver, which leads to a conclusive and immediate outcome on the consumer intention to purchase fashion goods (Park et al., 2007; Rahman et al., 2014). Concurrently, Goldsmith (2000) has formulate a negative correlation between fashion creativity and decision-making in online shopping, rendering the indicator a crucial research consideration. Here, the first new fashionable clothes and accessories will be purchased by fashion innovators (Phau & Lo, 2004; Rodriguez & Fernandez, 2016). Knowing one's style creativity, irrespective of the trends set by major fashion companies due customer focus and curiosity in clothes, will render it interesting to determine its impact on the online buying intent (Rodriguez & Fernandez, 2016).

H2: There is a positive effect between fashion innovativeness and online purchase intention.

2.5.3 Fashion Involvement and Online Purchase Intention

Participation refers to the extent to which a specific purchasing choice is important to individuals (Schiffman & Kanuk, 1983; Zhang & Kim, 2013). Accordingly, fashion engagement is often defined as the presumed importance of fashion to a person based on their desires, values, and preferences (Zhang & Kim, 2013). Therefore, high-end customers tend to be early adopters and experimenters, showing highly expressive and powerful capability to transmit fashion knowledge. As opposed to their mainstream counterparts, such population is strongly interested in fashion fairly conscious of the market, trends, and patterns, and regularly track associated developments (Zhang & Kim, 2013).

Furthermore, O'Cass (2000) has suggested that fashion engagement represents the personality traits of a customer itself, allowing them to establish their reason for embracing a new trend. Here, the most significant consequence of their involvement can be related to their purchasing actions; for example, customers would have a more favourable intention to purchase a product if they are involved in fashion. This includes the acts such as preferring and reviewing new fashion in line with their preferences and desires (Seohathcote & Sweaney, 2001).

Besides, involvement with a product is critical as it is the most predictive factor of purchasing. Fashion engagement, in general, suggests that consumers regard fashion apparel as a significant focal point of their lives (Evrard & Aurier, 1996; Martin, 1998; Gitimu, Workman, & Robinson, 2013). If one is fashionable, they are more likely to buy clothes displaying such attribute (Gitimu, Workman, & Robinson, 2013). Accordingly, fashion leaders learn about and buy the latest clothes to demonstrate their uniqueness (Goldsmith, Freiden, & Kilsheimer, 1993), while their fashion sensitivity is their mere willingness to continue embracing the latest trends for retaining their social standing (Walsh, Mitchell, & Hennig-Thurau, 2001). The relation between age and consumer loyalty to retailers and age and fashion perception facilitates this meaning (Vieira, 2009).

H3: There is a positive effect between fashion involvement and online purchase intention

3. Methodology of Study

3.1 Population and Sample Size

According to Sekaran (2016), the population may consist of respondents selected from a group of people linked to the research topic. For the current study, the non-probability sampling technique, namely quota sampling, was employed. Here, the model and distribution of the number of elements in each quota group for their proportions in the target population was carried out accordingly. To this end, ten most popular fashion shopping websites in Malaysia were utilised to calculate the proportion of target population accurately. First, the ten most popular fashion shopping websites in Malaysia were retrieved from *ecinsider.my2*, following which sampling was executed until an exact number of units (i.e. quotas) was selected for different sub-populations.

Quota samples were chosen in the work due to their capacity for subgroup sampling, specifically those of scholarly interest. Contrary to probability sampling such as stratified random sampling, the sampling of quotas is much faster and more convenient to perform as no sampling system is required and random sampling techniques are strictly utilised. Due to the lack of rules for meeting such quota, sampling quotas are a means of meeting the objectives of the sample size of sub-populations. Then, a fixed quota of 50 social media followers from each fashion shopping website was implemented, wherein the final selection was equally distributed among the population under analysis with the expected characteristics. Accordingly, the research aim was for participants to have an online shopping experience on any fashion website, whereby a representative demographic sub-set was chosen in the survey to obtain public input. As

opposed to a census, the chosen method is considerably less time-consuming for data gathering from a voluminous population sample.

3.2 Data Collection Procedure

Quota sampling was employed as the sampling method in the current study in establishing the analysis comparable to the general community. To ensure the maintenance of population distributions, samples were selected from the classes accordingly. According to Stratton (2019), quota sampling is equivalent to stratified random samples; however, random sampling of subjects does not classify the subjects, rendering the identification of potential sample errors impossible. Furthermore, the scholar has noted that the general population of the sample could not be estimated due to the inability to acknowledge the sampling error. Nevertheless, quota sample groups should be mutually exclusive and they should be identified by the researchers. Regardless of this, quota tests are mostly implemented by market analysts instead of stratified ones since they are comparatively cheap and easy to execute while offering the attractive feature of achieving population proportions.

