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FACTORS INFLUENCING ONLINE SHOPPER ATTITUDE AND PURCHASE DECISION TOWARDS APPAREL

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FACTORS INFLUENCING ONLINE SHOPPER ATTITUDE AND PURCHASE DECISION TOWARDS APPAREL

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ABSTRACT

This study aims to analyze factors influencing online shopper attitude and examine the effect of online shopper attitude on purchase decision towards apparel. In this study, visibility, price, promotion, peer influence, and purchase experience are discussed as the influencing factors. Quantitative research method is used. The Cochran formula is applied to calculate the sample size of 385. The questionnaires are distributed to the online shoppers using a systematic sampling method. Not only primary data but also secondary data are used in this study. Descriptive statistics and regression analysis are applied to make analysis. According to descriptive statistics, customer perception of price is the highest, and customer perception of peer influence is the lowest influence on online shopper attitude. According to the regression results, visibility and purchase experience have a significant effect on the attitude of online shoppers. Moreover, attitude has a significant effect on the purchase decision of online shoppers. According to the findings, this study recommends that online marketers need to create two affecting variables (visibility and purchase experience) for online shoppers to motivate attitude and purchase decision of online shoppers with direct and effective online marketing strategies.

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CHAPTER 1
INTRODUCTION

With the advancement of technology, the Internet plays a vital role. The Internet connects people and opens a new electronic commerce or e-commerce market around the world. According to Cole (2017), e-commerce indicates the practice of purchasing and selling goods and services, transferring funds or data via electronic devices, mainly internet. The information technology industry might see it as an electronic business application aimed at commercial transactions (Ray, 2011). It can involve electronic funds transfer, supply chain management, e-marketing, online transaction processing, electronic data interchange (EDI), automated inventory management systems, and automated data collection systems.

Online shopping is a form of e-commerce in which customers are allowed to directly purchase goods or services from a seller over the internet (Liu et al., 2015). In the online community, this method of shopping is the most popular way (Bourlakis et al., 2008). Customers can shop online through website, or social media platforms such as Facebook, Instagram, Wechat and TikTok. The fundamental benefit of purchasing online is that it provides comprehensive information and a variety of options, making it easy for customers to compare and make decisions. It is easier to search for what people want online because there are numerous alternatives.

Customers in today's society who prefer convenience over all else find greater pleasure while shopping online (Yu & Wu, 2007). Customers don't need to carry goods and spend time on the road to go to the physical store. During COVID-19, people generally avoid crowded and public places to maintain social distance (Kim, 2020). With these barriers to in-store visits, many customers turned to online shopping. Therefore, online shopping has continued to grow during COVID-19. Because it's possible to buy anything, anytime, anywhere, online shopping is quickly becoming a basic necessity of life for people, whether they're at home or at work.

According to the Realizing Digital Myanmar Economy report (2023), online shopping in Myanmar started to gain momentum around 2018.The increasing availability of smartphones and improving internet infrastructure played a crucial role in this growth. As mentioned in one of the search results, Facebook became a popular platform for online shopping, with a significant portion of internet traffic in Myanmar being directed to the social media platform. The adoption of online shopping among customers in Myanmar

has been steadily increasing. As people became more comfortable with making online transactions, the convenience and accessibility of online shopping became more appealing.

In online shopping, there are many kinds of products, such as apparel, sporting goods, toys and tools, drugs, food, and cosmetics. Apparel is one of the items sold online. The wearing of apparel that is a particular type of clothing when it is being sold in stores cannot be separated from human beings because it is a basic need of nearly all human societies (Indriani, 2016). The type of apparel depends on gender, physical, social, and geographic considerations. It can serve as protection from cold or hot conditions, insect bites, and other hazardous activities. The apparel represents the personalities and uniqueness of people.

Attitude is an assessment of one's thoughts, feelings, and propensities for taking long-lasting, favorable or unpleasant behaviors toward a specific item or idea (Kusuma et al., 2021). There are many factors influencing online shopper attitude when shopping for apparel online. They usually shop for apparel online because fashion trends spread faster in online shopping than in physical stores (Indriani, 2016). In Myanmar, online shopping for apparel is also popular because incentives such as discounts, giveaways, and free delivery attract the customer attitude in purchasing apparel online.

The aspects of social media, such as social media advertisement, online customer review, and influencer endorsement, attract the visibility of online shopper to purchase apparel (Ludin & Cheng, 2014).The emergence of live sales is considered to increase the attitude of purchases of apparel on Facebook in Myanmar. The influence of friends and the purchase experience also attract customer attitude that lead to more apparel purchases when shopping online.

According to Assauri (2009), the purchase decision is a buying decision process that consists of deciding what will be bought. Attitudes can influence consumer purchase decision by shaping their preferences and perceptions. Positive attitudes towards a product or brand are more likely to result in a purchase. The shift in the purchase decision process is a result of the new technology (Rondon, 2012).

Therefore, the purpose of this study is to analyze the effect of visibility, price, promotion, peer influence, and purchasing experience on the attitude and the effect of attitude on the purchase decision of online shopper towards apparel. By understanding this, marketers and retailers of apparel can develop and strengthen online markets.

1.1 Rationale of the Study

As the utility of the internet and smartphones has increased, shopping styles have evolved from the traditional market to the online market. Technology and innovation in e-commerce drive changes predominantly in online shopping to help individual and marketer to formulate business efficiently and effectively (Yuvaraj & Suganthiya, 2016) An increasing number and variety of apparel firms and organizations are exploiting and creating business opportunities on the Internet (Liao & Cheung, 2020). Consumers are able to purchase apparel wherever and whenever they want because they can simply go to the stores' website directly.

According to the Realizing Digital Myanmar Economy report, the Internet has been used more widely in Myanmar since 2018. And the easy access to high-speed internet is bringing opportunities for all sizes of businesses to flourish on the new platform, where products and services can be bought and sold with the minimum investment. An online apparel market has also appeared in Myanmar. By shopping online, consumers only need to search for the apparel directly at the online stores, book the apparel, pay, fulfill the contact person's requirements, and wait until the apparel arrives safely at their home or other address.

The consumer doesn't need to spend time on the road to go to the store. During COVID-19, the way customers shop for apparels has changed significantly (Istiasih & Flantika, 2021). Customers miss the experience of shopping in-person according to social distancing and move online for purchasing apparels. However, customers still prefer shopping in retail stores or shopping center. One of the challenges of selling apparel through online shopping is that customers cannot feel or try the product directly.

There are many characteristics behind purchase decision of apparel that can come from cultural, social, personal and psychological factors. Consumer purchase decisions are inconsistent and can differ to a great extent. Therefore, marketers need to know purchase decision towards online shopping for apparel. The online decision-making process comprises five steps and is very similar to the traditional shopping pattern (Liang & Lai, 2000).The online shoppers identify need first. Then the online shopper searches apparel options, and examines them. And, the online shoppers choose and purchase apparel. Before making a final decision, a customer was attacked by attitude, which influenced their final decision.

All attitudes are not created in the same way (Kelman, 1958). Marketers need to understand customer attitude because customers who have a positive attitude towards a

product tend to have a strong desire to choose and purchase it (Kusuma et al., 2021). Attitude had a positive and significant effect on purchase decisions so that the better one's attitude towards the existence of a product, the greater the action to make a purchase (Sisilia, 2015). It also changes the perspective of customers when making purchase decisions. There are several factors that influence young adult attitude and can change them.

The visibility of apparel influences the attitude of online shopper towards apparel. Online shoppers may perceive high-visibility apparel as having higher value due to its specialized features. The visibility aspect adds perceived functionality and utility to the apparel, leading to positive attitudes and a willingness to pay a premium price. Some online shoppers may value visibility in apparel more than others, depending on their specific requirements or situations. Online shoppers may be influenced by social norms and the behavior of others. If online shoppers see others wearing and endorsing high-visibility apparel online, it can create a positive perception and influence their attitudes towards the apparel.

Price is also important for online shoppers when making purchase decision. An online shopper may have a predetermined budget for apparel shopping, and the price of an item can determine whether it fits within their budget or not. If the price is seen as affordable and aligns with their budgetary constraints, it can positively influence their attitude towards the apparel. Online shoppers often compare prices across different online retailers or brands before making a purchase decision. If the price of a particular apparel item is lower or more competitive compared to similar apparel offered by other retailers, it can attract customers' attention and positively influence their attitude towards online shopping for apparel.

Price discounts, promotions, and special offers can attract customers' attention and positively influence their attitude towards the apparel product. Online shoppers may perceive discounted prices as an opportunity to obtain good value for their money, leading to increased purchase intentions. Online shoppers often look to their peers for validation and social proof. If they see their friends or peers endorsing or wearing certain apparel items, it can create a positive perception and influence their attitudes towards those products. Peer influence plays a significant role in shaping fashion trends. When online shoppers see their peers adopting certain styles or following specific fashion trends, it can attract their attention and positively influence their attitudes towards those apparel

items. Online shoppers may perceive these items as fashionable and desirable due to their popularity among peers.

The purchasing experience can also attract online shoppers for purchasing apparel. A seamless and user-friendly purchasing experience, with easy navigation, quick loading times, and secure payment options, can positively influence online shopper attitude. A smooth and hassle-free experience can create a sense of satisfaction and make customers more likely to return for future purchases. Detailed and accurate product information, including high-quality images, descriptions, sizing charts, and customer reviews, can significantly impact online shopper attitude. Providing comprehensive information helps online shoppers make informed decisions, reduce the risk of dissatisfaction, and increase confidence in their purchases.

Therefore, the purpose of this study is to determine the effect of visibility, price, promotion, peer influence, and purchasing experience on online shopper attitude and then to analyze the effect of attitude on purchase decision towards apparel. Understanding online shopper attitude and purchase decision towards apparel can provide valuable insights for marketers to develop targeted marketing strategies, improve product offerings, enhance the user experience, build brand loyalty, and gain a competitive edge in the market.

1.2 Objectives of the Study

There are two objectives in this study. They are:

I. To analyze the factors influencing online shopper attitude towards apparel.

II. To examine the effect of online shopper attitude on purchase decision towards apparel.

1.3 Scope and Methods of the Study

This study focuses on factors influencing online shopper attitude and the effect of attitude on purchase decision of online shopper towards apparel in Yangon. To achieve the objectives of the study, descriptive statistics, qualitative, and quantitative research methods are used. The sample size was calculated by Cochran's (1977) formula. The sample size is 385. There are many online shoppers who purchase apparel because Yangon is the commercial city in Myanmar. Young adults (18 to 25 years old) are the most fashion-conscious humans, and apparel is a fashion product (Indriani, 2016).

Therefore, this study focuses on young adults in Yangon who purchase apparel online. In this study, Hledan Center, where many young adults come and enjoy shopping, is chosen as the target.

Respondents are collected who are every tenth respondent entering Hledan Center. The data collection period is two weeks from 20 April 2023 to 4 May 2023. Daily five hours were spent to collect the questionnaire at Hledan Center over five days per week. The average time taken to answer each questionnaire is 15 minutes. Primary and secondary data are both employed in this study. Face-to-face interviews and quantitative questionnaires are applied to collect primary data, and secondary data is obtained from text books, academic papers, related journals, and websites. The collected data is analyzed using correlation and regression analysis through SPSS.

1.4 Organization of the Study

In this study, there are five chapters, and the first chapter is an introduction to the study, including the rationale of the study, objectives of the study, scope, and methods of the study. The second chapter is the theoretical background that consists of theoretical background, previous studies, and conceptual framework of the study. The third chapter is an overview of Myanmar apparel industry. The fourth chapter covers data analysis on factors influencing online shopper attitude and purchase decision towards apparel, and the last chapter is conclusion that consists of the findings and discussion of the results, suggestions and recommendations, and needs for further study.

CHAPTET 2
THEORETICAL BACKGROUND

This chapter covers the theoretical background of all the applied variables in this study. It starts with the concepts of concept of consumer behavior, consumer decision-making processes and consumer attitude. Then, it includes factors affecting consumer attitude and background theories. Moreover, previous studies and the conceptual framework for the study are discussed.

