THE IMPACT OF THE CONSUMER ENVIRONMENT ON BUYING BEHAVIOUR TOWARDS APPAREL PRODUCTS IN THE SHOPEE APP MALAYSIA
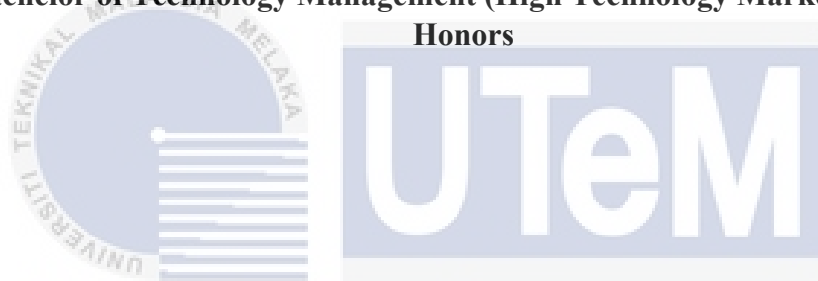
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This report is being submitted to complete a requirement for the degree of

Bachelor of Technology Management (High Technology Marketing) with Honors

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DECLARATION

I hereby declare that this thesis entitled "The Impact of The Consumer Environment on Buying Behaviour Towards Apparel Products in The Shopee App Malaysia" has been done by myself and no portion of the work in this thesis has been submitted in the candidate of any other degree or other university or institute of learning.

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DATE   :

APRROVAL

I hereby declare that I have checked this report entitled "The Impact of The Consumer Environment on Buying Behaviour Towards Apparel Products in the Shopee App Malaysia" and in my opinion, this thesis is adequate in terms of scope and quality which fulfil the requirements for the award of Bachelor of Technology Management (High Technology Marketing) with Honors.

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DATE   : 29 January 2024

DEDICATION

I would like to dedicate this thesis to my loving parents, who have encouraged and supported me throughout the process and given me strength as the driving force behind my academic journey. Thank you for have been a source of inspiration and providing me with a great sense of enthusiasm and perseverance to successfully complete this thesis. I also dedicate this research paper to my respected supervisor Mr. Mukhiffun Bin Mukapit and panel Dr. Kamarudin Bin Abu Bakar who have guided me throughout the research. Finally, I dedicate this thesis to all the contributors who voluntarily contributed their time and ideas to this study. Your input has been essential to my ability to understand the topic more clearly.

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ABSTRACT

In the current era of technological globalization, the revolution in the attitude of apparel shoppers has changed from the traditional physical purchase in a store to an online purchase that is easier and more effective. The rise of internet issues influences the consumer environment and increasingly transforms consumer buying behaviour of apparel products. There are important concerns about customer engagement in determining a successful marketing strategy. Therefore, this research aims to investigate, examine and understand the customer buying behaviour of apparel products toward online shopping in Malaysia. The objective of this study is to identify the relationship, factors, and most influential factors of the utilization of e-commerce by a consumer environment that is cultural, social, personal, and psychological. The methodology used to measure consumer buying behaviour towards e-commerce which is the Shopee app is the quantitative method, where is questionnaire will be distributed randomly to them to answer it. Surveys were conducted by 349 respondents answered which is consumers who had experience buying apparel in the Shopee app and the data was analysed using inferential analysis and multiple regression to define the result. The result demonstrated that all variables have a significant relationship with consumer buying behaviour toward the Shopee app in Malaysia. The outcome of this study indicates the most significant factors that influence consumer buying behaviour on Shopee app apparel products among consumers in Malaysia.

Keywords- Consumer buying behaviour, E-Commerce, Innovation, Consumer environment, Marketing Stimuli, Shopee App, Apparel products.

ABSTRAK

Dalam era globalisasi teknologi kini, revolusi dalam sikap pembeli berguna telah mengubah daripada tradisional iaitu pembelian secara fizikal di kedai bertukar kepada pembelian secara atas talian yang lebih mudah dan efektif. Kemunculan isu internet mempunyai kesan ke atas proses pemasaran dan semakin mengubah tingkah laku pembelian pengguna. Terdapat beberapa perkara penting untuk membimbangkan tentang penglibatan pelanggan dalam menentukan strategi pemasaran yang berjaya. Oleh itu, penyelidikan ini bertujuan untuk menyiasat, meneliti dan memahami tingkah laku pembelian pelanggan terhadap membeli-belah dalam talian di Malaysia. Objektif kajian ini adalah untuk mengenal pasti hubungan, faktor dan faktor yang paling mempengaruhi penggunaan aplikasi Shopee e-dagang ialah persekitaran pengguna terdiri daripada budaya, sosial, peribadi dan psikologi. Metodologi yang digunakan untuk mengukur tingkah laku pembelian pengguna terhadap e-dagang iaitu aplikasi Shopee ialah kaedah kuantitatif, di mana soal selidik akan diedarkan secara rawak kepada mereka untuk menjawabnya. Tinjauan dijalankan oleh 349 responden menjawab iaitu pengguna yang berpengalaman menggunakan aplikasi Shopee dan data dianalisis menggunakan analisis deskriptif, analisis inferensi dan regresi berganda untuk menentukan keputusan. Keputusan menunjukkan bahawa semua pembolehubah mempunyai hubungan yang signifikan dengan gelagat pembelian pengguna terhadap aplikasi Shopee di Malaysia. Hasil kajian ini menunjukkan faktor paling signifikan yang mempengaruhi tingkah laku pembelian pengguna pada aplikasi Shopee dalam kalangan pengguna di Malaysia.

Kata Kunci: Tingkah Laku Pembelian Pengguna, E-Dagang, Innovasi, Persekitaran pengguna, Ransangan Pemasaran, Aplikasi Shopee, Produk Pakaian.

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ABBREVIATIONS	MEANING
WOM	Word-Of Mouth
EWOM	Electronic Word of Mouth
CAGR	Compound Annual Growth Rate
WWW	World Wide Web
ESB	Energy Saving Behaviour
IV	Independent Variable
DV	Dependent Variable
GEN Z	Generation Z
SPSS	Statistical Package for Social Science
FSQCA	Fuzzy Set Qualitative Comparative Analysis
SOBC	Stimulus Organism Behaviour Consequence
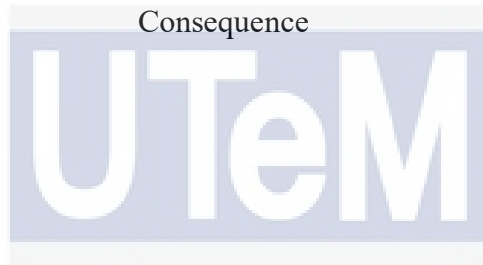
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CHAPTER ONE

INTRODUCTION

1.1   Introduction

Online shopping has received increasing attention from marketing researchers over the last two decades Cabeza-Ramírez, (2022). In addition, a recently hit global pandemic has resulted in a paradigmatic change in consumer behaviour Donthu, (2020). Most importantly, word-of mouth (WOM) and electronic word of mouth (EWOM) have played a significant role in transmitting information when people share their interests, preference, and opinions about the innovation of e-commerce which is the Shopee app among their peers Vineet Kaushik & Sanjay Dhir, (2019). Consumers interact on web-based platforms such as Facebook, Twitter, and LinkedIn and share their opinions about apparel products. They recommended the exploration of additional variables of the consumer environment which are cultural, social, personal, and psychological. Some of the earlier studies that examined the relationship between attitude and purchase intention recommended including actual purchase behaviour Bian, (2012). When it comes to promoting apparel products on the Shopee app, it's important to consider various factors such as positioning, market analysis, pricing, distribution, new business and product development, as well as advertising and promotion strategies. The overall strategy of a brand should aim to generate interest, spark curiosity, and enhance the online business's reputation and image. It should utilize suitable communication channels and be carefully planned, regularly reviewed, and measurable in terms of its effectiveness. Good planning with suitable strategic decisions and allocation of resources by adapting the service marketing mix

framework will enable the company to configure marketing and operational activities for online shopping to meet customers' satisfaction and needs Goi, (2019).