In this study, a reference sample was utilised for analysis purposes to produce a quota sample. By definition, quota sampling is a non-probability sampling procedure; the population is separated into mutually exclusive groups and the collectors insist that the subclass members are included in the study before the total number of subclass objects to be sampled is met (Mustaffa et al., 2015). Following this, the questionnaire was created using Google Forms and distributed online to 50 followers of fashion shopping on the top ten fashion shopping sites. Here, the online survey format ensured an increased response rate, reduced demographic limitations, and quick responses. The disseminated survey form included a brief explanation of the study objective and a link to the online questionnaire.

3.3 Data Analysis

The research model generated was analysed by using SmartPLS 3.2.6 software (Ringle, Wende, & Becker, 2015). By implementing the Partial Least Squares method, the calculation model was tested with regard to the measure validity and precision as per two-stage empirical procedure suggested by Anderson and Gerbing (1988). This was followed by an analysis of the structural model (i.e. hypothesised relation test) (Hair et al., 2017; Ramayah et al., 2011, 2013; Rahman et al., 2016). In addition, a bootstrapping process using 5000 samples was employed to assess the importance of route coefficients and loading (Hair et al., 2017; Ramayah et al., 2017).

3.4 Descriptive Statistic of Respondents

In brief, descriptive statistics would provide an insight into the demographic characteristics held by the sampled community. Based on the analysis, the respondents were comprised of 27.8% males and 72.2% females. A majority (75.7%) of them were

aged between 25 years to 34 years, followed by 35 years to 44 years (11.7%), 18 years to 24 years (10.4%), and the remaining (2.2%) of participants were 45 years old and above. Ethnicity-wise, the respondents were predominantly Malay at 60.9%, followed by 27.8% Chinese, and 11.3% Indian. Next, in terms of last-visited website by respondents, top three in the list are as follows: zalora.com (33.9%), fashionvalet.com (20.9%), sugarscarf.com and twenty3.com (both at 15.7% respectively. Alternatively, the leading, last fashion website that respondents had made purchase(s) from were zalora.com (30.0%), fashionvalet.com (20.4%), zolace.com (21.7%) and sugarscarf.com (17.8%).

Table 1: Profile of Respondent (n= 230)

Gender		
Male	64	27.8%
Female	166	72.2%
Age		
18 years old to 24 years old	24	10.4%
25 years old to 34 years old	174	75.7%
35 years old to 44 years old	27	11.7%
45 years old and above	5	2.2%
Ethnic Group		
Malay	140	60.9%
Chinese	64	27.8%
Indian	26	11.3%
Last visited shopping website		
fashionvalet.com	48	20.9%
zalora.com	78	33.9%
nile.com	10	4.3%
bellaammara.com	16	7.0%
twenty3.com	36	15.7%
neggeulis.com	1	0.4%
poplook.com	3	1.30%
sugarscarf.com	36	15.7%
christyng.com	2	0.9%
Purchased fashion website		
fashionvalet.com	47	20.4%
zalora.com	69	30.0%
nile.com	9	3.9%
bellaammara.com	4	1.8%
twenty3.com	50	21.7%
zolace.com	-	-

neggeulis.com	-	-
poplook.com	7	3.0%
sugarscarf.com	41	17.8%
christyng.com	1	0.4%

3.5 Measurement Model Analysis

3.5.1 Convergent Validity

In general, an assessment of the loadings, average variance extracted (AVE), and composite reliability is performed to ascertain the convergent validity (Gholami et al., 2013; Rahman et al., 2015). Here, the loading, composite reliability, and AVE values all exceeded 0.708, 0.7, and 0.5, respectively, in line with the suggestions of Hair et al. (2014). Accordingly, the measurement design is considered acceptable if the load of each object is 0.7 and relevant at the 0.5 level at minimum. Furthermore, determining the inter-item coherence of the measurement items was carried out by using the Cronbach’s alpha coefficient. Table 2 shows that all alpha values are more than 0.6 as per Nunnally and Berstein’s (1994) work.