2.1 Consumer Behavior

Consumer behavior is the psychological processes that consumers go through in recognizing the needs, finding ways to solve the needs, making the purchase decisions, interpret the information, make the plans, and implement the plans (Anderson & Golden, 1984). It is 'concerned with all activities immediately engaged in getting, consuming, and disposing of items and services, including the decision processes that precede and follow these actions' (Engel et al.,1978). Certain choices, actions, concepts, or experiences must be made in order to fulfill the requirements and desires of the consumer, (Solomon, 1996). It's difficult to understand why customers choose a particular product, though. However, understanding out why a consumer purchases a certain product is challenging because the reason is deeply ingrained in the buyer's consciousness (Kotler & Armstrong, 2010). Consumers come in a variety of shapes and sizes, with differences in their age, wealth, education, and taste (Kotler & Armstrong, 2013). Psychological studies are heavily influenced by consumer behavior. Corporations utilize the data to track what, when, and why you buy, and they should because it connects concerns of communication, identity, social status, decision-making, and mental and physical health (Nilesh & Gajjar, 2013). Consumer behavior is characterized as the physical, emotional, and mental processes people use to decide which products and services to pick, buy, use, and discard (Moghimi, 2022). Consumer behavior is an activity that occurs when people interact with and confront a range of market things, including goods, services, concepts, and the physical environment of stores. "The acts of individuals, including the acquisition, use, and disposal of economic goods and services, as well as the decision processes that precede and determine the acts," is how consumer behavior is defined (Madhavan & Chandrasekar, 2015). Consumer behavior is a complex area, but marketers need to try to find out about who are in order to identify needs, how are behaved, what influences to

make a decision to buy and what processes follow when selecting a product/service. Every purchase has traits that can be attributed to cultural, social, personal, and psychological variables. Consumers look for products to fulfill their fundamental aspirations and needs. Marketers research consumer buying patterns to understand where, what, and why people buy. Consumers are typically good at classifying both individual and corporate consumers. Individual consumers attempt to fulfill their own desires and needs by making purchases for themselves or fulfilling the needs of others by making purchases on their behalf.

2.1.1 Consumer Decision Making Process

In fact, a lot of consumer purchases are routine and don't even require a drawn-out decision-making process (Olshavsky & Granbois, 1979). Consumer decision making is defined as the consumer's behavioral patterns that precede, determine, and proceed the decision process for the acquisition of need-satisfying items, ideas, or services (Plessis et al., 1990). The customer goes through these phases as they identify their needs, obtain information, weigh their options, and decide what to buy. After the actual purchase, the consumer engages in post-purchase behavior in which they assess their level of pleasure (Kotler & Armstrong, 2010).

Although consumers go through a set of phases or processes before deciding whether or not to buy a product, each consumer's decision-making process is unique (Medjoudj et al., 2013). Before making a purchase, a consumer must go through five steps of the decision-making process. The rational viewpoint makes the assumption that buyers efficiently and methodically search the information accessible about the goods they intend to purchase.

The consumers then carefully balance the advantages and disadvantages of each product to decide whether to purchase (Ashman, 2015). All purchasing decisions cannot be explained by this rational approach. Alba and Hutchinson (1987) and Ashman (2015) stated that doing so helps save both time and mental resources. The behavioral influence perspective and the experiential perspective are two more perspectives on decision-making (Ashman, 2015). According to the standpoint of behavioral influence, customers are not truly active in the decision-making process. Instead, people respond to their surroundings, such as a product's packaging.

Consumers that adopt an experiential approach look at a product as a whole rather than focusing on any individual features. A decision is made based purely on emotion.

Ashman (2015) introduced a continuum of purchasing behavior. This continuum depicts the level of effort a consumer expends when making a purchase. Routine response behavior, limited problem solving, and comprehensive problem solving are the three categories of behaviors. When consumer involvement is high, they take the route of extended problem-solving, which is comparable to the rational approach.

They make an effort to gather a lot of information both from their memories and from outside sources, before carefully weighing their options. Consumers are more inclined to employ straightforward "shortcuts" or decision criteria in limited problem-solving situations than they are to repeatedly go through a laborious search process. Finally, customers make unconsciously easy decisions known as routine response behaviors (also known as habitual decision making). These automatic reflexes, which consumers can use to save time and mental resources, are developed from prior purchase behaviors (Alba & Hutchinson, 1987).

2.1.2 Online Decision Making Process

Online decision making process is the process that the consumer of online trading products or services goes through before the final process is to decide to buy (Huang & Benyoucef, 2017). The decision-making process is important because it is a step people who purchase goods or services online must do before completing the actual purchase process. The design to comprehend a customer's choice has proven to be challenging. In order to determine how online decision-making influences consumer purchasing decisions, five procedures have been investigated (Huang & Benyoucef, 2017). Customers' decisions to purchase products have been influenced by certain product information (Karimi et al., 2018). Humans use their reasoning abilities to come at decisions (Faulds et al., 2018). Simon first described the three steps of step-wise decision making in 1959 (Simon, 1995) as intelligence (collecting information), design (exploring alternatives), and choice (deciding). In 2002, Liang and Lai completely outlined the following decision-making processes for purchasing goods and services:

(1) Need recognition: The process of realizing one's own desires or need for purchases.

(2) Information search: The process of finding and acquiring information about goods and services.

(3) Evaluation of alternatives: This step involves calculating and contrasting candidates who can be purchased.

(4) Making a purchase: This is the procedure of paying for a good or service.

(5) Post-purchase: After examining, suggesting, complaining, refunding, and other actions, a process must be created.

However, the practical platform still lacks a process of intention recognition situated between the assessment process and the purchasing process, meaning that 5 stages are not fully taken into account when using it. This shopping cart process feature will aid user decision-making around the purchase of goods and services. Repurchased users may also be encouraged in the future.

2.2 Consumer Attitude

Attitude is a psychological aspect that marketers need to understand because it is thought to have a positive and strong link with behavior (Fishbein & Ajzen, 1975), Attitude is an assessment of one's thoughts, feelings, and propensities for taking long-lasting, favorable or unpleasant behaviors toward a specific item or idea (Kusuma et al., 2021). An attitude is only a summary of customer ideas, feelings, and activities (Arnould et al., 2002). According to Assael (2004) and Schiffman and Kanuk (2010), an attitude is a favorable or unfavorable propensity that influences how consumers behave toward particular products.

The term "object" in the consumer-oriented definition refers to a particular aspect of consumer behavior such as a brand, product category, advertisement, and so forth. Depending on how they feel about a service, people decide or choose for other services. Psychologists have developed models or theories that capture the fundamental aspects of consumer attitudes out of a desire to comprehend consumer attitudes and their relationship to consumer purchasing behavior (Schiffman & Kanuk, 2010).

Consumer attitude is also described as a disposition in which one responds favorably or adversely to an item, person, institution, or event (Ajzen, 2005). According to Vantomme et al. (2005), a person who has a favorable opinion of a product is more likely to purchase it. According to Alsmadi (2006), an attitude is also a significant notation that researchers regularly use to understand and forecast how people will react when faced with a challenge or a change and how this would affect how they behave. As marketers work to understand their target audiences, the concept of customer attitude in consumer behavior studies has drawn a lot of attention (Plessis et al., 2007).

When attitude affects a consumer's decision-making, Fill (2009) stated that attitude is the greatest technique to predict people's behavior regarding their intention to

purchase a product. According to Schiffman and Kanuk (2010), the consumer attitude is a taught propensity to act consistently favorably or unfavorably based on sentiments and judgments that come from an assessment of knowledge about the object.

Consumers who like or have a positive attitude toward a product tend to have a strong desire to choose and purchase the product they like (Sisilia, 2015). According to Revati and Meera (2017), attitude is a taught propensity to react to an item favorably or negatively.

2.3 Factors Affecting Customer Attitude

According to factors affecting customer attitude, what motivates these customers and how can predict when their buying habits will change are investigated. Naturally, only the influencing factors can affirm what will alter customer attitude. To evaluate consumer attitude, there is a core set of variables that include visibility, price, promotion, peer influence, and purchasing experience.

2.3.1 Visibility

To make informed purchasing decisions, consumers want adequate information (Dong et al., 2016). According to Yim et al. (2017), strong visibility can give customers an immersive buying experience and help them understand product information when they shop online. The visibility of a product is how easily consumers can find, recognize, and interact with it. The main focus of online shopping is using graphics to present and sell products to customers. Product visibility refers to a product's ability to be found, identified, and used (Keinanen, 2017).

According to Yim et al. (2017) and Sun et al. (2019), online visibility is the overall presence of a brand or its items in the general consumer environment. Online visibility has the benefit of enabling consumers to quickly get information (Chen et al., 2017). Keinanen (2017) claimed that a product's exposure is determined by how many people learn about it and how it distinguishes itself from rivals through live streaming. According to Akselrod et al. (2015), increased online visibility may result in an increase in user-generated material and have an effect on consumers' attitudes.

2.3.2 Price

One of the most crucial factors in every organization that affects both buyers and sellers equally is price. Kotler et al., (2010) defined pricing as the amount of money that

is charged for a good or service, or the total of values that customer pay in exchange for the benefits of using or owning the product or service. Customers could readily find out about alternative products or services because to the status of technology and knowledge nowadays. According to Al-Mamun et al., (2014), consumers are quite logical when determining what value they will receive from a product or service in exchange for their payments.

According to Stanton (1981), price is a component of the marketing mix that only influences the product's revenue during specific time periods. This creates a situation in which people are willing to pay higher costs for things. Some of them preferred premium goods and were prepared to pay a high price for them, but others were not.

2.3.3 Promotion

Promotion is the term used for marketing strategies used by retailers to attract customers. Zeithaml, Parasuraman, and Berry (1985) stated advertising as a part of a targeted initiative to persuade clients to recommend their services to others. Promotion thus encompasses several facets of marketing communication. Promotion, according to Armstrong et al. (2014), refers to efforts that explain the benefits of the product and persuade the target market to purchase it. In a company's marketing mix, promotion is the component that educates, persuades, and reminds the public about the company or its goods (Badarga, 2021).

To carry out promotional efforts, businesses must conduct market research, understand the needs of their target audience, and develop a close relationship with them. All of the communications that a marketer inserts into the marketplace are referred to as promotion. It is believed that a product is finished when consumers are aware of it, understand its quality and characteristics, respond favorably to it, and purchase it. Knowledge is necessary for demand to exist. Promotion supports positive attitudes, purchasing decisions, and product awareness. Discounts and other promotional activities have a beneficial impact on consumer attitudes (Shinnaranantana, 2019).

2.3.4 Peer Influence

A tight group of people who are the same age and partake in comparable activities is referred to as a peer group. Eder and Kinney (1995) identified four basic categories of peer relationships: dyadic friendships, romantic partnerships, peer group interaction, and peer culture exert influence. These sorts provide peers with the chance to shape customer

behavior. Peer networks or sizable groups of peers that they associate with are how peer influence works. The "consumer socialization theory" (Ward, 1974), which describes the mechanisms through which young people acquire skills, knowledge, and attitudes essential to their functioning as consumers in the marketplace, has been linked to the influence of peer-group on purchase decisions.

Young consumers in networks have a propensity to resemble one another which increases the possibility that modeling will have an impact (Pajares & Schunk, 2002). Networks frequently serve as yet another medium via which consumers' possibilities for social connection, the ability to observe others, and their access to activities are defined (Steinberg, 2004). The network's members interact continuously and across time, conforming to similar values. According to Bristol and Mangleburg (2005), peer influence is the degree to which peers have an impact on a person's attitudes, thoughts, and behaviors. According to Brown et al. (2008), peer groups are networks of people who spend the majority of their time together.

Peer pressure can affect even teenagers who have high levels of self-esteem and confidence (Michell & Amos, 1997). Peer influence acts in a directional manner, either good, bad, or neutral, and is defined as peers' power to reshape the attitudes and behaviors of the group member. Peer expert power, which was proposed as the significance of peer referent power, has a high impact on attitudes and decisions (Mangleburg *et al*., 2004).

2.3.5 Purchasing Experience

According to Klein (1998), prior online shopping experience is a reliable indicator of future online purchases. The varied elements of emotion, knowledge, and satisfaction that a consumer experiences both before and after making a purchase are referred to as the purchasing experience (Klein, 1998). According to the balance theory, people prefer to form favorable opinions of persons they have previously interacted with (Jarvenpaa *et al*., 2000). A consumer have produced information and outcomes that support their activity and mold and moderate their ideas, attitudes, and propensity to shop at online retailers (Jarvenpaa *et al*., 2000).

Current purchase decisions are also influenced by the consumer's prior interactions with the online merchant (Wu, 2013). If customers have a positive experience with a particular e-commerce company, this influences their online shopping behavior. To have a favorable effect on online purchasing decisions, the feel-good component must be presented.

2.4 Background Theories

Engel, Kollat and Blackwell Model, and Stimulus Organism Response Model are applied for background theories in this study.

2.4.1 The Engel, Kollat and Blackwell Model

The Engel, Kollat, and Blackwell model explains how customers make decisions when selecting from a list of available alternatives. The model is based on ideas and models in consumer psychology such as those created by Howard (1969) and Nicosia (1966); environmental elements have an impact on how consumers make decisions. As shown in Figure (2.1), the EKB model basically consists of five sequential steps where information is processed before consumption decisions are made.