In today's rapidly evolving e-commerce landscape, it is crucial for businesses to understand consumer behaviour and its relationship with marketing strategies to thrive. With the remarkable growth of online shopping platforms like Shopee in Malaysia, it becomes imperative to explore how the consumers' environment gave an impact on buying behaviour on apparel products. Ying San Lim, (2022) reports significant expansion in the Malaysian e-commerce market, driven by factors such as increased internet penetration, evolving consumer preferences, and easy mobile access to online shopping platforms. However, more recent work in the digital economics literature suggests that online search patterns can be manipulated to sustain higher margins and prices online Avi Goldfarb & Catherine Tucker, (2019). The marketing mix, comprising product, price, place, and promotion, forms the cornerstone of any marketing stimuli of the consumer environment. These elements play a vital role in shaping consumer perceptions, influencing purchase decisions, and ultimately affecting business performance. Research by Philip Kotler, (2020) highlights that a marketing mix is a powerful tool for businesses to create a competitive advantage and effectively reach their target market. Understanding how the consumers' environment of marketing stimuli and other factors that influences consumer buying behaviour on Shopee can provide valuable insights for businesses to effectively target and engage their customers. A study conducted by Philip Kotler, (2021) on e-commerce consumer behaviour in Malaysia found that the marketing stimuli elements significantly influence purchase decisions on online platforms. This indicates the importance of examining the impact of the consumers' environment of marketing stimuli and other factors that influences consumer behaviour specifically on Shopee.

As stated by Manan Kashyap (2023), Shopee has experienced significant growth and currently attracts around 55 million monthly visitors, positioning it as the most popular e-commerce platform in the country. Looking ahead to 2023, Malaysia's eCommerce market is predicted to reach RM47.35 billion, with further growth expected to reach RM78.9 billion by 2027, reflecting a compound annual growth rate

(CAGR) of 13.6%. The country is actively working towards enhancing its e-commerce infrastructure, aligning product availability, payment systems, delivery services, and regulatory requirements with more established online shopping markets. The great growth of Shopee and the booming e-commerce market in Malaysia have significantly influenced the buying behaviour of consumers, particularly when it comes to apparel products available on the Shopee app. The convenience and accessibility offered by online shopping platforms like Shopee have revolutionized the way people shop for clothing and accessories. Shopee has become the go-to destination for fashion enthusiasts, offering a wide range of apparel options from local and international brands.

Figure 1.1: Evolution curve of E-commerce

Source: Manan Kashyap, (2023)
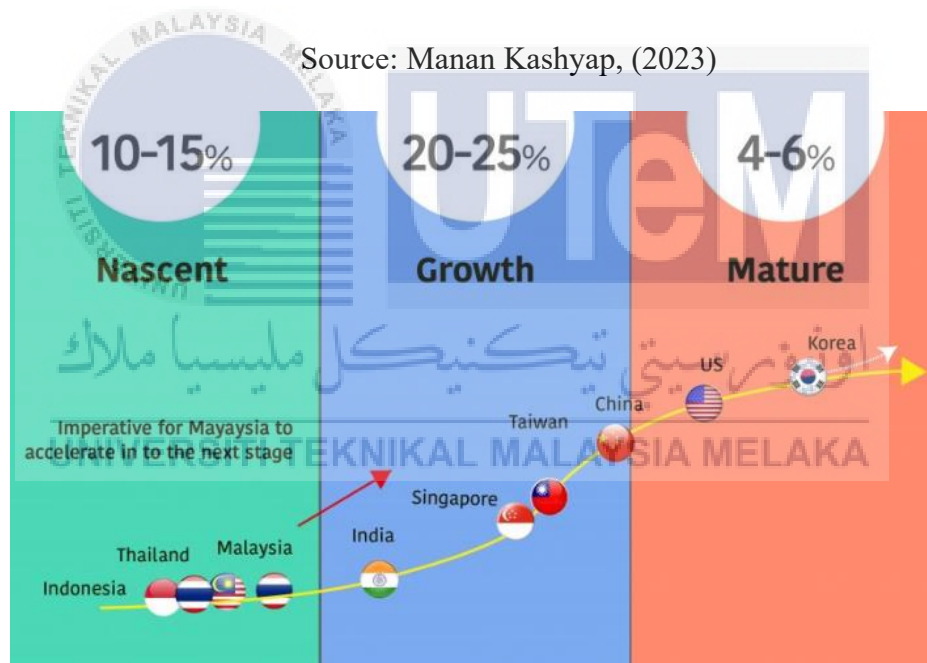
1.2   Background of the study

Online shopping is a type of electronic commerce which allowed customers to purchase products and services directly from websites. In the past, the traditional business model applied various marketing interactions such as mass marketing and direct marketing that are face-to-face in nature in physical markets. Now with internet online shopping, a more interactive model can engage customers in a modern way

which is electronic based in the virtual marketplace Arnot & Bridgewater, (2002). There is a large number of online shops on the World Wide Web (www) and online shopping has become a trend. Customers feel satisfied with the benefits of shopping online by Thabang Excellent Mofokeng, (2023) like a discount and free shipping voucher given by Shoppe when buying an apparel product. In today's era, the trend of online shopping has led consumers to rely heavily on mobile phones as their primary tool for making purchases. Mobile devices have become instrumental in enabling consumers to gather information about apparel products, deepen their engagement with brand recognition, and ultimately fulfil their purchase intentions. This has prompted brand sellers to expand their business reach both broadly and narrowly. Recognizing this opportunity, Shopee app leverages mobile marketing strategies to effectively disseminate information about their products and services, as well as to establish and enhance their brand identity K. Pousttchi, (2019).

In Malaysia, the rapid growth of e-commerce has transformed the way consumers shop, with online platforms like Shopee gaining prominence in the market. The marketing mix, consisting of product, price, place, and promotion, plays a crucial role in shaping consumer buying behaviour and influencing purchase decisions. Understanding the impact of the consumer environment on buying behaviour specifically on apparel products on Shopee in Malaysia is vital for businesses to effectively target their audience and drive sales. The online shopping landscape in Malaysia has experienced significant growth in recent years, fuelled by factors such as increasing internet penetration, changing consumer preferences, and the friendly interface that convenience of mobile access to online platforms by Ying San Lim, (2022). As a result, Shopee has emerged as one of the leading e-commerce platforms in the country, offering a wide range of products, competitive pricing, convenient delivery services, and targeted promotional campaigns.

Research examining the impact of the consumer environment on buying behaviour in the context of Shopee in Malaysia is limited. However, studies conducted in the broader field of e-commerce and consumer environment that influence their buying behaviour on apparel products provide valuable insights. For instance, research

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by JungKun Park, (2023) on online shopping behaviour suggests that product attributes, pricing strategies, user-friendly interfaces, and promotional efforts significantly influence the consumer environment to make a purchase decision. Furthermore, a study by Nofrizal et al., 2023; Shahzad et al., (2022) highlights the importance of personalized marketing communication and promotional campaigns in influencing consumer buying behaviour in the Shopee app. The relationship between the marketing mix, consumer environment and consumer buying behaviour in the context of e-commerce plays the most significant role in the sales of apparel products. For instance, a study by Moon et al., (2021) highlights the significance of the product element in influencing consumer buying behaviour. It emphasizes the importance of product attributes, quality, and variety in attracting and satisfying online consumers. Additionally, a study by Hallikainen et al., (2022) emphasizes the impact of pricing strategies on consumer behaviour in online platforms, indicating that pricing discounts, promotional offers, and perceived value influence purchase decisions.