Meanwhile, the composite reliability varies between 0.780 and 0.896 (Ramayah et al., 2011), whereby its value of 0.70 or greater is considered appropriate (Fornell & Larcker, 1981). This is translated as the Cronbach's alpha for internal accuracy reliability estimates, reaffirming the measurement accuracy. Table 2 summarises the results of the measurement model, wherein all four components in the fields of consumer innovation, fashion creativity, engagement in fashion, and online shopping intent are all relevant indicators. This conclusion was made based on approximate criteria and statistical importance in their respective constructs.

Table 2 Measurement Model

Construct	Item	Loadings	AVE	CR
Consumer Innovativeness	CI2	0.844	0.713	0.925
	CI3	0.809		
	CI4	0.809		
	CI5	0.839		
	CI6	0.913		
	Fashion Innovativeness	FI4		
FI5		0.908		
FI6		0.776		
Fashion Involvement	FIN1	0.741	0.622	0.891
	FIN2	0.633		
	FIN3	0.796		
	FIN4	0.894		
	FIN5	0.826		
	FIN6	0.613		

Online Purchase Intention	OPI1	0.945	0.908	0.975
	OPI2	0.957		
	OPI3	0.966		
	OPI4	0.944		

3.5.2 Discriminant Validity

The discriminant validity of the measures (the degree to which items differentiate among constructs or measure distinct concepts) was assessed by examining the correlations between the measures of potentially overlapping constructs. Items should load more strongly on their own constructs in the model, and the average variance shared between each construct and its measures should be greater than the variance shared between the construct and other constructs (Compeau et al. 1999; Ramayah et al., 2011). There has been recent criticism that the Fornell-Larcker (1981) criterion do not reliably detect the lack of discriminant validity in common research situations (Henseler et al., 2015; Ramayah et al., 2017). They have suggested an alternative approach, based on the multitrait-multimethod matrix, to assess discriminant validity in the form of heterotrait- monotrait ratio of correlations. Henseler et al. (2015) also went on to demonstrate the superior performance of this method by means of a Monte Carlo simulation study (Ramayah et al., 2017). As such we have also tested the discriminant validity using this new suggested method and the results are shown in Table 3. HTMT values need to be lower than HTMT0.90 value of 0.90 (Gold et al., 2001) for discriminant validity. All the values passed the HTMT 0.90 (Gold et al., 2001) as shown in Table 3 indicating that discriminant validity has been ascertained.

Table 3: Discriminant Validity

Constructs	Consumer Innovativeness	Fashion Innovativeness	Fashion Involvement	Online Purchase Intention
Consumer Innovativeness				
Fashion Innovativeness	0.781			
Fashion Involvement	0.874	0.882		
Online Purchase Intention	0.699	0.601	0.716	

3.6 Structural Model Analysis

3.6.1 Coefficient of Determination (R^2)

In general, the R^2 value indicates the sum of different independent and dependent variables otherwise described in a study. Therefore, the predictive ability of the structural model generated could be enhanced by a greater R^2 value. In this work, the SmartPLS algorithm function was employed to obtain such values, whereas the t-statistical values were obtained by employing the SmartPLS bootstrapping function. Here, 5000 samples from 230 cases were produced via bootstrapping. Table 4 presents the results of the structural model.

Table 4: Result of Structural Model (R^2)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Online Purchase Intention	0.584	0.596	0.048	12.195	0

3.6.2 Path Coefficients

The relationship between independent and dependent variables was subsequently investigated by using the SmartPLS 3.2.6 software algorithm output, whereas t-statistics generated via the bootstrapping feature assessed the relevant amount for all paths. Here, the relevant degree of each relationship was calculated based on the t-statistics performance. Table 5 lists the path variables, t-statistics measured, and the degree of importance for all theorised paths in detail. The approval or dismissal of the hypotheses suggested was thus decided based on the route evaluation outcomes. In the next section, testing of the theories suggested is discussed.

Table 5: Path Coefficient Result

Hypothesis	Path coefficient, β	t-value	p-value	Decision	f^2
H1	0.196	2.166	0.030	Supported	0.030
H2	0.117	4.712	0.214	Not supported	0.013
H3	0.164	2.095	0.036	Supported	0.019

3.6.3 Hypotheses Testing

The study successfully illustrated the support for H1 and H3. Contrarily, innovativeness in fashion ($\beta=0.117$, $t = 4.712$, $p>0.05$) did not affect the intention in internet purchasing, thereby dismissing H2.