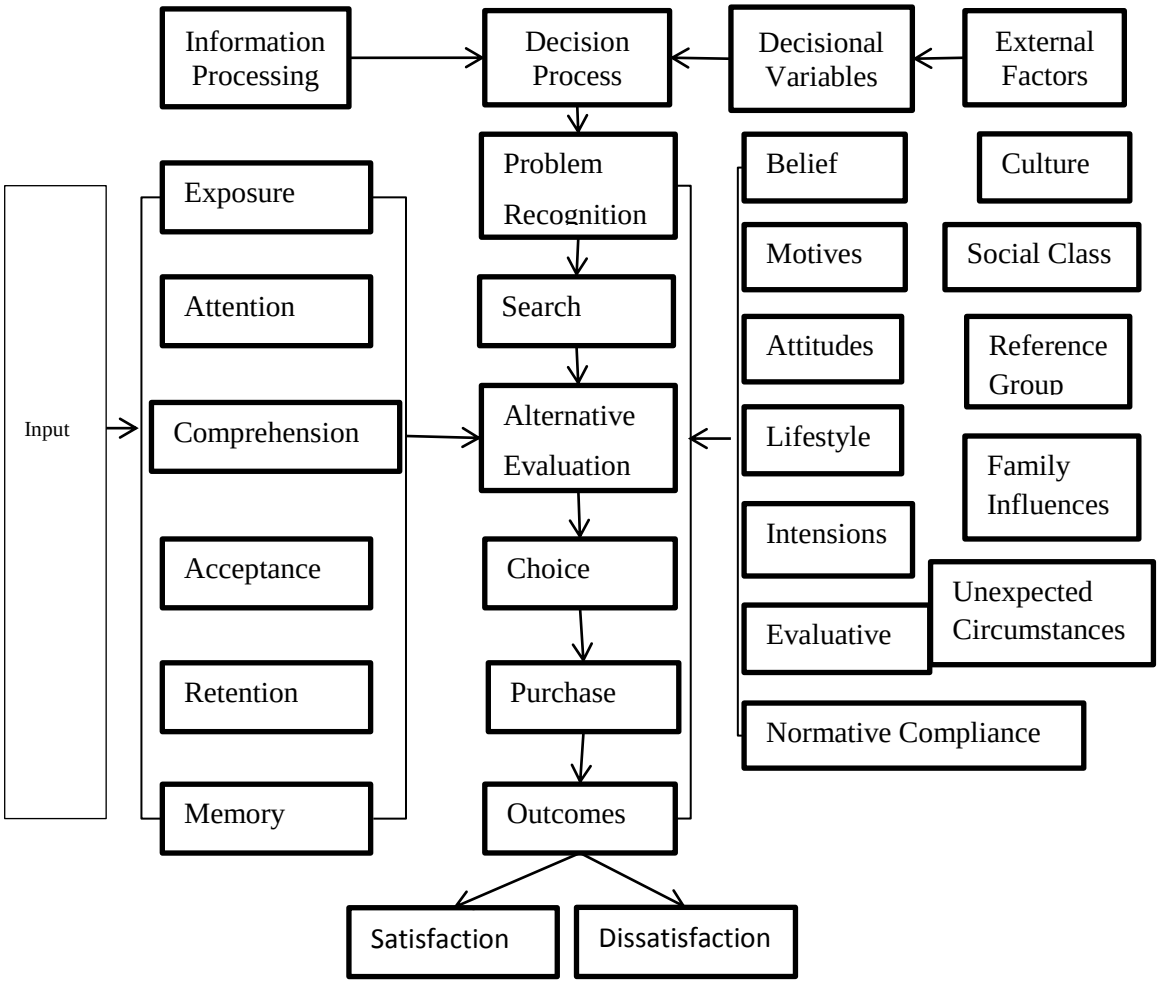
Recognizing a need or problem is the first stage. The next step is to look for alternate solutions, which entails gathering pertinent information from a variety of sources, including the exterior environment and the internal self, such as memories and experiences. The third stage is evaluating the alternatives while using the consumer's individual criteria to determine their selection. After making a choice, the consumer enters the fourth step, during which the chosen option is purchased. Evaluation of the purchase is the last step. The state of unmet needs and wants forms the foundation of the EKB model.

As lifestyle represents the greatest degree of choice in a hierarchy of options, internal motives, culture, and values that are reflected in it drive wants, decisions, and choices (Saloman & Ben-Akiva, 1983). Lifestyle is defined as the end consequence of personality differences in how people internalize environmental influences over time, including social class and family influences, economic and demographic effects, cultural norms and values, and cultural norms and values. The definition of lifestyle includes a pattern of persistent qualities, activities, interests, and beliefs that shape general behavior and help to distinguish each person (Engel et al., 1978).

In essence, internal forces are what cause us to feel our unfulfilled wants. However, external variables shouldn't be completely discounted because they might affect how people see the present situation and lead to emotions of unmet needs. The impression of discrepancy that motivates consumption and purchasing behaviors can be sparked by new experiences, information, advertising, the availability of complementary goods and services, and other outside stimuli (Engel *et al*., 1978). Individuals may develop new demands and sense gaps as a result of economic and societal developments, which will

continue to fuel spending. When looking for alternatives, a consumer may consult or use a number of information channels to get a list of options, suggestions, and justifications.

Figure (2.1) Engel, Kollat and Blackwell Model



Source: Engel *et al*., 1978

The mass media that cascades general information falls under the impersonal category; activities of point-of-sale contact, personal selling, and advertising fall under the marketer category; and friends, peer groups, and family fall under the personal category. Engel *et al*., (1978) divided information sources into three categories: impersonal, marketer, and personal. Initial information gathering from the impersonal and marketing categories could be the starting point for the hunt for alternatives.

The decision between options is evaluated in light of individual values, interests, beliefs, and perceptions. Because of this, every alternate list is particular to the individual. When it is believed that there are enough alternatives, the evaluation stage starts. Similar to how alternatives are gathered, this step is similarly influenced by internal and external

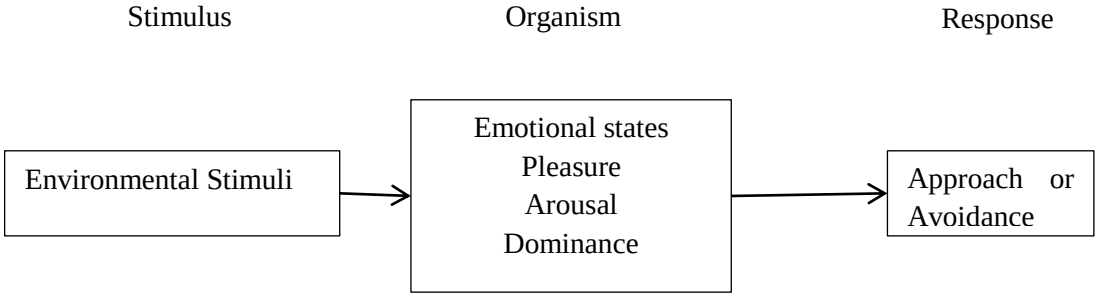
influences that create the standards and guidelines for establishing preferences, selections, and decisions. The appraisal process is guided by the person's values, motivations, beliefs, perceptions, and attitudes (Engel et al., 1978; Fishbein & Azjen, 1975). The evaluation of the simplified options is influenced by previous consumption and shopping experiences. The likelihood of a negative shopping or product evaluation experience would decrease (Underhill, 1999).

When evaluating options, external influencers like the media, online message boards, and recommendations from friends and family all play a significant impact. Economic considerations have an impact on judgment and choice as well (Lerner et al., 2004). The choice to buy is reached in the following stage, which is followed by the post-purchase evaluation. Following consumption, the consumer assesses the decision to choose the alternative and its wisdom. Satisfaction and discord are the two possible results of this process. The consumer would be satisfied with their purchase decision if the product or service experience met or exceeded their expectations and beliefs. However, dissonance is felt when a good or service fails to live up to expectations.

2.4.2 Stimulus Organism Response Model

The S-R (Stimulus-Response) model defines how an individual responds to external environmental stimuli (Mehrabian & Russell, 1974). This model does make an effort to account for the sequential nature of communication, though. According to the S-R paradigm, communication is static. Humans are thought to act (R) purely as a result of outside influences (S), rather than because of their own free will. As a result, under a condensed S-R model, the person's mental state and internal motivation are reduced (Jacoby, 2002). Jacoby (2002) transforms the S-R model into an S-O-R (Stimulus - Organism - Response) model in response to these restrictions. The following Figure (2.2) is shown in three parts: the external stimulus (S), the organism state (O), and the overall individual reaction (R).

Figure (2.2) Stimulus-Organism-Response (SOR Model)



Source: Jacoby, 2002

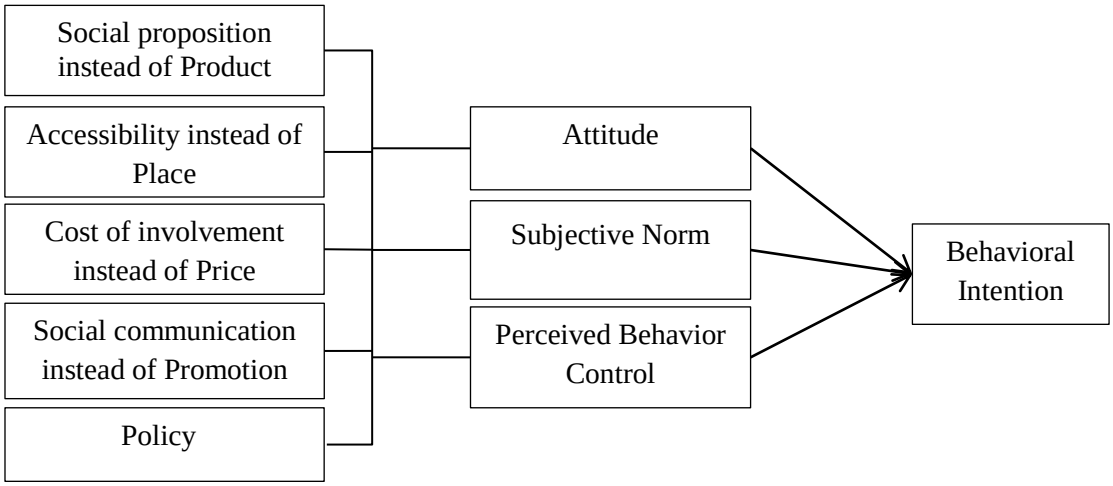
A mediating factor of one's internal appraisal is added by the S-O-R model in the form of emotion or motivation, which refers to the Organism (O) as a crucial component in the process of someone responding to the Stimuli (S) (Sultan et al., 2021). Stimulus (S) affects the external environment that awakens a person (Koay et al., 2021). According to Jacoby (2002), an individual's cognitive and emotional state, which might take the shape of perceptions and feelings, is referred to as their organism (O). According to Mehrabian and Russell (1974), the response (R) is the individual's ultimate behavioral reaction to the stimulus. According to Seo and Park (2018), the S-O-R model serves as a theoretical framework.

2.5 Previous Studies

The previous studies on customer attitude and purchasing decision towards online shopping of apparel are presenting to be the framework to understanding and systematically analyze the factors that influence on customer attitude and the effect of attitude on purchase decision towards online shopping of apparel. The several studies have investigated the relationship of influencing factors to customer attitude and purchase decision.

Dolatabadi et al. (2013) examined the research study that examined the impact of Social Marketing Mix on the Intention of Replacing Single-Occupant Vehicles with Urban Public Transport. They did this by using the principles of social marketing and the Theory of Planned Behavior (TPB), a conceptual model. Amos Graphic Software was used to analyze the model after data were gathered via a closed questionnaire.

Figure (2.3) The Impact Analysis Of Social Marketing Mix On The Intention Of Replacing Single-Occupant Vehicles With Urba

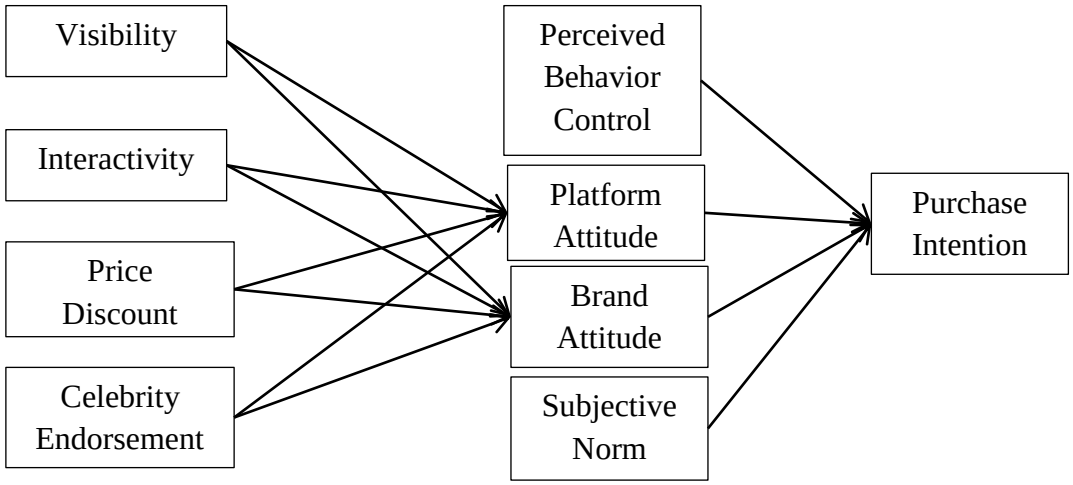


Source: Dolatabadi, et al., 2013

The findings demonstrated that the social marketing mix had a considerable beneficial impact on staff members' normative and behavioral beliefs, but a negative impact on their control beliefs. Significantly favorable behavioral beliefs, normative views, and control beliefs all had positive effects on attitude, subjective norms, and perceived behavioral control. Additionally, three variables—attitude, subjective norm, and perceived behavioral control—had a considerable favorable impact on the staff members' intentions. Finally, it was determined that the social marketing mix had a considerable favorable impact on staff members' intentions.