The promotional efforts of online platforms are instrumental in influencing consumer buying behaviour. Research by (Nofrizal et al., 2023) underscores the impact of social media marketing on consumer behaviour, indicating that targeted advertising, social media engagement, and influencer collaborations play a vital role in driving purchase decisions on apparel products. Additionally, a study by (Garrouch & Ghali, 2023) emphasizes the importance of personalized marketing communications and customized promotional campaigns in attracting and retaining customers in the online Shopee app marketplace. By examining the impact of the marketing mix on the consumer environment that influences buying behaviour specifically on Shopee in Malaysia, this study aims to contribute to the evolving field of e-commerce, marketing mix and consumer environment influence buying behaviour specifically on the apparel products. It will provide valuable insights for businesses operating on Shopee to tailor their marketing strategies effectively and align them with consumer preferences, ultimately driving positive consumer responses and fostering long-term success.

The consumer environment, encompassing cultural, social, personal, and psychological factors, exerts a significant influence on buying behaviour on the Shopee app, specifically regarding apparel products by Philip Kotler, (2020). Culture plays a fundamental role as it shapes individuals' fashion preferences, styles, and norms, guiding their clothing choices. Social factors, including peer groups, family, and social media, also exert influence, as consumers are often influenced by the opinions, trends, and recommendations of others. Personal factors, such as age, gender, lifestyle, and income, impact the type of apparel consumers seek, aiming to align their clothing choices with their self-perception and social identity. Additionally, psychological factors, including motivations, attitudes, perceptions, and emotions, greatly impact apparel buying decisions, with consumers seeking clothing that reflects their desired image, boosts self-esteem, and satisfies their emotional needs. Understanding the interplay of these elements allows Shopee to cater to diverse consumer preferences, provide social validation, offer personalized recommendations, and create positive emotional experiences by Schöniger, (2022). By creating a favourable consumer environment, Shopee enhances the shopping journey and influences consumers' decision-making processes, ultimately shaping their buying behaviour on the Shopee app.

1.3   Problem Statement

In today's world, online shopping has gained immense significance, primarily due to the widespread availability of internet technology, which has transcended geographical boundaries between nations. The increasing usage of the internet and social media has permeated various aspects of life. As highlighted by Nisar & Prabhakar (2017), e-commerce represents the integration of traditional business models with network technology and information technology, presenting a plethora of opportunities and challenges. Furthermore, an increasing number of traditional management models have embraced new technologies such as IoT, big data, and cloud storage to achieve breakthroughs Martinus et al., (2021). Shopee experienced substantial growth, with approximately 55 million monthly visitors in Malaysia during the first quarter of 2022 Statista Research Department, (2022). This number has

doubled since the onset of the COVID-19 pandemic in the first quarter of 2020, establishing Shopee as the country's most visited e-commerce platform.

Consumer buying behaviour encompasses the various activities in which individuals engage when acquiring, consuming, and disposing of products and services. It involves the examination of how people engage in shopping, what they seek to purchase, the factors influencing their decisions, and the underlying motivations. When a customer intends to make a purchase, they typically progress through a series of stages, including recognition of the need, information search, evaluation of options, actual purchase, and providing feedback. Abdullah-All-Tanvir et al., (2023). There is a difference in consumer buying behaviour towards products apparel when buying a traditional business landscape and online shopping Shopee app. Buying apparel on the Shopee app, consumers rely primarily on visual cues provided by product images and descriptions. They do not have the opportunity to physically examine or try on the clothing items. Instead, they have to rely on accurate product information, size charts, customer reviews, and ratings to assess the suitability and quality of the apparel. This reliance on online information poses a challenge, as consumers must trust the digital representation of the product and the credibility of the seller.

Despite the rapid growth of e-commerce and the increasing popularity of online platforms like Shopee in Malaysia, there remains a knowledge gap regarding the specific impact of the marketing mix on consumer buying behaviour in this context Farid et al., (2023). While several studies have explored the relationship between marketing mix strategies and consumer buying behaviour in the broader field of e-commerce, research specifically focuses on apparel products on Shopee in Malaysia. Based on the context of the burgeoning e-commerce industry in Malaysia, Shopee has emerged as one of the leading online platforms, attracting a large customer base. However, despite its prominence, there is a significant knowledge gap regarding the specific impact of the marketing mix on consumer buying behaviour on Shopee. While previous research has explored the relationship between marketing strategies and consumer behaviour in the broader field of e-commerce, there is a lack of comprehensive studies that focus specifically on Shopee in Malaysia Xliema, (2019).

Therefore, there is a need for research that investigates how the various elements of the marketing mix, including product, price, place, and promotion, influence consumer buying behaviour on the Shopee platform, as this knowledge is essential for businesses to effectively design their marketing strategies and meet the evolving demands and preferences of Shopee's consumers. By addressing this research gap, this study aims to contribute to the understanding of the consumer environment on buying behaviour in the e-commerce context and provide actionable insights for businesses operating on Shopee in Malaysia.

Furthermore, the impact of the marketing mix on consumer buying behaviour on the Shopee platform in Malaysia. Promotion strategies implemented on the Shopee app have a significant impact on consumer buying behaviour toward apparel products. In the study Liang & Lin, (2023), promotion was analysed as a case study of a digital marketing company in which authors presented shifts in the promotion budget. Based on Ruan & Mezei, (2022) The product element of the marketing mix encompasses the features, design, quality, and variety of apparel products available on the Shopee app. Businesses need to understand the preferences and needs of their target customers and offer a diverse range of apparel options to cater to different styles, sizes, and occasions. Other than that, the price of apparel products on the Shopee app influences consumers' buying decisions and behaviour. According to Sheehan et al., (2019) while competitive pricing and discounts are essential factors influencing buying behaviour, there is a risk of perceived price-value inconsistency on the Shopee app. Shopee provides a centralized online platform where businesses can showcase and sell their products, eliminating geographical barriers and reaching a wider customer base. Consumers may face uncertainties regarding the credibility of sellers, product authenticity, and the reliability of the Shopee app's buyer protection policies. In conclusion, the behaviour of consumer buying could be affected by of marketing mix framework 4Ps like promotion, especially in case of new players entering the e-commerce.

1.4   Research Question

The researcher has come out with research questions that make it easier for the in identifying which critical factors of the consumer environment are influenced by the customers buying behaviour during shopping in Shopee. This study has been focused on the research questions that have been developed by the researcher. The following research question is examined in the study:

1. What are the determinants of the consumer environment that are significant toward customer buying behaviour on product apparel at Shopee?
2. What is the relationship between determinants of consumer environment and customer buying behaviour on product apparel at Shopee?
3. Which of the determinants of consumer environment are strongly related to customer buying behaviour on product apparel at Shopee?

1.5   Research Objective

Based on the research questions that have been stated above, the researcher has come out with the research objective to achieve their target in this project. This research objective is basically the main success factor that can be measured by the researcher based on the results itself. With the above problem statement as view, the following are the research objectives of this study are:

1. To determine the determinants of consumer environment that are significant toward customer buying behaviour on product apparel at Shopee.
2. To examine the relationship between determinants of consumer environment and customer buying behaviour on product apparel at Shopee.
3. To determine which of the determinants of consumer environment are strongly related to customer buying behaviour on product apparel at Shopee.

1.6   Scope of Study

The scope of study regarding the consumer environment and buying behaviour towards apparel products on the Shopee app specifically focuses on Malaysian citizens. This scope includes examining the unique characteristics, preferences, and behaviours of Malaysian citizens consumers when it comes to purchasing apparel products on the Shopee app. It aims to understand how the consumer environment, encompassing cultural, social, personal, and psychological factors, influences the buying behaviour of Malaysian citizens of individuals within the context of the Shopee app Philip Kotler, (2021). The study will explore the cultural influences that shape consumers of Malaysian fashion choices and how their social interactions, both online and offline, impact their apparel purchase decisions on the Shopee app. It will delve into personal factors, such as individual preferences, needs, and experiences, and how these factors influence the buying behaviour of Malaysian citizens consumers. Additionally, the study will examine the psychological factors, including emotions, motivations, and perceptions, and how they play a role in the decision-making process for apparel purchases on the Shopee app. Furthermore, the scope encompasses analysing the challenges and opportunities faced by Malaysian citizens consumers when engaging with the Shopee app for apparel shopping. This includes exploring issues related to product perception, pricing, trust, authenticity, and promotional effectiveness specific to the consumer of Malaysian citizens segment Zhou et al., (2021). Understanding these challenges will provide insights into how businesses and the Shopee app can better cater to the needs and preferences consumers of Malaysian citizens, ultimately influencing their buying behaviour.