4. Discussion

This research identified and evaluated the determining factors that could influence the online purchase intention on online fashion shopping websites, wherein the selected determinants were consumer innovativeness, fashion innovativeness, and fashion involvement. A survey was thus carried out online to collect information from consumers engaging with online fashion websites in Malaysia for the study objective. The findings subsequently revealed a significant effect of online purchasing intent on customer innovativeness and fashion participation. However, a significant correlation between fashion innovation and the desire to buy clothes was not observed.

To this end, the study outcomes offer insightful implications for marketing experts and customer researchers alike. This is attributable to the investigation yielding the likelihood for the purchase intention of Malaysians on fashion websites that is driven positively by consumer innovativeness and fashion involvement. In contrast, fashion innovativeness negatively affects online purchase intentions for consumers in the country.

The Internet has changed the landscape of shopping behaviours and will continue to lead the development of online retailing in the coming years (Doherty & Chadwick, 2010). Fashion and clothing are an important part of one's daily life, spurring their aspiration to be fashionable and special in choosing their clothing items (Rahman et al., 2014). However, they will also respect people who are adopting modern patterns and designs. Therefore, the results of the current research are critical for online fashion retailers, particularly in Malaysia.

Moreover, rapidly evolving shopping behaviour in the online world has created the need for fashion retailers to constantly reconsider their marketing, communication, and social media strategies as a response to changes in customer expectations, desires, and actions. Thus, the current work offers a solution for online retailers in predicting consumer behaviour and motivations, as well as meeting their needs and wishes. This is substantiated by the findings showing a negative relationship between fashion innovativeness and online purchase intention. Here, online retailers will still need to produce new products or unique clothes that are fashionable to satisfy unique innovators and ensure their online purchases are sustained. This outcome is consistent with Goldsmith's (2000) prior statement that identifies a negative link between fashion innovation and decision-making in online purchase intention, rendering the former an important indicator for this analysis. Nevertheless, Park et al. (2014) have also suggested that consumer intention to buy fashionable clothes can be measured by the degree of their fashion innovation.

Furthermore, this research provides realistic recommendations for fashion website owners from a practical point of view. Digital fashion retailers will stand to make a significant difference in understanding fashion shopping online in order to fully understand the online process and establish a creative online marketing approach from an informative and intelligent perspective. Some insights include: i) an effective web marketing campaign will boost industry performance and productivity by identifying the underlying factors; ii) online retailers can improve their marketing strategy and turn prospective buyers into active clients by being mindful of the factors affecting young consumers in Malaysia, as well as the links between such factors and the various categories of online purchasers (Alam, 2008).

In terms of theoretical contributions, this work seeks to build an understanding of the effect generated by online buying purpose on customer innovation, fashion innovativeness, and participation. It further describes a paradigm, thereby explaining the factors that influence the decision to purchase online apparel. Some of these connections have been identified in previous research efforts separately (Rahman et al., 2014) but have yet to be tested in the same model. Therefore, such findings and related literature or hypotheses may be of interest in a future study.

5. Recommendations for Future Research

Research studies have been conducted throughout time to examine the manner in which consumer fashion online purchase intention differs across regions worldwide. Accordingly, the current work investigated the extent of buyer intention for purchasing fashion items online due to the value of fashion itself and its effect on consumers. However, this information should be refined gradually, calling for a similar study replicating the objectives in any other Asian countries such as India or Bangladesh, where the textile sector is highly regarded. Besides, a comparative cross-national and cultural analysis between Asian, Eastern, and Western countries is crucial. The reasons behind customer decision for buying online fashion may be exposed in such analysis, allowing the apparel industry to understand and sell clothing in line with the needs and desires of customers.

Moreover, consumer habits and behaviours are slowly evolving parallel to the changes seen with their level of income, level of education, and family size. Therefore, future research may find it worthwhile to explore the moderate impact of psychographic and population influences. It will be beneficial to see the different and varying versions of purchases according to the characteristics and professions of specific individuals and the society. Besides, the connection between fashion innovation and client innovation can be further examined in the context of online fashion purchases in further research by regulating the wage, education, and customer social status. Finally, it is important for consumers to understand the concept of purchasing environmentally-friendly clothes, which is a cause being championed by many companies currently to enhance consumer profits. Thus, future researchers should also discuss the responsibility of buyers to purchase apparel that is environmentally sustainable.

Disclosure Statement

No potential conflict of interest was reported by the authors.

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