Yan (2022) used a theoretical model based on the Theory of Planned Behavior (Ajzen, 1985) and Stimulus-Organism-Response (Mehrabian & Russell, 1974) models and consumer data to examine the impact of "live streaming + e-commerce" on consumers' purchase intentions.

Figure (2.4) The Impact of Live Streaming E-commerce Features on Chinese Consumers' Attitude and Purchase Intention

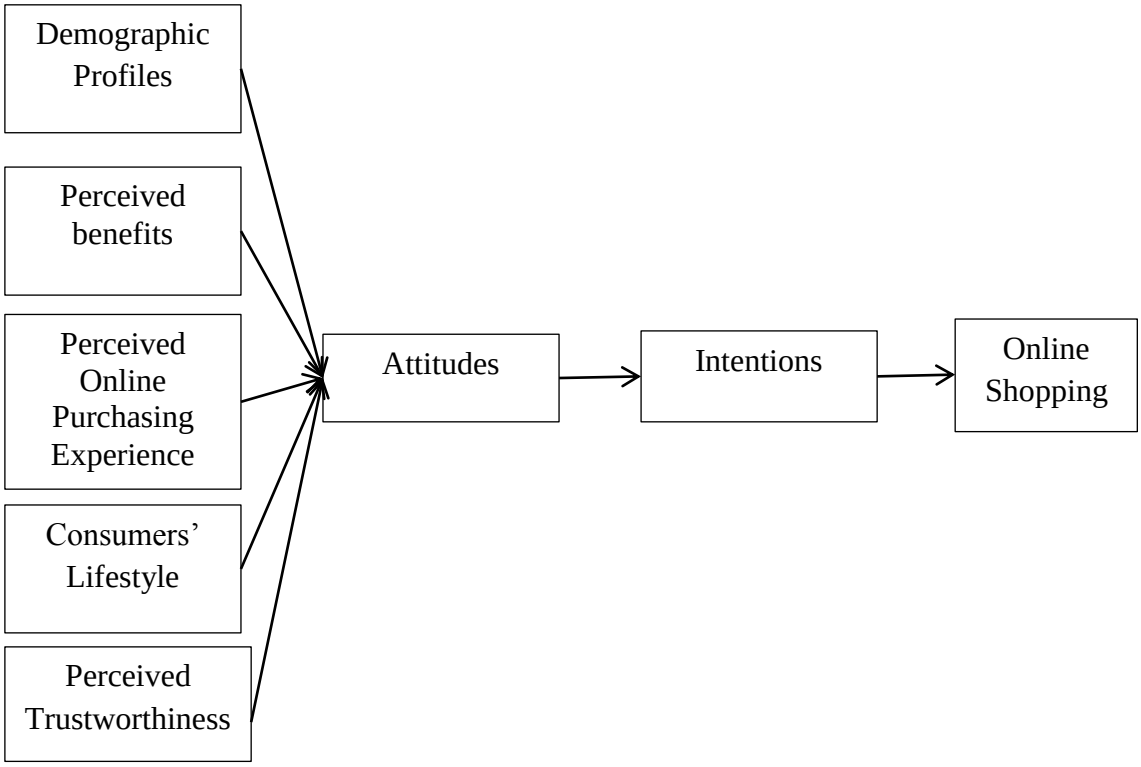


Source: Yan, 2022

According to the findings of this study, consumers' buy intentions in live streaming e-commerce were positively correlated with subjective norm, perceived behavioral control and interaction, visibility, price reduction, and celebrity endorsement. The findings also indicated that in this study, the influence of these variables on purchase intention was partially mediated by customer attitude.

In a study on consumers' attitudes on online buying for Penang Famous Fruit Pickles, Ho (2013) characterized the findings. This study used a quantitative survey method with a descriptive research design. The primary goal of the study is to determine the correlation between variables, namely the relationship between attitude and intention to make an online purchase and attitude and selected criteria (demographic profiles, perceived benefits, perceived purchasing experiences, customers' lifestyles, and perceived trustworthiness).In this study, a survey was carried out.

Figure (2.5) A Study on Consumers' Attitude towards Online Shopping on Penang Famous Fruit Pickles

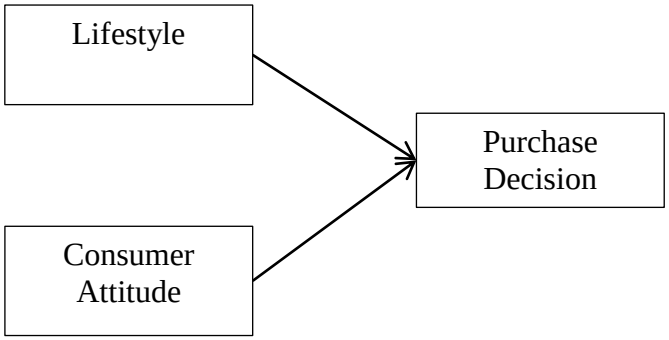


Source: Ho, 2013

According to Figure (2.5), the result indicated that consumers showed positive intention to make an online purchase in future. The results also revealed that attitude and intention are strongly and positively correlated which fitted well in the TAR model. The review of the remaining hypotheses showed that attitude was also correlated moderately or strongly and positively with the identified factors. The most significant factor of this research was the perceived benefits of online shopping, followed by perceived merchant's trustworthiness, consumers' lifestyle and lastly consumers' prior e-commerce experience. In this research, it is found that demographic profiles are not significant at all in influencing the attitude in the context.

Another investigation was carried out by Warayuanti and Suyanto (2015). They examined the influence of lifestyle and customer attitude on purchase decisions by using tri component attitude model and purchasing decision process. Data from a survey of 384 Indonesian people who have been doing online shopping. This research is using descriptive analysis method. It is shown in Figure (2.6).

Figure (2.6) The Influence of Lifestyles and Consumers Attitudes on Product Purchasing Decision via Online Shopping in Indonesia



Source: Warayuanti & Suyanto, 2015

Based on SEM analysis on this study, it was produced that the variable of lifestyles provides significantly positive influence on purchase decision, and the variable of consumer attitude provides positive influence on purchase decision but not significantly. While the variables of lifestyle and consumer attitude provide positive influence and are significant on purchase decision.

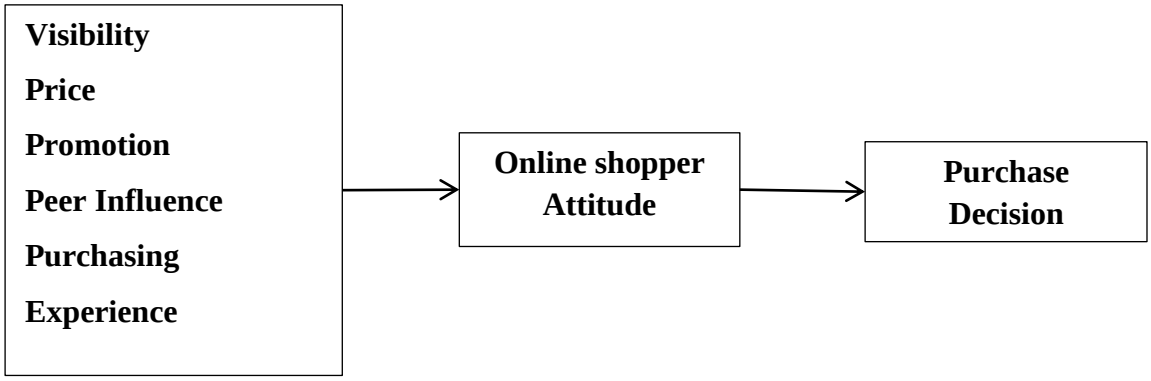
2.6 Conceptual Framework of the Study

The following conceptual framework is created and used to build the study's objective. This study focuses on exploring and examining factors influencing consumers' attitude and purchase decision. Based on the results of the previous empirical studies, Dolatabadi, et al., (2013) stated that price and promotion had a positively significant effect on customer attitude. Ho (2013) defined that purchasing experience is significant on attitude. Yan (2022) showed the effect of visibility on customer attitude. Warayuanti and Suyanto (2015) studied that consumer attitude provides positive influence on purchase decision. Therefore, the independent variables of this study are visibility, price, promotion, peer influence, purchasing experience and attitude and the dependent variables are purchase decision.

According to the SOR model, the stimulus such as visibility, price, promotion, peer influence, and purchasing experience will trigger the initial evaluation (O) of consumers in the form of attitude to purchase, then results in purchase decisions as Response (R). Due to EKB model, attitude effect on purchase decision. The conceptual

framework Figure (2.7) below illustrates the relationship between independent variables and the dependent variable.

Figure (2.7) Conceptual Framework of the Study



Source: Own Compilation, 2023.

Figure (2.7) explained five factors had significant effect on both customer attitude and purchasing decision.

The working definitions visibility, price, promotion, peer influence, and purchasing experience are as follows:

- Visibility of online refers to a product's ability to be found and identified.
- Price is the sum of values that customers exchange for the advantages of owning or utilizing a good or service. It can also refer to the amount of money charged for a good or service.
- Promotion refers to activities that communicate the merit of the product and persuade the target customers to buy it.
- Peer influence defines the processes by which young people acquire skills, knowledge, and attitudes relevant to their functioning as consumers in the marketplace.
- Purchasing experience is the different dimensions in feeling, knowledge, and satisfaction that a shopper gains during and after performing a purchase.

Therefore, in this conceptual framework, independent factors; visibility, price, promotion, peer influence and purchasing experience are carefully selected and derived these factors influence on customer attitude and purchase decision.

CHAPTER 3
OVERVIEW OF MYANMAR APPAREL MARKET

This chapter states the study on overview of Myanmar Apparel Industry. It includes two sections. Firstly, it introduces with apparel market in Myanmar. It explains influencing factors of online apparel market. The young adults who come to Heldan Centre were interviewed face to face.

3.1 Apparel Market in Myanmar

The local apparel market has expanded in recent decades. The ethnicity, geography, climate, and cultural traditions of the people in each region of Myanmar all influence how people dress. The traditional costume of Myanmar is the longyi, which is worn by both men and women nationwide. The features of traditional costume diversity in terms of textiles, weaves, fibers, colors, and materials, including velvet, silk, lace, muslin, and cotton, While people in other countries only wear traditional clothes on special occasions, Myanmar people wear the national costumes daily. It is because the traditional costume is comfortable and suitable for the humid weather of the country.

Today, fashion in Myanmar has brought changes to apparel. Therefore, the apparel market in Myanmar is regarded as a significant and powerful market, characterized by shifting preferences of consumers, complex consumer behaviors, and increasing competition. Traditional dress is worn only at religious events and in designated places where traditional dress must be worn. Because of the fashion trend, apparel, especially casual wear, is out of fashion in other Southeast Asian countries. Therefore, there are various types of apparel, such as formal wear, casual wear, sportwear, nightwear, and many others, in the Myanmar apparel market.

3.1.1 Traditional Apparel Market in Myanmar

Traditional shopping for apparel in Myanmar offers a unique experience, allowing customers to explore and purchase a variety of apparel items. It can be seen that both traditional dress and loose and comfortable western-style blouses and T-shirts are available on the market. Gowns, skirts, and jeans are also worn according to fashion trends and consumers preferences. There are many varieties of apparel, not only foreign brands but also locally made ones. Today, local apparel brands are also popular in Myanmar apparel market. The most popular brands are Mamagyi, Khittaya Clothing,

Dalae, PLA Clothing, and Judy's Fabric. They focus on unique and fashionable designs inspired by Myanmar culture. It offers reasonable prices and affordable apparel for women and men.