1.7   Significant of Study

The study's findings would help consumers in identifying online shopping and the experience gained from online shopping that shapes their consumer behaviour whether positively or negatively impact towards their self. Then, the study can provide insights into the factors of consumer environment that influence buying behaviour on apparel products in online shopping in Shopee app Malaysia. By understanding the impact of marketing mix elements such as product, price, promotion, and place that influence the consumer environment of decision-making and purchase behaviour,

businesses can optimize their marketing strategies to increase sales and customer satisfaction Statista Research Department, (2022). Moreover, it also can identify the most important criteria that influence their buying behaviour whether cultural, social, personal or psychological that consumers in Malaysia use to evaluate online retailers and products when shopping online. This information can help businesses improve their product offerings, pricing strategies, promotional campaigns, and distribution channels. By understanding what factors are most important to consumers, businesses can tailor their marketing mix strategies to better meet consumer needs and preferences towards consumer environment factors that influence buying behaviour Mihaela, (2015). Overall, the study can provide practical recommendations and insights for consumers in Malaysia who are interested in understanding how the environment of consumers affects their online shopping behaviour and decision-making process. By empowering consumers with this knowledge, the study can help to build a more informed and confident consumer base that is better equipped to navigate the Shopee app market in Malaysia.

1.8   Summary

In conclusion, this study aims to investigate the impact of the consumer environment on buying behaviour, including cultural, social, personal, and psychological that perceive and react toward marketing mix which is product, price, promotion, and place on consumer buying behaviour in the context of online shopping in Malaysia. The study will focus on consumer perspectives to understand how consumer environments affect their decision-making process and behaviour when shopping online. The scope of the study will cover the e-commerce market in Malaysia specifically on Shopee app, which is experiencing rapid growth and is expected to continue to expand in the future (Mohammed & Tejay, 2017). The significance of the study lies in its ability to provide valuable insights and practical recommendations for consumers, retailers, policymakers, and regulators in Malaysia. By understanding the impact of consumer environment elements on buying behaviour, the study can help to build a more informed and confident consumer base that is better equipped to navigate the e-commerce market in Malaysia. Moreover, the study can inform policy decisions that promote a fair and competitive e-commerce market that protects consumer rights.

CHAPTER TWO

LITERATURE REVIEW

2.0   Introduction.

This chapter, it has discussed the independent variable and dependent variable. In general, all elements of thesis writing necessitate accurate sources to support our scientific and observational study. Reference materials, magazines, and books were gathered to examine the hypotheses and previous scientific research applicable to this research. This chapter begins with a short overview of consumer buying behaviour and discusses the perceived impact factors that influence consumer behaviour, which led to the proposed research context. This chapter would also include a short discussion of relevant theory, followed by the suggested research framework. This chapter contains a summary of the literature, a conceptual framework, the formulation of hypotheses, and the conclusion for Chapter 2.

2.1   Concept

2.1.1   Consumer Buying Behaviour

Discussing the studies conducted that impact consumer buying behaviour towards apparel products in online shopping at Shopee enriches this study's literature from many points of view. Consumer buying behaviour towards apparel products in online shopping at Shopee has become an increasingly popular area of research in recent years. With the exponential growth of e-commerce and the rise of online shopping platforms like Shopee, understanding how consumers make buying decisions

in this context is essential for businesses and marketers to set their marketing mix. Consumer buying behaviour defined by Michael R. Solomon, (2020) Consumer buying behaviour refers to the process and activities individuals engage in when considering, evaluating, and making purchasing decisions. In the context of online shopping at Shopee, it involves the examination of how consumers perceive, search for, and select apparel products on the platform, as well as the factors that influence their decision-making process.

Numerous studies have focused on consumer buying behaviour towards apparel products in online shopping at Shopee. One recurring theme is the influence of product characteristics and attributes on consumer decisions. Researchers have found that factors such as product quality, design, brand reputation, and price significantly impact consumer preferences and purchasing behaviour. Budhathoki et al., (2022). For instance, studies have shown that consumers tend to prefer apparel products with high-quality images, detailed descriptions, and positive customer reviews on the Shopee platform. Social influences, particularly online social interactions, have also been examined. The literature suggests that factors such as online reviews, ratings, and recommendations from other shoppers play a significant role in shaping consumer perceptions and decision-making. Positive social cues, such as favourable reviews and high ratings for specific apparel products, can enhance consumer trust and increase the likelihood of making a purchase on Shopee Tarka et al., (2022). Additionally, the influence of social media platforms, influencers, and online communities in shaping apparel-related preferences and trends has been explored. Collectivists typically consider an individual mature who disregards personal beliefs and feelings and behaves in a way that is appropriate for social situations Petrescu et al., (2023). Psychological factors, including consumer motivations and emotions, have also been investigated. Studies have revealed that factors such as the desire for self-expression, fashion trends, personal identity, and emotional gratification impact consumer buying behaviour on Shopee Nissen & Krampe, (2021).

In conclusion, the literature on consumer buying behaviour towards apparel products in online shopping at Shopee provides valuable insights into the factors that influence consumer decisions in this context. Product characteristics, social influences, and psychological factors have all been identified as crucial determinants of consumer behaviour. The findings suggest that businesses and marketers on the Shopee platform should focus on providing high-quality product information, building consumer trust, leveraging positive social cues, and tapping into consumers' motivations and emotions. By understanding and addressing these factors, businesses can enhance the consumer experience, increase customer satisfaction, and drive positive buying behaviour towards apparel products on Shopee.

2.1.2 Environment

The consumer environment that influences buying behaviour towards apparel products in online shopping at Shopee is crucial for businesses and marketers. The consumer environment refers to the external factors that surround individuals and influence their buying behaviour by Schöniger, (2022). The consumer environment encompasses cultural, social, personal, and psychological factors that shape individuals' perceptions, preferences, and decision-making processes (Philip Kotler, 2021). This literature review aims to provide an overview of existing studies on the consumer environment towards apparel products and its influence on buying behaviour in the context of online shopping at Shopee, highlighting key findings, theories, and implications. Additionally, these environmental factors make a consumer re-evaluate their belief and attitudes towards their purchase on the Shopee platform (Shabnam et al., 2021). Consumers become more rational and cautious about what they buy.

The environment of customers which are cultural factors have been found to significantly impact consumer buying behaviour towards apparel products on Shopee. Studies have shown that cultural values, fashion trends, and cultural symbolism influence consumers' apparel choices. Fashion trends and cultural symbolism associated with apparel products also play a role in consumer decision-making, as

individuals may seek to align their clothing choices with their cultural identity or desired social image (Dinar Agustin, 2022). Consumers often seek validation and recommendations from their social networks, both online and offline, when making apparel purchase decisions. Social media platforms like Instagram and Facebook provide avenues for consumers to engage with fashion influencers, seek inspiration, and gather information about apparel trends, which can shape their buying behaviour on Shopee (Nofrizal et al., 2023).