In traditional shopping, apparel can be purchased in supermarkets, department stores, specialty stores, and others. According to the data of Myanmar Marketing Research and Development (2019), the shop of apparel is mainly located in eight shopping centers, four markets, and three plazas. Eight shopping centers are Junction Square, Sein Gay Har Shopping Center, Taw Win Center, Hledan Centre, Dagon Centre, City Mall, GaMonePwint Shopping Mall, and Ocean Super Center. Four markets are Shwe Mingalar Market, Mingalar Market, Thein Gyi Market and Hledan Market. Three plazas are Nyaung Pin Lay Plaza, Yuzana Plaza and Myanmar Plaza. According to the Myanmar Fashion and Apparel Market Forecast (2020–2026) report, supermarkets held the largest share in the Myanmar Fashion and Apparel market in 2020, as supermarkets offer better brand visibility, an easier shopping experience, and the availability of a wide range of apparel and brands. And then, supermarkets provide seasonal discounts or special gifts. When purchasing apparel, price is one of the factors customers consider. Being able to easily choose the price is one factor that attracts customers to buy apparel at the supermarket. According to the above report, the Myanmar Fashion and Apparel Market will grow in 2020 due to rising fashion trends. The report estimated that the size of the Myanmar apparel market would be about $6.2 billion in 2020.

3.1.2 Online Apparel Market in Myanmar

Increasing penetration of social media and marketing strategies are also key players in the growth of e-commerce in the apparel market. E-commerce plays an important role in the apparel market, and it is one of the aspects of growing the apparel market during COVID-19. Online purchasing and selling of products and services is known as e-commerce. It encompasses buying clothing using a desktop computer, tablet, smartphone, or app. On e-commerce platforms, consumers learn about current trends and other aspects of fashion from social media channels, which connect influencers and fashion idols to people through their social feeds.

As apparel is a fashion product, its appearance can attract the attention of consumers. On an e-commerce platform, online visibility is how much attention or awareness is given to the apparel. Therefore, the visibility of consumers is also a significant aspect of increasing the apparel market. Hence, it is also important in the

apparel market. The other expansion of the apparel market is also due to the impact of special discount offers during special occasions. Price discounts, buy two, get one promotions, special gifts, and giveaways are examples of strategies adopted for online sales in the apparel market. Some online stores offer cashback and coupons to attract customers. Retailers in the apparel market offer price fairness. In online sales, there are varieties of apparel with lower prices or higher prices. Therefore, everyone can buy apparel at affordable prices, and the price is one of the significant features that will increase the apparel market.

Other factors contributing to the growth of the women apparel market include the influence of peer and purchasing experience. With the increasing use of social media, online reviews are becoming more important when purchasing apparel, and the recommendations of friends and purchasing experiences are also influence when purchasing apparel. Because of the impact of COVID-19, many people prefer online shopping for apparel. Therefore, retailers and marketers apply various e-commerce platforms to penetrate the online market and grow the Myanmar apparel market. According to the report E-commerce Revenue Development in the Apparel Market in Myanmar, the Myanmar apparel e-commerce market is predicted to reach US$217.9 million by 2023 and accounts for 31.9% of the fashion e-commerce market in Myanmar.

3.2 Influencing Factors of Online Apparel Market

The online apparel market is influenced by various factors that shape consumer attitude and purchase decisions. In this study, visibility, price, promotion, peer influence and purchasing experience are presented.

3.2.1 Visibility

Visibility plays a crucial role in the success of the online apparel market. In Myanmar, customers can find and interact with a business's online presence, including its website, social media accounts, and other online channels. Facebook has been a popular platform for individuals and businesses to showcase and sell their products in Myanmar. It allows users to create business pages, post product listings, live sales, and engage with potential customers through comments and private messages.

Moreover, e-commerce platforms such as Shop.com.mm, rgo47, and Myanmar Plaza have gained traction in recent years, providing a more structured and dedicated online marketplace for businesses and consumers in Myanmar. These platforms offer a

range of products for sale, including electronics, fashion, and household goods. They provide high visibility through good-quality images, video, and live streaming. The customers can see the colors, styles, and sizes of apparel through these images, videos, and live streaming. Live streaming allows for real-time interaction with streamers and viewers and has a large user base in Myanmar. Streamers in Myanmar show the apparel by wearing it while live streaming to attract the visibility of customers.

3.2.2 Price

Price is an important factor in online shopping for apparel. In Myanmar, the general pricing strategy of apparel is from medium-range pricing to premium pricing. Online shoppers often have specific budget constraints when shopping for apparel. Price plays a significant role in determining whether a particular item is affordable and within the shopper's budget. Online retailers especially use markdown pricing and keystone pricing. Online shopping allows customers to easily compare the prices of similar apparel items across different retailers. The apparel brands, made in Thailand and Myanmar local brand are more popular among customers in Myanmar because they provide attractive fashion styles at an affordable price. The average price of these brands is about ten thousand to twenty thousand. Moreover, delivery service charges are cheap enough for everyone to afford them.

3.2.3 Promotion

There are several ways to promote apparel online. Offering social media giveaways, special discounts, special gifts, flash sales, lucky draw campaigns, and advertising with social influencers and celebrities are the different types of promotion in the Myanmar Online Apparel Market. In Myanmar, Facebook is the most widely used social media site. Offering giveaways on Facebook is popular among online shoppers of apparel in Myanmar. Giveaways can help online retailers of apparel gain visibility and attract new customers. Giveaways require participants to follow Facebook pages. Therefore, giveaways provide online stores or online shopping pages to boost apparel awareness.

Today, live sales are the most effective way of promoting apparel in Myanmar. Live sales are used by brands to promote and sell products through live streams on digital platforms, often in collaboration with influencers. Customers receive an immersive and interactive experience from it. Online retailers often offer special discounts, special gifts,

and flash sales when online shoppers purchase apparel during live sales. Moreover, online retailers offer lucky draws for special gifts and telephone bills to attract customers to purchase apparel online. By understanding consumer behavior and preferences, retailers can tailor promotions to effectively influence online shopping for apparel.

3.2.4 Peer Influence

Peer influence can provide social validation for online shoppers in Myanmar. Peers can provide recommendations and reviews on apparel purchases, which can act as a form of social proof and encourage others to make similar purchases. Online platforms often offer features for consumers to leave reviews and ratings for products they have purchased. Consumers often share their purchasing experiences for apparel on Facebook, influencing others who are part of their social network. It can create a sense of trust and confidence in attitude.

Peers can act as trendsetters and influencers when it comes to fashion choices. Online shoppers may look to their peers for inspiration and guidance on the latest fashion trends, styles, and brands. The desire to fit in and be seen as fashionable can drive consumers to make apparel purchases based on the influence of their peers. Peer influence can extend beyond direct recommendations and reviews. This sharing of personal experiences and recommendations can lead to increased interest and engagement in online apparel shopping.

3.2.5 Purchasing Experience

With the increasing use of smartphones for online shopping, ensuring a smooth and optimized mobile purchasing experience is crucial. Responsive web design, easy navigation, and simplified checkout processes on mobile devices can improve the overall experience for mobile shoppers. The online purchasing experience allows consumers to access detailed product information, such as size charts, fabric descriptions, customer reviews, and their past experiences. High-quality product images and videos also enable shoppers to get a visual representation of the apparel. A comprehensive and visually appealing purchasing experience can instill confidence in consumers and aid in their decision-making process.

Live sales offer a positive experience by interacting directly with viewers and responding to viewer apprehension quickly. Online retailers also provide a smooth delivery process for customer satisfaction and trust. Providing satisfaction supports the

purchasing experience and encourages repurchases in the future. Moreover, the ability to share and engage with user-generated content, such as outfit inspiration or styling tips, can create a sense of community and enhance the overall purchasing experience. By focusing on enhancing the purchasing experience, online retailers can attract customers to purchase apparel online.

CHAPTER 4
ANALYSIS OF FACTORS INFLUENCING ONLINE SHOPPER ATTITUDE AND PURCHASE DECISION TOWARDS APPAREL

This chapter represents the analysis of factors influencing online shopper attitude and purchase decision towards apparel. The following subheadings explain this section. For a general comprehension of the study, the research design is first explained. Second, the demographic characteristics of the respondents are explained and third, online shopping behaviors for apparel are discussed. The reliability and validity test is described at fourth and customer perception of five influencing factors, attitude and purchase decision is mentioned as fifth. The final part is the regression analysis.

4.1 Research Design

This study analyzed which factors influencing online shopper attitude and the effect of attitude on purchase decision towards apparel. In this study, primary and secondary data are also applied. The questionnaires are crucial to the study's research strategy and for the analysis of factors influencing online shopper attitude and purchase decision towards apparel. There were three sections in the questionnaire. The respondent's profile was in the first section, and the second section was the respondent's online shopping behaviors for apparel. A five-point Likert scale is used in the questionnaire to indicate how strongly each respondent's opinion is held.

When selecting the sample, the numbers of online shoppers who purchase apparel online are unknown. Therefore, using the Cochran formula (1977) for an unknown population, the sample size was determined as follows:

$$n = \frac{p(1-p)z^2}{e^2}$$

Where: p= the population proportion (p=0.5)

e=acceptable sampling error (e=0.05)

z=z value at reliability (95%) level (z=1.96) or significance level (0.05)

Replace a number in the formula:

$$n=\frac{0.5\ (1-0.5)(1.96)^2}{0.05^2}$$

n=384.16~ 385

The sample size was calculated, and 384.16 people were included in the sample. The sample size was increased to 385 people in order to acquire accurate statistics. Using

a systematic sample technique where every tenth consumer is recognized as a respondent, the respondents who were assumed to be online shoppers received the questionnaire. The two-week data gathering session runs from April 20 to May 4, 2023. Over the course of five days, the questionnaire was collected at the Hledan Center for five hours each day. An average of 15 minutes is needed to complete each survey. The questionnaire started off by asking about the respondents' experience with online clothing shopping. A different respondent was contacted and the findings were abandoned if the response was unfavorable.

The secondary data is gathered from scholarly articles, textbooks, websites, and publications that are relevant. Based on the data, analysis will be done on the demographic characteristics of the respondents, validity and reliability tests that analyze the factors influencing respondent attitude and the influence of attitude on respondent decisions to make purchases while shopping online. From the data gathered, the mean values and standard deviation are computed. In this chapter, multiple linear regression models are used to evaluate the contributing elements. Additionally, the data are examined using statistical software called SPSS.

4.2 Demographic Characteristics of Respondents

The characteristics of the respondents who participated in this survey are identified in the first section of the analysis. A profile of the responders is created using background data on the individual traits associated with customers of online clothing stores. The profile of the respondents includes generic data about the respondents' clients, such as gender, age, marital status, education, occupation, monthly income, monthly expenses, and daily internet usage. These figures, which have been reviewed for each characteristic in terms of absolute value and percentage, are more clearly shown in the summary table of demographic attributes.

Table (4.1) Demographic Profile of Respondents

Item	Characteristics	Numbers	Percent
	Total	**385**	**100**
Gender	Male	145	37.7
	Female	240	62.3
Age	18 – 21 years	116	30.0
	22 – 25 years	269	70.0
Marital Status	Single	340	88.4
	Married	42	10.8
	Divorced	3	.8
Education Level	High school	26	6.8
	University student	151	39.2
	Graduate	141	36.6
	Master	67	17.4
Occupation	Students	164	42.5
	Government staff	132	34.3
	NGO staff	3	.8
	Company staff	70	18.2
	Business owner	16	4.2
Monthly Income (Kyats)	Below and equal 150,000	109	28.3
	150,001 to 250,000	119	30.9
	250,001 to 350,000	70	18.2
	350,001 and above	87	22.6
Monthly Expense (Kyats)	Below and equal 100,000	84	21.8
	100,001 to 200,000	151	39.2
	200,001 to 300,000	87	22.6
	300,001 and above	63	16.4
Internet Usage Per Day	Below 2 hours	58	15.1
	2-4 hours	164	42.6
	5-7 hours	99	25.7
	7 hours and above	64	16.6

Source: Survey Data, 2023

As shown in the Table (4.1) the majority respondents are female with the response rate of 62.3 percentages while the remaining 37.7 percent are male respondents. Age of respondents is divided into two groups and people from age 22 – 25 were the majority respondent and dominated with 70 percent in this study. The other age group of respondents was 18 – 21 years old and occupied 30 percent. From the result of marital status, most respondents are single and comprised 88.3 percent and .8 percent of respondents are divorced.

With the result of education level, most respondents are University student yielding a respondent rate of 39.2 percent and minor group of buyers of apparel from online shop yielding 6.8 percent were under high school students. According to the result of respondent occupation, major group of buyers of apparel from online shop were students with 42.5 percent while 0.8 percent were NGO staff. From the result data of personal monthly income, people with low salary were main buyers of apparel from online shop and comprised 30.9 percent and 22.6 percent of respondents got high salary in a month.

With the result, most respondents of monthly expenses are low yielding a respondent rate of 39.2 percent and 16.4 percent of respondents' expenses are high. According to the result of respondent's internet usage per day, major group of buyers of apparel from online shop use internet 2-4 hours per day with 42.5 percent while 15.1 percent of respondent use below 2 hours per day.

4.3 Online Shopping Behavior for Apparel

The survey is conducted by interview with the respondents. Therefore, frequency of purchasing apparel from online, last time purchasing apparel from online, most influencing reason in purchasing apparel from online, and popular style of dress are discussed in this section according to the survey result.

Table (4.2) Online Shopping Behavior of Respondents for Apparel

Item	Characteristic	Numbers	Percent
	Total	**385**	**100**
Frequency of Purchasing Apparel from Online	Once in a month	187	48.5
	Twice or five times in a month	29	7.5
	More than five times in a month	6	1.5
	Once in a year	163	42.5
Last Time Purchasing Apparel from Online	Last week	74	19.2
	Last month	161	41.8
	Last year	150	39.0
Most Influencing Reason in Purchasing Apparel from Online	Convenience	135	35.0
	Time Savings	74	19.2
	Popularity	55	14.3
	Service Quality	39	10.1
	Lifestyle	22	5.8
	Advertising Effect	12	3.1
	Others	48	12.5
Popular Style of Dress	Cute	71	18.4
	Avant	35	9.0
	Causal	247	64.2
	Vintage	16	4.2
	Others	16	4.2

Source: Survey Data, 2023

In the aspect of how often young adult purchase apparel from online, majority group yielding 48.5 percent of respondents have been purchased apparel from online for the period of once in a year while 1.5 percent of respondents have been purchased apparel from online more than five times in a month.

There can also be seen the last time the respondents make a purchase apparel from online, most portions yielding 41.8 percent purchased last month, while 19.2 percent made a purchase last week.

According to the results, the major portions yielding 35 percent of respondents were purchasing apparel online for the reason of convenience, while 3.1 percent were purchasing apparel online because of advertising affect.

With the result of style of dress, most respondents like causal style yielding a respondent rate of 64.2 percent and minor group of respondents yielding 4.2 percent like vintage and others style.

4.4 Reliability and Validity Test

The questionnaire is the instrument used to gather data. Five point Likert scales were employed in this study. The primary goal of a questionnaire in research is to collect appropriate information in the most accurate and valid way possible. As a result, validity and reliability, which are important aspects of research technique, are formed by the accuracy and consistency of surveys and questionnaires. Therefore, each dimension should be evaluated for validity and reliability prior to usage. According to Morse et al. (2002), criteria and standards for evaluating the overall significance, relevance, effect, and utility of completed research have subtly taken the role of reliability and validity.

In this study, Kaiser-Meyer-Olkin (KMO) is used to assess sampling adequacy and Bartlett's Test of Sphericity is utilized to determine whether there is redundancy between variables. Validity is measured by both tests. For measuring internal consistency (reliability), utilize Cronbach's Alpha. The proportion of variance in the variables that could be explained by underlying factors is measured using the Kaiser-Meyer-Olkin test. According to Sekaran (2003), Cronbach's Alpha is a reliability coefficient that showed how strongly items in a collection are positively associated with one another.

Shkeer and Awang (2019) believed that good validity is indicated by the KMO value > 0.6 and the significance value of the Bartlett's Test 0.05. A Cronbach's alpha of.70 or higher is generally considered to be good,.80 or higher is better, and.90 or higher is the best. Table (4.3) presents the survey study's results for the Cronbach's alpha coefficient, KMO, and Bartlett's Test of Sphericity.

Table (4.3) Reliability and Validity Test

No.	Variables	Number of Items	Cronbach's Alpha	Validity KMO	Bartlett's Test of Sphericity (sig)
1	Visibility	5	.785	.791	.000
2	Price	5	.808	.757	.000
3	Promotion	5	.792	.788	.000
4	Peer Influence	5	.912	.847	.000
5	Purchasing Experience	5	.779	.762	.000
6	Attitude	5	.929	.890	.000
7	Purchase Decision	5	.917	.885	.000

Source: Survey Data, 2023

The above result showed that all composite reliability values of Cronbach's alpha coefficients ranged from 0.779 to 0.929 that can be seen the data were reliable. Therefore, all of these findings suggested that the items have a high degree of internal consistency. KMO measures how much variance there is in the variables, and all of the values were > 0.6. Bartlett's test for sphericity had a significance value of.000, which is 0.05 and significant. As a result, the sample size was reliable and the results shown above showed good internal accuracy.

4.5 Customer Perception of Influencing Factors, Attitude and Purchase Decision

In this study, each of the factors namely visibility, price, promotion, peer influence, purchasing experience, attitude, purchasing decision were measured with 5 statements respectively. Every claim is scored using a Likert scale with a maximum of five points (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree). For each assertion, the mean score is computed and addressed. Additionally, when the mean scores are 3.5 or higher, it can be said that the respondents' perceptions are of a high level, whereas when the mean scores are between 2 and 3.5, it can be said that their perceptions are of a moderate level. According to Sekaran (2003), the respondents' assessment is at a poor level if the mean score is less than 2. A set of values' variance or

dispersion is measured by the standard deviation. Values tend to be close to the mean when the standard deviation is low.

4.5.1 Visibility

This is one of the things that affects how internet shoppers feel about apparel. Five items make up the analysis of this component. The descriptive measure used to assess the level of agreement of visibility is the mean and standard deviation of each statement. The mean and standard deviation of each statement in visibility results are shown in Table (4.4).

Table (4.4) Customer Perception of Visibility

No.	Items	Mean	Std. Deviation
1	Purchasing apparel because of knowing the characteristics related to the apparels in online.	3.42	.965
2	Purchasing apparel because of the preview of apparels in online.	3.29	.914
3	Purchasing apparel because of comparing the characteristics of apparels easily at different online stores.	3.58	.987
4	Purchasing apparel because of information related to the apparels in online.	3.30	.948
5	Purchasing apparel because of good features of apparel.	3.43	.966
Overall Mean		**3.41**	

Source: Survey Data, 2023

According to the Table (4.4) result, "comparing the characteristics" turns out the highest mean score (3.58) and "preview of apparel" turns out the lowest (3.29). It indicates that respondents agree on the fact that "comparing the characteristics" is the most important to them whereas "preview of apparel" is the least among them. It enables online marketers and vendors to have a greater understanding on the point that comparing the characteristics would create much of customer perception on the visibility. Moreover, online marketers and vendors should provide the specific characteristics related to apparel. The lowest mean score of the visibility means that online marketers need to emphasize

improving the online apparel catalog through images or videos. According to overall mean score (3.41), customer perception of visibility is at a moderate level. Therefore, the respondents agree on the visibility influencing online shopper attitude.

4.5.2 Price

Price is also an important factor when the customers purchase apparel online. It has five questions. It can be observed how concerned the respondents were with the pricing result by studying means and standard deviations. The details of result would be seen in the Table (4.5).

Table (4.5) Customer Perception of Price

No.	Items	Mean	Std. Deviation
1	Purchasing apparel because the price is clearly stated in online.	3.66	.972
2	Purchasing apparel because of comparing easily the price in online.	3.72	.993
3	Purchasing apparel because of the fairness of price.	3.35	.987
4	Purchasing apparel in online because the price is cheaper than in physical store.	3.19	.953
5	Purchasing apparel in online because the price is affordable for everyone.	3.23	.949
Overall Mean		**3.43**	

Source: Survey Data, 2023

According to the Table (4.5) result, "comparing easily the price" turns out the highest mean score (3.72) and "being cheaper than in physical stores" turns out the lowest (3.19). It indicates that respondents agree on the fact that "comparing easily the price" is the most important to them whereas "being cheaper than in physical stores" is the least among them. It enables online marketers and vendors to have a greater understanding on the point that comparing the price would create much of customer perception on the price. Online marketers need to provide the price lists. The lowest mean score of the price means that online marketers need to emphasize that the price is reasonable for the given quality and is not more expensive than in physical stores. According to overall mean

score (3.43), customer perception of price is at a moderate level. Therefore, the respondents agree on the price influencing online shopper attitude.

4.5.3 Promotion

As the consumers always attempt to try to purchase apparel that has been promoted, promotion is one of the significant aspects to attract the customer attitude. There are five questions on it. The results of the study of means and standard deviation are displayed in Table (4.6).

Table (4.6) Customer Perception of Promotion

No.	Items	Mean	Std. Deviation
1	Purchasing apparel because of effective advertising.	3.45	.958
2	Purchasing apparel because special discounts are attractive.	3.47	.982
3	Purchasing apparel because special gifts are attractive.	3.24	.920
4	Purchasing apparel because of offering free delivery.	3.16	.927
5	Purchasing apparel because lucky draw campaigns are attractive.	3.63	.944
Overall Mean		**3.39**	

Source: Survey Data, 2023

According to the Table (4.6) result, "lucky draw campaigns" turns out the highest mean score (3.63) and "being cheaper than in physical stores" turns out the lowest (3.19). It indicates that respondents agree on the fact that "comparing easily the price" is the most important to them whereas "free delivery" is the least among them. It enables online marketers and vendors to attract customer by offering lucky draw campaigns that would create much of customer perception on the promotion. The lowest mean score of the promotion means that online marketers need to emphasize improving the delivery process efficiently. According to overall mean score (3.39), customer perception of promotion is at a moderate level. Therefore, the respondents agree on the promotion influencing online shopper attitude.

4.5.4 Peer Influence

Peer influence is also an important influencing factor that influence young adult attitude to purchase apparel online. They communicate with their peers, observe their behavior, regard their opinion, seek information and approvals for building their own attitude and self-concept. There are five questions about it. The results of the study of means and standard deviation are displayed in following Table (4.7).

Table (4.7) Customer Perception of Peer Influence

No.	Items	Mean	Std. Deviation
1	Purchasing apparel because of influencing friends.	3.23	.955
2	Purchasing apparel because of the recommendation of friends.	3.36	.911
3	Purchasing apparel in online because friends recommend online store.	3.45	.897
4	Checking the online store because of friends' recommendation.	3.38	.873
5	Purchasing apparel in online only because of good responses from friends.	3.36	.941
Overall Mean		**3.36**	

Source: Survey Data, 2023

According to the Table (4.7) result, "online store recommended by friends" turns out the highest mean score (3.45) and "friend influencing" turns out the lowest (3.23). It indicates that respondents agree on the fact that "online store recommended by friends" is the most important to them whereas "friend influencing" is the least among them. It enables online marketers and vendors to have a greater understanding on the point that online store recommended by friends would create much of customer perception on the peer influence. The lowest mean score of peer influence means that online marketers need to emphasize attracting own attitude of the respondents what they are interested in. According to overall mean score (3.36), customer perception of peer influence is at a moderate level. Therefore, the respondents agree on the peer influence influencing online shopper attitude.

4.5.5 Purchasing Experience

Consumer evaluate positively the previous shopping experience online are motivated to continue shopping. That is why purchasing experience has become one of the factors effects on young adult attitude at online shopping of apparel. There are five questions on it. The results of the study of means and standard deviation are displayed in Table (4.8).

Table (4.8) Customer Perception of Purchasing Experience

No.	Items	Mean	Std. Deviation
1	Purchasing apparel because of positive experiences.	3.48	.959
2	Searching information before purchase.	3.86	.971
3	Repurchasing apparel because of purchasing from online store.	3.54	.926
4	Being look exactly alike from online.	3.82	.925
5	Purchasing apparel because of satisfying the past experience.	3.28	.944
Overall Mean		3.40	

Source: Survey Data, 2023

According to the Table (4.8) result, "searching information before purchase" turns out the highest mean score (3.86) and "satisfying the past experience" turns out the lowest (3.28). It indicates that respondents agree on the fact that "searching information before purchase" is the most important to them whereas "satisfying the past experience" is the least among them. It enables online marketers and vendors to have a greater understanding on the point that searching information before purchase would create much of customer perception on the purchasing experience. Moreover, online marketers should provide specific information related to the apparel. The lowest mean score of purchasing experience means that online marketers need to emphasize improving customer satisfaction when purchasing apparel online for repeat purchases in the future. According to overall mean score (3.40), customer perception of purchasing experience is at a

moderate level. Therefore, the respondents agree on the purchasing experience influencing online shopper attitude.

4.5.6 Summary Table

In the summary Table (4.9) showed overall means and standard deviation results of influencing factors: visibility, price, promotion, peer influence, purchasing experience.

Table (4.9) Summary Table

Variable	Mean
Visibility	3.41
Price	3.43
Promotion	3.39
Peer Influence	3.36
Purchasing Experience	3.40

Source: Survey Data, 2023

All the above result showed that the mean results of five factors: visibility, price, promotion, peer influence and purchasing experience were above 3. That showed respondent perceptions were good enough to accept these five factors are related to online shopper attitude. The customer perception of price is the highest and the customer perception of peer influence is the lowest influence on online shopper attitude towards apparel.

4.5.7 Attitude

Attitude is the important psychological factors effect on purchase decisions of apparel from online shopping. The factor in these survey results was made up of 5 question items. The data were displayed as means and standard deviation in Table (4.10).