Several factors act as the driving forces that shape impulse buying behaviour. The external stimuli factors mostly focus on the environment surrounding the consumer and the channel utilized for purchasing decisions (Kimiagari & Asadi Malafe, 2021). Multiple situational and marketing mix factors can be interchangeable based on the situation and revolve around the product itself (Mofokeng, 2023). In fact, consumer buying behaviour is a collection of decision-making processes, which are determined by several factors of the environment. Personal factors including individual characteristics and psychological factors which is attitudes, motivations, perceptions, and emotions all play a role in shaping consumer decisions. Moreover, stimulus organism behaviour consequence (SOBC) postulates that an environmental stimulus (S) becomes a source of an individual's internal state or the organism (O) which initially cause the occurrence of a behaviour (B) resulting in the consequence (C) in the online Shopee. This model aims to reflect an individual's response to an environmental stimulus that originates the response, cause an ensuing behaviour, and has succeeding consequence by Talwar et al., (2021).

2.1.3 Cultural.

The cultural aspect of the consumer environment plays a significant role in influencing the buying behaviour of individuals towards apparel products in online shopping at Shopee. Culture is a complex phenomenon that can be perceived as shared belief behaviour, values, norms, traditions, artifacts, religion, myths, and basic assumptions that are passed on from generation to generation by Hassan, (2014). Cultural factors encompass elements such as culture, subculture, and social class, which shape individuals' beliefs, values, norms, and preferences by Philip Kotler,

(2020). Understanding the impact of culture, subculture, and social class on consumer behaviour is crucial for businesses to effectively market and cater to the diverse needs and preferences of consumers in the context of online shopping at Shopee. It important to determine the culture in Malaysia that shape their buying behaviour on the Shopee.

Cultural factors have been found to significantly influence consumer buying behaviour towards apparel products in online shopping at Shopee. Studies have shown that cultural values and norms play a crucial role in shaping preferences for apparel styles, designs, and brands. Different cultures may have distinct fashion preferences, colour symbolism, or dress codes, which can influence consumer choices Hassan et al., (2022). For example, in the Chinese red colour brings luck and fame, money, recognition, propriety, creativity, and excitation. Moreover, Subcultures are characterized by specific interests, lifestyles, or identities, and consumers belonging to these subcultures often exhibit unique buying behaviours Mura & Yuen, (2019). For instance, subcultures like streetwear enthusiasts, baggy enthusiasts, fitness enthusiasts, Punk, Retro, or eco-conscious consumers may have distinct preferences for apparel products on Shopee. Then, social class reflects individuals' economic and social status, and it can impact their buying decisions, including apparel choices by Lee et al., (2021). Different social classes may have varying preferences for brands, quality, or price points.

This study focus on the subculture of the consumer, this is because Malaysia is a diverse country with a multicultural society that consists of various subcultures. Each subculture, such as streetwear enthusiasts, baggy enthusiasts, fitness enthusiasts, Punk, Retro, or ethnic-specific fashion communities, has its unique preferences, interests, and fashion styles by Mura & Yuen, (2019). By recognizing and incorporating subculture factors into the analysis, businesses on Shopee Malaysia can effectively tailor their product offerings, marketing strategies, and engagement initiatives to cater to the specific needs and preferences of these niche consumer segments. By embracing subculture factors, businesses on Shopee Malaysia can enhance their competitiveness, build strong brand loyalty, and foster a sense of belonging among consumers who

identify with specific subcultures, ultimately driving positive buying behaviour towards apparel products on the Shopee platform.

2.1.4   Social.

Social factors refer to the influence of social interactions, relationships, and structures on consumer behaviour by Qu et al., (2023). influence of social interactions, relationships, and structures on consumer behaviour by Qu et al., (2023).The social aspect of the consumer environment plays a significant role in shaping consumer buying behaviour towards apparel products in online shopping at Shopee. Social factors encompass elements such as groups and social networks, family, and roles and status, which influence individuals' perceptions, attitudes, and behaviours by Philip Kotler, (2021). In the context of online shopping at Shopee, social factors encompass groups and social networks, which include reference groups, online communities, and social media influencers, family, including immediate and extended family members, and roles and status, which reflect individuals' position and responsibilities within their social groups or society.

Groups and social networks have a significant impact on consumer buying behaviour towards apparel products on Shopee. Reference groups, such as friends, colleagues, and online communities of fashion enthusiasts, play a crucial role in shaping consumer perceptions and preferences. Consumers support each other online in the social commerce environment by sharing their information and knowledge about the products and services by Croes & Bartels, (2021). Other than that, Family members can influence apparel choices through advice, opinions, and shared values. For instance, parents may influence the clothing preferences of their children, and spouses may provide input and recommendations when shopping for apparel online. Next, Individuals' social status and the roles they fulfil can influence their apparel choices and the brands they prefer Micallef et al., (2023). By recognizing that Shopee can tailor their product offerings and marketing strategies to cater to the unique needs and aspirations associated with different social roles and statuses.

This study focuses on groups and social networks as factors that influence buying behaviour on apparel products at Shoppe. Groups and social networks, such as friends, colleagues, and online communities, play a significant role in shaping consumer perceptions and preferences for apparel products in Malaysia. Moreover, Social media influencers and fashion communities have a significant impact on consumer behaviour and fashion trends. Specifically, social commerce information sharing is operationalised as ratings, reviews, recommendations, and interactions in online communities and their impact on purchase decisions by Bugshan & Attar, (2020). Positive endorsements, reviews, and social interactions within these groups can greatly impact consumers' trust and confidence in specific apparel products on Shopee. For instance, Shopee Malaysia can leverage the influence of these social media figures and online communities by collaborating with influencers or engaging with fashion communities to promote their apparel products by Argyris et al., (2021). Embracing these factors enables Shopee to foster social interactions, build trust, and encourage positive buying behaviour towards apparel products.

2.1.5 Personal

The definition of personal factors refers to individual characteristics and circumstances that influence consumer behaviour (Li et al., 2023). In the context of online shopping at Shopee, personal factors encompass elements such as age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept. These factors shape individuals' needs, preferences, motivations, and decision-making processes when it comes to purchasing apparel products. According to Ma & Liu, (2023), in terms of external environmental factors, such as social atmosphere, subjective norms, and external information guidance, can affect individuals' enthusiasm and initiative in implementing Energy Saving Behaviour (ESB). These personal factors influence individuals' needs, preferences, motivations, and purchasing decisions towards apparel products in online shopping at Shopee.

However, the combined effects of influencing factors have received limited attention in previous research. For instance, Li et al. (2023) utilized the fuzzy set qualitative comparative analysis (FSQCA) method to examine four configurations that

lead to individuals' increased willingness to engage in environmental behaviours. They considered multiple individual characteristics as conditional variables. Additionally, Wang et al. (2023) validated the synergistic impact of ethical organizational support, psychological ownership, and past green behaviour on individual pro-environmental practices. The notion and attributes of Environmental-Social-Behaviour (ESB) and pro-environmental behaviours that benefit others and society were also highlighted. Furthermore, the self-determination theory suggests that specific behaviours are influenced by both internal motivation and external circumstances by Tran, (2022).

In addition, different age groups and life cycle stages have varying fashion preferences, styles, and priorities. For example, teenagers and young adults may be more inclined towards trendy and fashionable apparel, while older adults may prioritize comfort and practicality. Moreover, individuals in different occupations may have distinct dress codes or requirements, impacting their apparel choices. Professionals in formal industries may seek business attire, while those in creative fields may prefer more casual or artistic fashion styles. Furthermore, the economic situation of consumers with varying income levels and economic situations has different affordability levels, spending patterns, and price sensitivities by Abou-Shouk et al., (2016). Next, individuals with different lifestyles, such as fitness enthusiasts, outdoor adventurers, or fashion-conscious individuals, have unique apparel needs and preferences.

This study focuses on the age and life cycle stage as factors that influence buying behaviour on apparel products on Shopee Malaysia is essential due to the significant impact of these factors on consumer preferences, fashion styles, and priorities. Malaysia is a diverse country with a population spanning various age groups and life cycle stages, each characterized by distinct needs and interests by Kvalsvik, (2022). Different age groups have unique fashion preferences and styles. Additionally, life cycle stages also play a significant role in shaping consumer behaviour. Individuals go through various life stages, such as students, young professionals, parents, or retirees, each with its unique set of needs and priorities according to Núñez Alfaro & Chekov, (2022). For example, students may seek affordable and trendy apparel, while

parents may prioritize clothing that is durable and suitable for their children. The unique preferences and priorities of different age groups and life stages, enable Shopee to create a consumer environment that caters to the specific needs and aspirations of individuals at different stages of their lives, ultimately driving positive buying behaviour and customer satisfaction.

2.1.6   Psychological

The psychological aspect of the consumer environment plays a crucial role in shaping consumer buying behaviour towards apparel products in online shopping at Shopee. Psychological factors refer to the internal processes, cognitions, and emotions that influence consumer behaviour by Shabnam et al., (2021). In the context of online shopping at Shopee, psychological factors encompass elements such as motivation, perception, learning, beliefs, and attitudes. These factors shape individuals' needs, perceptions, decision-making processes, and responses to marketing stimuli when it comes to purchasing apparel products. Furthermore, the psychological state of an individual consumer, known as the self-brand relationship, is evident in their daily life and encompasses positive emotions and satisfaction derived from a specific brand. This relationship is characterized by a strong desire to possess the products or services offered by the brand by Mona Mad, (2020). For example, defined brand addiction as a psychological state where individuals develop an emotional attachment to a particular brand, driven by an irresistible compulsion that often leads to pleasure according to Barbara Francioni, (2021).

Subsequently, motivation plays a significant role in influencing consumer buying behaviour towards apparel products on Shopee. Motivation refers to the internal drives and desires that lead individuals to act in certain ways. Individuals' motivation to purchase apparel products on Shopee can be driven by various factors, such as the need for self-expression, social recognition, or personal gratification by Lee et al., (2021). In addition, perception refers to how individuals interpret and make sense of the information they receive. Consumers' perceptions of apparel products, including their quality, style, and value for money, greatly impact their buying decisions by Schneider, (2022). Shopee can leverage the power of perception by

effectively presenting and communicating the unique features and benefits of their apparel products. Moreover. Learning refers to the process of acquiring knowledge, skills, and attitudes through experiences and interactions. Consumers learn about apparel products through various sources, such as personal experiences, online reviews, and recommendations. Shopee can facilitate the learning process by providing accurate and detailed product information, offering virtual try-on features, and showcasing customer testimonials.

This study focuses on beliefs and attitudes as factors that influence buying behaviour on apparel products on Shopee Malaysia is crucial due to the significant impact of these factors on consumer perceptions, evaluations, and decision-making processes. Beliefs and attitudes are closely tied to consumers' cognitive and emotional responses towards apparel products, and they play a key role in shaping their buying behaviour. Beliefs refer to consumers' subjective thoughts and opinions about apparel products. The beliefs consumers hold regarding the quality, style, durability, value for money, and other attributes of apparel products greatly influence their buying decisions. On the other hand, attitudes reflect consumers' overall evaluations and feelings toward apparel products by Yui Kawasaki, (2022). Attitudes can be influenced by various factors, including past experiences, social influences, and personal values. Shopee offers a wide range of apparel products from various sellers, and consumers' beliefs and attitudes heavily influence their decision-making process.

MODEL AND THEORY

2.2 The Model of Buyer Behaviour

According to Philip Kotler, (2021) was built the model of buyer behaviour defines the consumer environment and construct a simple model of consumer buying behaviour. Every day, consumers using the Shopee app make numerous buying decisions, and these decisions are the primary focus for marketers. To gain a deeper understanding of consumer behaviour on the Shopee platform, the company conducts extensive research. They aim to answer questions such as what products consumers

purchase, where they make their purchases within the app, how frequently and in what quantities they buy, when they choose to make their purchases, and most importantly, why they make those buying decisions on the Shopee app. Marketers analyse vast amounts of data collected from Shopee users to gain insights into their purchasing patterns and preferences. However, uncovering the underlying reasons behind consumer buying behaviour on the apparel product at Shopee app can be challenging as the answers are often deeply rooted in the consumer's subconscious. In fact, even consumers themselves may not be fully aware of the factors that influence their purchases of that product in the Shopee app.

The key question for marketers revolves around understanding how consumers react to different consumer environments and marketing mix strategies employed by the company. To begin exploring this, we can refer to the stimulus-response model of buyer behaviour depicted in Figure 2.1. This model illustrates that marketing and other stimuli enter the consumer's "black box," ultimately resulting in specific responses. When we apply this concept to the Shopee app, marketers aim to comprehend how consumers on the platform respond to various marketing efforts. They analyse the impact of marketing stimuli, such as promotional campaigns, personalized recommendations, and targeted advertisements, on the consumers' decision-making process within the app. These stimuli enter the "black box" of the consumers' minds, influencing their attitudes, perceptions, and purchasing behaviour on the Shopee app. By unravelling the consumer response within this context, marketers can refine their strategies to better engage and satisfy Shopee app users.

The study aims to comprehend the transformation of stimuli into responses within the consumer's "black box," which consists of two key components. Firstly, the buyer's characteristics play a significant role in influencing how they perceive and react to the stimuli presented. These characteristics encompass a diverse range of cultural, social, personal, and psychological factors. When applied to the Shopee app, researcher consider how these buyer characteristics shape the consumer's interpretation of marketing stimuli within the platform, impacting their attitudes and behaviour. Secondly, the buyer's decision-making process itself plays a crucial role in

determining their behaviour. This process begins well in advance of the actual purchase decision and extends far beyond it, encompassing stages such as need recognition, information search, alternative evaluation, the purchase decision itself, and post-purchase behaviour. When examining the Shopee app, researcher delve into how the buyer decision process unfolds within the platform. They investigate how consumers recognize their needs, search for information, evaluate different options, make their purchase decisions, and subsequently engage in post-purchase activities within the app. By understanding both the buyer characteristics and the decision process specific to the Shopee app, marketers can tailor their strategies to better align with consumer behaviours, enhance the overall shopping experience, and cultivate long-term customer satisfaction.

Figure 2.1: The Model of Buyer Behaviour

Source: (Philip Kotler, 2021)
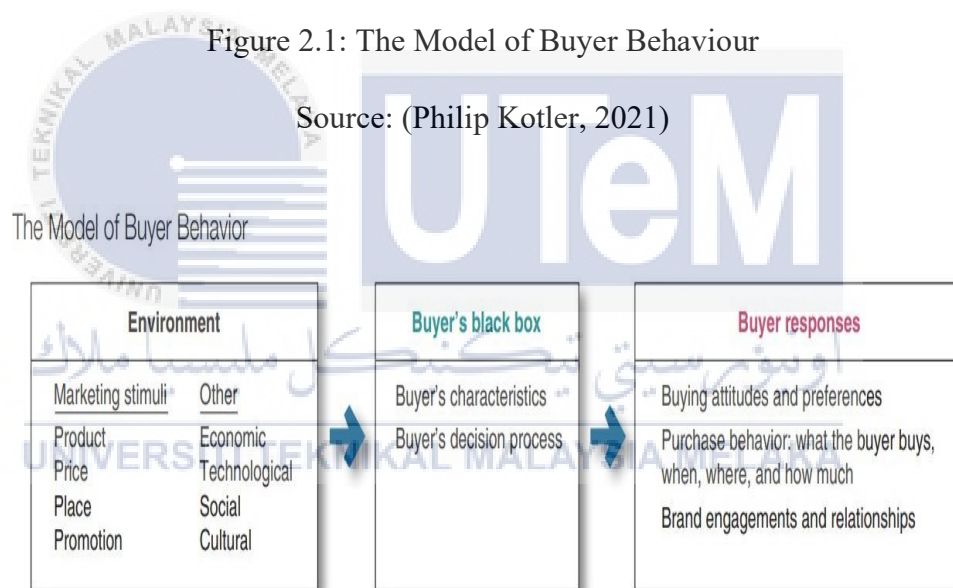
2.3 Theory of Factors Influencing Consumer Behaviour.