Table (4.10) Customer Perception of Attitude

No.	Items	Mean	Std. Deviation
1	Thinking from online purchasing that is a good way.	3.24	.935
2	Preferring online purchasing.	3.23	.933
3	Purchasing because of wise choice.	3.12	.952
4	Developing a good feeling for purchasing apparels in online.	3.28	.918
5	Continuous pay attention to purchase apparels in online.	3.36	.917
Overall Mean		**3.25**	

Source: Survey Data, 2023

According to the Table (4.10) result, “continuous pay attention to purchase apparels” turns out the highest mean score (3.36) and “wise choice” turns out the lowest (3.12). It indicates that respondents agree on the fact that “continuous pay attention to purchase apparels” is the most important to them whereas “wise choice” is the least among them. It enables online marketers and vendors to use any ways maintaining continuous pay attention to purchase apparels. According to overall mean score (3.25), customer perception of attitude is at a moderate level.

4.5.8 Purchase Decision

Purchase decision is a crucial concept in consumer behavior research and is also the most important determinant of actual consumer behavior. Five survey question items made up the factor in the data. The data were displayed as means and standard deviation in Table (4.11).

Table (4.11) Customer Perception of Purchase Decision

No.	Items	Mean	Std. Deviation
1	Knowing my need before taking decision.	3.86	.890
2	Searching information from various sources before taking decision.	3.75	.917
3	Comparing the available alternatives before taking decision.	3.91	.858
4	Evaluating the available features before taking decision.	3.87	.947
5	Taking a long time to make a purchase decision.	3.85	.965
Overall Mean		**3.85**	

Source: Survey Data, 2023

According to the Table (4.11) result, “comparing the available alternatives” turns out the highest mean score (3.91) and “searching information from various sources” turns out the lowest (3.12). It indicates that respondents agree on the fact that “comparing the available alternatives” is the most important to them whereas “searching information from various sources” is the least among them. It enables online marketers and vendors to provide more alternatives about apparel online that can create much of customer

perception on the purchase decision. According to overall mean score (3.85), customer perception of attitude is at a high level.

4.6 Analysis on the Effect of Factors Influencing Online Shopper Attitude towards Apparel

To determine the link between the independent variables and dependent variable, multiple regression analysis was used. The hypothesis test for this association is the F-test of general significance. If the entire F-test is significant, the R-squared result data are also significant, and there is a statistically significant connection between the model and the dependent variable.

In this section, the multiple regressions analysis was performed to observe the influences between the independent variables (visibility, price, promotion, peer influence, purchasing experience) and dependent variable (attitude). The result of multiple regression analysis and F statistics are shown in Table (4.12).

Table (4.12) Effect of Factors Influencing Online Shopper Attitude towards Apparel

Dependent Variable: Attitude	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**VIF**
	B	Std. Error	ßeta			
(Constant)	2.023	0.728		-2.778	.007	
Visibility	279***	.087	.223	3.218	.001	2.753
Price	.078	.078	.066	.995	.321	2.921
Promotion	-.007	.075	-.007	-.099	.921	2.914
Peer Influence	-.002	.051	-.002	-.042	.967	1.947
Purchasing Experience	.811***	.084	.679	9.601	.000	3.284
R Square	.645					
Adjusted R Square	.636					
F Value	70.571***					
Statistically significant indicate *** at 1%**, at 5%, and * at 10% level						

Source: Survey Data, 2023

The result in Table (4.12) indicates that the relationship between influencing factor (visibility, price, promotion, peer influence, purchasing experience) and attitude. In this table, the results show that the coefficients of purchasing experience and visibility are significant at 1% level while peer influence, promotion, and price are not significant with (p-value= 0.967), (p-value= .921), and (p-value= .321) which is indicated by the value of F-statistic. The value of F is 70.571 and significant. The significant level is at 1% (p-value = 0.000). The result of multicollinearity statistics by using variance inflation factors (VIF) were > 1. It can be seen that the influencing factors were moderately correlated with attitude of online shopper. The value of R square 0.645 meant high level of correlation between influencing factors and attitude. Therefore, it can be concluding that 63.6% of independent factors that actually effect on online shopper attitude.

Based on the results, online shopper attitude towards apparel is affected by purchasing experience and visibility. Purchasing experience and visibility have a significant effect on online shopper attitude. Among these factors, purchasing experience factors is the most influencing factors of online shopper attitude towards apparel and the second influencing factor is visibility.

4.7 Analysis on the Effect of Online Shopper Attitude on Purchase Decision towards Apparel

To identify the link between attitude and purchase decision, the linear regression was made. The linear regression results of the relationship between the two factors are presented in the following Table (4.13).

Table (4.13) Effect of Attitude on Purchase Decision

Dependent Variable: Purchase Decision	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**VIF**
	B	Std. Error	ßeta			
(Constant)	2.193	.155		14.191	.000	
Attitude	.510***	.046	.585	11.123	.000	1.000
R Square	.342					
Adjusted R Square	.339					
F Value	123.714***					
Statistically significant indicate *** at 1%, ** at 5%, and * at 10% level						

Source: Survey Data, 2023

In this table, the F-statistics is 123.714 and the overall significance of the model is positively significant at 1% level (p value= 0.000). The specified models explain that the variation of purchase decision is predicted by attitude as the value of adjusted R square is 33.9 % (adjusted R2 > 30%). Therefore, it can be concluding that the 33.9% of the variation of attitude is explained by the variation of the respondents' purchase decision at online shopping of apparel. The variance inflation factors (VIF) used to check the multicollinearity statistics show that they have a value of 1.000 (VIF = 1).

It can be seen that attitude has a positively significant effect on purchase decision towards apparel. Online shoppers prefer purchasing apparel when marketers maintain the pay attention of customers. Therefore, online shopper attitude has an effect on purchase decision towards apparel.

CHAPTER 5

CONCLUSION

This final chapter is devoted to drawing a conclusion regarding the findings of this study based on the results of the data analysis. In this chapter, the finding from factors affecting young adult attitude and the effect of attitude on purchasing decision at online shopping of apparel are stated. In the first part, a discussion of the findings and the consequences is presented. Subsequently, suggestions and recommendations, and needs for further study are provided.

5.1 Findings and Discussion

In order to realize the attitude and purchasing decision of online shopper when they purchase apparel, there will need to analyze how visibility, price, promotion, peer influence and purchasing experience influence on attitude and the effect of attitude on purchase decision. According to the results of respondents' profile, the major buyers of apparel in online shops are female. This may be due to using social media platforms popular among female when purchasing apparel and making it easier for them to find what they're looking for when buying apparel. Most of the buyers are university students. It can be considered that the university student have sufficient knowledge on purchasing apparel from online shop. The female between the ages of 22 and 25 years are more interested in purchasing from online and pay more attention to the style of dressing.

The respondents' monthly income and expense level are low. Most of the respondents purchase apparel online once in a month and their last time of purchasing is last month. Most respondents purchase apparel online because of convenience. It is because online shopping of apparel may be useful, easy, and suitable for them. According to frequency of online purchasing results, internet usage per day of the most respondents is about 2-4 hours and their internet usage time is normal. It can be found that most respondent prefer the causal style of dress. This may be most respondents choose comfortable apparel.

There are also other influenced reasons to incur attitude at online shopping of apparel. Five independent variables were applied to explore whether the factors really pursue for online shopper attitude towards apparel in this study. According to the survey result, purchasing experience has a large effect on online shopper attitude; it means

respondents have a generally good experience from online shop because they have searched information related to apparels in online before they purchase.

On the other hand, Visibility creates a greater support for online shop because social media presence, online reviews, and recommendations from friends or influencers can influence online shoppers before they purchase apparel in online. According to result, visibility (independent factor) has a positively significant effect on attitude. This may be due to comparing the characteristics of apparel easily and it can attract visibility of online shoppers. Moreover, Attitude has a positive effect on purchase decision because the respondents will continue to pay attention to purchase apparels in online. The targets of this study are related to apparel industry. Therefore, online shoppers would have purchase intentions towards websites and brands of apparel because attitude can influence purchase decision of customers.

From the above findings, it can be concluded that two independent factors; purchasing experience and visibility influence on online shopper attitude. Continually, the remaining factors, price, promotion and peer influence not significant upon online shopper attitude towards apparel. Moreover, attitude effect on purchase decision of online shopper towards apparel.

5.2 Recommendations and Suggestions

This study is mainly aimed at exploring factors influencing online shopper attitude and the effect of attitude on purchase decision of online shopper towards apparel. It was analyzed among 385 respondents with the survey questionnaires to determine whether to know that five influencing factors have an influence on attitude and an effect of attitude on purchase decision. Most of the online shoppers who purchase apparel are female. Therefore, online retailers can focus their marketing efforts on female by creating targeted campaigns that resonate with their interests, needs, and preferences. According to the findings, most online shoppers are student. Therefore, marketers should collaborate with student influencers and showcasing products that are trendy and affordable. Moreover, online marketers or vendors also need to focus on males and working young ladies. By attracting them with an interesting selling style, vendors' influence will be durable and sustain profit margins.

In this study, customer attitude is analyzed by five influencing factors: visibility, price, promotion, peer influence, and purchasing experience. According to the results, it can be found that customer attitude is influenced by visibility. In terms of visibility,

customers cannot touch the apparel and try it on since it is an online purchase. Therefore, Marketers should clearly state the characteristics, information, and preview related to the apparel through images and videos online, and they can only decide based on their visibility. Moreover, the marketers and retailers of apparel should emphasize the visibility of the apparel items' styles and trends through visually appealing images and videos. Marketers need to utilize social media platforms to showcase the apparel items, and collaborate with influencers who have a strong online presence.

In this study, price had no effect on respondent attitude. The pricing strategy used in the online apparel market does not attract enough young adult attitude to make purchases. Sometimes, the price is not fair for the given quality when purchasing apparel online. Sometimes, the price in an online shop may be more expensive than in a physical store. Therefore, it is important for marketers and retailers that the price be reasonable given the quality. The marketers and retailers should offer more low- and medium-priced apparel because most of the young adults purchasing apparel from online shops are students, and their income level is between 150,001 and 250,000 kyats per month.

Promotion of apparel in an online shop does not affect young adult attitude. It may be that offering price discounts and special gifts is the same in both online and physical stores. Most online shops offer giveaways to increase the number of followers and make people aware of their pages or websites. And customers can take part in giveaways by sharing their posts on Facebook, which does not affect online shopper attitude towards purchasing apparel. Because most of the online shoppers who purchase apparel online are female, marketers and retailers should emphasize the kind of promotion that young ladies are interested in. Time is important when promoting, and promotion should be appropriate for the situation at this time. Mass media advertising should be done to communicate more online shopping. Advertisements should be promoted through social media influencers who are popular among online shopper.

Purchasing experience is important when online shoppers purchase apparel online. Delivering a strong customer experience should be separate from focusing on revenue generation. Online marketers and retailers should offer responsive and accessible customer support through multiple channels, such as live chat, email, or phone, because customer queries, concerns, and issues can be promptly addressed to ensure a smooth purchasing experience. Moreover, online retailers should also optimize the shipping process to ensure timely and reliable delivery and send post-purchase emails thanking customers for their order and requesting feedback. Online retailers should try to provide

easily to search. Online markets and retailers should provide a great customer experience to gain customers' trust and encourage repeat purchases from them.

According to the findings, attitude has an effect on the purchasing decision. Therefore, online marketers should ensure the positive attitude of young adult when making purchasing decisions. This study recommends that online marketers need to create two affecting variables (visibility and purchasing experience) on the users for motivating customer attitude with effective direct online marketing strategies.

5.3 Needs for Further Study

This study focused on influencing factors on young adult attitude and the effect of attitude on purchasing decision at online shopping of apparel. This study is only focusing on 385 customers who visit Hledan Center. This is a very small-scale analysis; further study should analyze the cross-city flow of Yangon to obtain more accurate data. Changes in buyers' attitude and purchasing decision towards online apparel shops cannot be measured over time, and the thesis is also limited by the due date. Online fashion retail stores have been increasing in numbers rapidly all over the country, Myanmar, and generating a huge growth in consumers every year.

Although this study focuses on only five independent variables, there may be other factors like convenience, time effectiveness, and service quality that influence buyer attitude when purchasing apparel from an online shop. Therefore, additional variables and factors might be selected and ascertained in the future. The factors of both visibility and purchasing experience have been assumed in a simple manner. Both of these factors require in-depth analysis for additional understanding of their impact on the buyer's attitude toward the online clothing products, and there are also further factors that need to be analyzed to properly comprehend the attitude and purchasing decision of online apparel in Myanmar.