According to Philip Kotler, (2021) introduces various theories and factors that influence consumer behaviour. These insights shed light on the internal and external influences that shape consumers' decision-making processes. The book discusses psychological factors such as perception, learning, motivation, attitudes, and personality, emphasizing how marketers can leverage these factors to create positive

perceptions, influence consumer learning, tap into motivations, and shape attitudes towards products or brands. Studied by Philip Kotler, (2021) also examines social factors, which encompass the impact of society and social interactions on consumer behaviour. These factors include social class, reference groups, family, culture, and subcultures. Understanding how individuals are influenced by their social environment, social status, and cultural norms helps marketers segment markets, target specific groups, and develop marketing strategies that resonate within consumers' social context.

Situational factors are also explored, referring to the immediate circumstances or context in which consumers make purchase decisions. These factors include physical surroundings, time constraints, and the purpose or occasion of the purchase. Recognizing situational factors allows marketers to tailor their marketing efforts to match the specific needs and preferences that arise in different situations by Paulina Bielska, (2023). Economic factors are another important aspect, covering financial considerations that influence consumer behaviour. These factors include income, price, and the overall economic situation. The book highlights how consumers' purchasing power, price sensitivity, and economic stability impact their buying behaviour by Philip Kotler, (2021). By adjusting pricing strategies, product offerings, and promotional tactics, marketers can align their approach with consumers' economic considerations.

Lastly, personal factors, such as age, gender, lifestyle, and life stage, play a significant role in consumer behaviour. According to Philip Kotler, (2021) emphasizes how these characteristics influence consumer behaviour and how marketers can segment markets and target specific consumer groups based on these factors. Understanding personal factors helps determine consumers' needs, preferences, and consumption patterns. By comprehending and analysing these theories and factors, marketers gain valuable insights into consumers' decision-making processes, enabling them to design effective marketing strategies that engage their target audience by Kathleen Jacobs, (2023). Moreover, psychological which are motivation, perception, learning, and belief and attitude also give a huge impact on a consumer's buying

decision. However, consumer behaviour is complex, influenced by multiple factors, and may exhibit individual variations within consumer segments.

Figure 2.2: Factors Influence Consumer Behaviour

Source: (Philip Kotler, 2021)
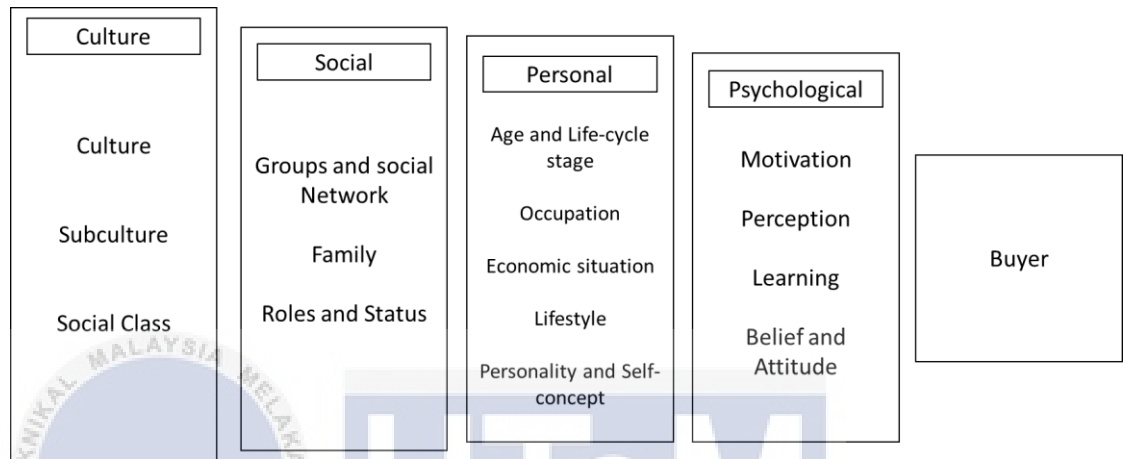
2.4   Research Framework.

The research framework is made up of ideas that are organized in a systematic and linear manner to clearly outline the optimal method for understanding the expected result. The research framework is based on the chapter 2 literature analysis. Several factors have been modified from previous research to study the impact of consumer buying behaviour on the Shopee app. According to Philip Kotler, (2021), related models and theories of consumer buying behaviour including those chosen variables are believed to be capable of illustrating a better model capable of reflecting the customers' buying behaviour toward the Shopee app. The researcher developed the research framework to study the impact of consumer buying behaviour on the Shopee app in Malaysia. Whereby, it consists of five independent variables of consumer environment which were cultural, social, personal and psychological. The dependent variable for this research framework was consumer buying behaviour. The purpose of this research is to determine the most effective consumer environment factor that influences consumer buying behaviour on the Shopee app among people in Malaysia. The own research framework of this idea is illustrated in figure 2.3 below:

Figure 2.3: Proposed conceptual framework.

INDEPENDENT VARIABLE   DEPENDENT VARIABLE

(Consumer environment)
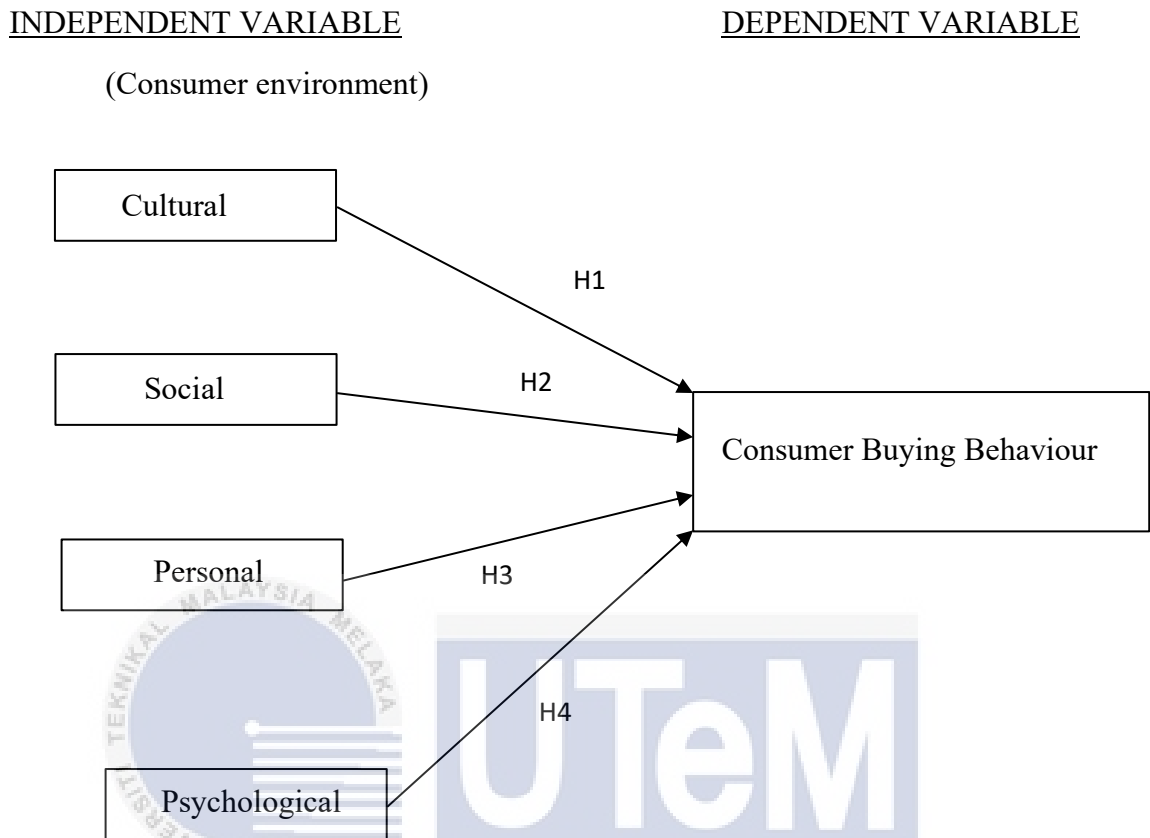
2.5 Hypothesis Testing

Based on the research framework in Figure 2.3, four hypotheses had been made by the researcher to study the consumer environment factors that influence buying behaviour toward apparel products on the Shopee app. The hypothesis was:

H1: Culture

Alternative Hypothesis (H1): There is a positive relationship between the culture of consumer buying behaviour and the user experience on the Shopee app in Malaysia.