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APPENDIX A

QUESTIONNAIRE

Dear Respondents,

I am a Master of Commerce student at Yangon University of Economics. For the completion of master program, I am researching "**The Study of Influencing Factors, Attitude and Purchasing Decision at Online Shopping of Apparel"**. This survey is part of my Master's thesis. Therefore, I would like to request to complete your responses in this survey. This questionnaire will take your time about five minutes to ten minutes. This research is basically for academic purposes; thus, your responses will be kept strictly anonymous and confidential. Thank you very much for giving your precious time.

Ma Theinghi Chit

SECTION A: Demographic Profiles of Respondent

Instruction: For the following items, please select the option that the best describe you.

1. Gender
   - □ Male
   - □ Female

2. Age
   - □ 18 – 21 years old
   - □ 22 – 25 years old

3. Marital Status
   - □ Single
   - □ Married
   - □ Divorced

4. Education Level
   - □ Under high school
   - □ University student
   - □ Graduate
   - □ Master

5. Occupation
   - □ Students
   - □ Government Staff
   - □ NGO
   - □ Company Staff
   - □ Own business

6. Personal Monthly Income (Kyats)
    - Below and equal 150,000
    - 150,001 to 250,000
    - 250,001 to 350,000
    - 350,001 and above

7. Personal Monthly Expense (Kyats)
    - Below and equal 100,000
    - 100,001 to 200,000
    - 200,001 to 300,000
    - 300,001 and above

8. Internet Usage Per Day
    - Below 2 hours
    - 2-4 hours
    - 5-7 hours
    - 7 hours and above

SECTION B:

Instruction: Please read the following questions carefully. Fill in the appropriate box that represents your response to the survey in order to respond to the following question.

1. Do you purchase apparel from online?
    - Yes
    - No

2. How often do you purchase apparel from online?
    - Once in a month
    - Twice or five times in a month
    - More than 5 times in a month
    - Once in a year

3. When was the last time purchasing apparel from online?
    - Last Week
    - Last Month
    - Last Year

4. Please provide reason that influence you the most in purchasing apparel from online? (Select only one answer)
    - Convenience
    - Time Savings
    - Popularity
    - Service Quality
    - Lifestyle
    - Advertising Effect
    - Others

5. What is the style of dress that you like?
    - The cute/ sweet
    - Avant/ Sexy
    - Causal
    - Vintage/ retro
    - Others

SECTION C: INFLUENCING FACTORS, ATTITUDE AND PURCHASING DECISION

Instruction: Based on your opinion, please indicate the most appropriate response with the scale given below.

(1)= Strongly Disagree, (2)= Disagree, (3)= Neutral, (4)= Agree, (5)= Strongly Agree

Visibility

No.	Questions	1	2	3	4	5
1	I purchase apparel in online when I clearly see the characteristics related to the apparels in online.					
2	I purchase apparel in online when I see the preview of apparels in online.					
3	Before I purchase apparel in online, I compare about the characteristics of apparels easily at different online stores.					
4	I purchase apparel in online when I clearly see information related to the apparels in online.					
5	I purchase apparel in online when I see good features of apparel.					

Price

No.	Questions	1	2	3	4	5
1	I purchase apparel in online when the price is clearly stated in online.					
2	Before I purchase apparel, I can compare easily the price in online.					
3	I purchase apparel in online when the price is fairness for the given quality in online.					
4	I purchase apparel in online when the price is cheaper than in physical store.					
5	I purchase apparel in online when the price is affordable for everyone.					

Promotion

No.	Questions	1	2	3	4	5
1	I purchase apparel in online when advertisements are attractiveness.					
2	I purchase apparel in online when the discount during special occasions are attractiveness.					
3	I purchase apparel in online when the special gifts for the customer are attractiveness.					
4	I purchase apparel in online when online shops offer free delivery.					
5	I purchase apparel in online when online shops offer lucky draw campaign for the quality.					

Peer Influence

No.	Questions	1	2	3	4	5
1	I purchase apparel in online because of my friends influence.					
2	I purchase apparel in online because I trust the recommendation of my friends.					
3	I purchase apparel in online because this online store is recommended by my friends.					
4	Because of my friends' recommendation, I check this online store at least for one time.					
5	I purchase apparels in online only when getting good responses from my friends.					

Purchasing experience

No.	Questions	1	2	3	4	5
1	I purchase apparel in online because I have had positive experiences in the past.					
2	I have searched for apparels in online before I purchase.					
3	I repurchase apparel in online because I have purchased apparels from an online store.					
4	The apparels I purchased looks exactly alike.					
5	I purchase apparel in online when I am satisfied with the service given in the past experience.					

Attitude

No.	Questions	1	2	3	4	5
1	I think purchasing apparels in online is a good way.					
2	I like purchasing apparels in online store.					
3	I think purchasing apparels in online is a wise choice.					
4	I have developed a good feeling for purchasing apparels in online.					
5	I will continue to pay attention to purchase apparels in online.					

Purchase Decision

No.	Questions	1	2	3	4	5
1	I know my need before taking decision.					
2	I search information from various sources before taking decision.					
3	I compare the available alternatives before taking decision.					
4	I evaluate the available features before taking decision.					
5	I take a long time to make a purchasing decision.					

…….Thank you……

APPENDIX B

SPSS Outputs

(a)Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	145	37.7	37.7	37.7
	Female	240	62.3	62.3	100.0
	Total	385	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 21 years old	116	30.0	30.0	30.0
	22 - 25 years old	269	70.0	70.0	100.0
	Total	385	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	340	88.4	88.4	88.4
	Married	42	10.8	10.8	99.2
	Divorced	3	.8	.8	100.0
	Total	385	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under high school	26	6.8	6.8	6.8
	University Student	151	39.2	39.2	46.0
	Graduate	141	36.6	36.6	82.6
	Master	67	17.4	17.4	100.0
	Total	385	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	164	42.5	42.5	42.5
	Government Staff	132	34.3	34.3	76.8
	NGO	3	.8	.8	77.6
	Company Staff	70	18.2	18.2	95.8
	Own Business	16	4.2	4.2	100.0
	Total	385	100.0	100.0	

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below and equal 150,000 kyats	109	28.3	28.3	28.3
	150,001 to 250,000 kyats	119	30.9	30.9	59.1
	250,001 to 350,000 kyats	70	18.2	18.2	77.3
	350,001 kyats and above	84	22.6	22.6	100.0
	Total	385	100.0	100.0	

Monthly Expense

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below and equal 100,000 kyats	84	21.8	21.8	21.8
	100,001 to 200,000 kyats	151	39.2	39.2	61.0
	200,001 to 300,000 kyats	87	22.6	22.6	83.6
	300,001 and above	63	16.4	16.4	100.0
	Total	385	100.0	100.0	

Internet usage per day

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 2 hours	58	15.1	15.1	15.1
	2 - 4 hours	164	42.6	42.6	57.7
	5 - 7 hours	99	25.7	25.7	83.4
	7 hours and above	64	16.6	16.6	100.0
	Total	385	100.0	100.0	

Frequency of Purchasing Apparel from online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	once in a month	163	42.5	42.5	42.5
	twice or five times in a month	29	7.5	7.5	50.0
	more than five times in a month	6	1.5	1.5	51.5
	once in a year	187	48.5	48.5	100.0
	Total	385	100.0	100.0	

Last time Purchasing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	last week	74	19.2	19.2	19.2
	last month	161	41.8	41.8	61.0
	last year	150	39.0	39.0	100.0
	Total	385	100.0	100.0	

Reason

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience	135	35.0	35.0	35.0
	Time Savings	74	19.2	19.2	54.2
	Popularity	55	14.3	14.3	68.5
	Service Quality	39	10.1	10.1	78.6
	Lifestyle	22	5.8	5.8	84.4
	Advertising Effect	12	3.1	3.1	87.5
	others	48	12.5	12.5	100.0
	Total	385	100.0	100.0	

Popular Style of Dress in Young Adult

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	cute	71	18.4	18.4	18.4
	avant	35	9.0	9.0	27.4
	causal	247	64.2	64.2	91.6
	vintage	16	4.2	4.2	95.8
	others	16	4.2	4.2	100.0
	Total	385	100.0	100.0	

(b)**Attitude/influencing factors**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803[a]	.645	.636	.54876

a. Predictors: (Constant), Purchasing Experience, Peer Influence, Price, Promotion, Visibility

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	127.509	6	21.252	70.571	.000[b]
	Residual	70.165	233	.301		
	Total	197.674	239			

a. Dependent Variable: Attitude

b. Predictors: (Constant), PurchasingExperience, PeerInfluence, Price, Promotion, Visibility

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.023	0.728		-2.778	.007		
	Visibility	.279	.087	.223	3.218	.001	.363	2.753
	Price	.078	.078	.066	.995	.321	.342	2.921
	Promotion	-.007	.075	-.007	-.099	.921	.343	2.914
	Peer Influence	-.002	.051	-.002	-.042	.967	.514	1.947
	Purchasing Experience	.811	.084	.679	9.601	.000	.304	3.284

a. Dependent Variable: Attitude

(c)**Attitude/purchase decision**

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.585[a]	.342	.339	.64482

a. Predictors: (Constant), Attitude

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.440	1	51.440	123.714	.000[b]
	Residual	98.960	238	.416		
	Total	150.399	239			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), Attitude

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.193	.155		14.191	.000		
	Attitude	.510	.046	.585	11.123	.000	1.000	1.000

a. Dependent Variable: PurchaseDecision

(d)Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Visibility1	385	1	5	3.42	.965
Visibility2	385	1	5	3.29	.914
Visibility3	385	1	5	3.58	.987
Visibility4	385	1	5	3.30	.948
Visibility5	385	1	5	3.43	.966
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price1	385	1	5	3.66	.972
Price2	385	1	5	3.72	.993
Price3	385	1	5	3.35	.987
Price4	385	1	5	3.19	.953
Price5	385	1	5	3.23	.949
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotion1	385	1	5	3.45	.958
Promotion2	385	1	5	3.47	.982
Promotion3	385	1	5	3.24	.920
Promotion4	385	1	5	3.16	.927
Promotion5	385	1	5	3.63	.944
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PeerInfluence1	385	1	5	3.23	.955
PeerInfluence2	385	1	5	3.36	.911
PeerInfluence3	385	1	5	3.45	.897
PeerInfluence4	385	1	5	3.38	.873
PeerInfluence5	385	1	5	3.36	.941
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PurchasingExperience1	385	1	5	3.48	.959
PurchasingExperience2	385	1	5	3.86	.971
PurchasingExperience3	385	1	5	3.54	.926
PurchasingExperience4	385	1	5	2.82	.925
PurchasingExperience5	385	1	5	3.28	.944
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude1	385	1	5	3.24	.935
Attitude2	385	1	5	3.23	.933
Attitude3	385	1	5	3.12	.952
Attitude4	385	1	5	3.28	.918
Attitude5	385	1	5	3.36	.917
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PurchaseDecision1	385	1	5	3.86	.890
PurchaseDecision2	385	1	5	3.75	.917
PurchaseDecision3	385	1	5	3.91	.858
PurchaseDecision4	385	1	5	3.87	.947
PurchaseDecision5	385	1	5	3.85	.965
Valid N (listwise)	385				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Visibility	385	1.00	5.00	3.4067	.74584
Price	385	1.00	5.00	3.4317	.77621
Promotion	385	1.00	5.00	3.3883	.80513
PeerInfluence	385	1.00	5.00	3.3567	.97712
PurchasingExperience	385	1.00	5.00	3.3967	.76184
Attitude	385	1.00	5.00	3.2450	.90944
PurchaseDecision	385	1.00	5.00	3.8483	.79328
Valid N (listwise)	385				

(e)**Reliability**

Reliability Statistics

Cronbach's Alpha	N of Items
.785	5

Reliability Statistics

Cronbach's Alpha	N of Items
.808	5

Reliability Statistics

Cronbach's Alpha	N of Items
.792	5

Reliability Statistics

Cronbach's Alpha	N of Items
.893	5

Reliability Statistics

Cronbach's Alpha	N of Items
.912	5

Reliability Statistics

Cronbach's Alpha	N of Items
.779	5

Reliability Statistics

Cronbach's Alpha	N of Items
.929	5

Reliability Statistics

Cronbach's Alpha	N of Items
.917	5

(f)**Validity**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.791
Bartlett's Test of Sphericity	Approx. Chi-Square	344.629
	df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.757
Bartlett's Test of Sphericity	Approx. Chi-Square	401.393
	df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.788
Bartlett's Test of Sphericity	Approx. Chi-Square	364.615
	df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.830
Bartlett's Test of Sphericity	Approx. Chi-Square	740.503
	Df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
Bartlett's Test of Sphericity	Approx. Chi-Square	814.814
	Df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762
Bartlett's Test of Sphericity	Approx. Chi-Square	324.158
	df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	939.266
	df	10
	Sig.	.000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.885
Bartlett's Test of Sphericity	Approx. Chi-Square	834.481
	df	10
	Sig.	.000