To test this hypothesis, data can be gathered from Shopee app users in Malaysia, focusing on their cultural background and its influence on their buying behaviour as well as their overall user experience on the app. Cultural factors may include values,

beliefs, customs, and social norms that shape consumers' preferences and decision-making processes. User experience on the Shopee app can be assessed based on aspects such as ease of use, satisfaction with the app's features, product variety, and overall satisfaction with the buying process. Once the data is collected, statistical analysis can be conducted to examine the relationship between the culture of consumer buying behaviour and the user experience on the Shopee app. If the analysis reveals a statistically significant positive correlation, it will support H2, indicating that the cultural background of consumers influences their buying behaviour and, subsequently, their user experience on the Shopee app in Malaysia. This would suggest that understanding cultural factors and tailoring the app's features, product offerings, and marketing strategies to align with different cultural preferences can enhance the user experience and overall satisfaction for users on Shopee. On the other hand, if the analysis does not find a significant relationship or shows a negative correlation, it would fail to support H2, implying that cultural factors might not have a strong influence on the user experience on the Shopee app in Malaysia. By conducting hypothesis testing, marketers can gain insights into the impact of culture on consumer behaviour and user experience on the Shopee app. This understanding can help marketers develop strategies that are culturally sensitive, allowing them to better serve and engage with users from diverse cultural backgrounds, ultimately enhancing the user experience on the Shopee app in Malaysia.

H2: Social

Alternative Hypothesis (H2): There is a positive relationship between social of consumer buying behaviour and the user experience on the Shopee app in Malaysia.

To test this hypothesis, data can be collected from Shopee app users in Malaysia, focusing on the social factors that influence their buying behaviour as well as their overall user experience on the app. Social factors may include reference groups, social class, family influence, and cultural norms that shape consumers' purchasing decisions. The user experience on the Shopee app can be evaluated based on aspects such as social interaction features, customer reviews, recommendations, and overall satisfaction with the app's social functionality. Once the data is gathered, statistical

analysis can be conducted to examine the relationship between the social aspect of consumer buying behaviour and the user experience on the Shopee app. Statistical techniques like regression analysis or correlation coefficients can be utilized to determine the strength and direction of the relationship. If the analysis reveals a statistically significant positive correlation, it will support H3, indicating that the social aspect of consumer buying behaviour impacts their user experience on the Shopee app in Malaysia. This suggests that incorporating social interaction features, fostering a sense of community, and providing reliable customer reviews and recommendations can enhance the user experience and overall satisfaction for users on Shopee. Conversely, if the analysis fails to find a significant relationship or shows a negative correlation, it will not support H3, suggesting that social factors might not have a strong influence on the user experience of the Shopee app in Malaysia. By conducting hypothesis testing, marketers can gain insights into the role of social factors in consumer behaviour and their impact on the user experience on the Shopee app. This understanding can assist marketers in developing strategies that leverage social functionality, fostering social interactions and user engagement, thereby enhancing the user experience and overall satisfaction with the Shopee app in Malaysia.

H3: Personal

Alternative Hypothesis (H3): There is a positive relationship between the personal of consumer buying behaviour and the user experience on the Shopee app in Malaysia.

To test this hypothesis, data can be collected from Shopee app users in Malaysia, focusing on the personal factors that influence their buying behaviour as well as their overall user experience on the app. Personal factors may include age, gender, lifestyle, and life stage that shape consumers' preferences and decision-making processes. The user experience on the Shopee app can be evaluated based on aspects such as personalized recommendations, tailored product offerings, ease of customization, and overall satisfaction with the app's personalization features. Once the data is gathered, statistical analysis can be conducted to examine the relationship between the personal aspect of consumer buying behaviour and the user experience on

the Shopee app. Techniques like regression analysis or correlation coefficients can be utilized to determine the strength and direction of the relationship. If the analysis reveals a statistically significant positive correlation, it will support H4, indicating that the personal factors of consumers influence their buying behaviour and, subsequently, their user experience on the Shopee app in Malaysia. This suggests that understanding the personal characteristics and preferences of users and tailoring the app's features, product recommendations, and customization options can enhance the user experience and overall satisfaction on Shopee. On the other hand, if the analysis does not find a significant relationship or shows a negative correlation, it would not support H4, suggesting that personal factors might not have a strong influence on the user experience on the Shopee app in Malaysia. By conducting hypothesis testing, marketers can gain insights into the impact of personal factors on consumer behaviour and user experience on the Shopee app. This understanding can help marketers develop personalized strategies that cater to the unique characteristics and preferences of users, thereby enhancing the user experience and overall satisfaction on the Shopee app in Malaysia.

H4: Psychological

Alternative Hypothesis (H4): There is a positive relationship between the psychological of consumer buying behaviour and the user experience on the Shopee app in Malaysia.

To test this hypothesis, data can be collected from Shopee app users in Malaysia, focusing on the psychological factors that influence their buying behaviour as well as their overall user experience on the app. Psychological factors may include motivations, perceptions, attitudes, and emotions that shape consumers' decision-making processes. The user experience on the Shopee app can be evaluated based on aspects such as personalization, ease of use, trustworthiness, satisfaction with customer support, and overall emotional satisfaction. Once the data is gathered, statistical analysis can be conducted to examine the relationship between the psychological aspect of consumer buying behaviour and the user experience on the

Shopee app. Techniques like regression analysis or correlation coefficients can be utilized to determine the strength and direction of the relationship. If the analysis reveals a statistically significant positive correlation, it will support H5, indicating that the psychological factors of consumers influence their buying behaviour and, subsequently, their user experience on the Shopee app in Malaysia. Conversely, if the analysis does not find a significant relationship or shows a negative correlation, it would not support H5, suggesting that psychological factors might not have a strong influence on the user experience of the Shopee app in Malaysia. By conducting hypothesis testing, marketers can gain insights into the impact of psychological factors on consumer behaviour and user experience on the Shopee app. This understanding can assist marketers in developing strategies that address users' motivations, perceptions, attitudes, and emotions, ultimately enhancing the user experience and overall satisfaction on the Shopee app in Malaysia.

2.6   Summary

In this chapter, the researcher has discussed the definition and the consumer environment factors that influence buying behaviour of apparel product on Shopee which is cultural, social, personal, and psychological. These factors influence the business and marketer in Shopee to set their marketing mix that suit with the environment of their customers. Furthermore, the main objective of the framework in figure 2.3 is to provide a clearer vision of the impact on the consumer environment towards buying behaviour to gain a better experience. The research conceptual framework developed by the researcher was based on the consumer environment which consists of four independent variables and one dependent variable. The independent variables were getting culture, social, personal, and psychological from the consumer environment while the dependent variable was consumer buying behaviour in the Shopee app. Lastly, the researcher also has developed some hypothesis testing to evaluate the relationship between the independent variables and dependent variable. The study's analysis of the research methodology will be addressed in the following chapter. In sum, the researcher demonstrated how the data was gathered and processed to achieve the objectives. The justification for using these approaches is explicitly stated.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

Regarding this chapter, researchers would look for a specific technique or method to gain and collect data that would be useful for this study. To make a test that is accurate and reliable, the researcher may use and mix different methods. Through studying and researching, researchers were able to learn more about the world and how to fix problems in the real world. When doing a study, experts usually use methods that are both measurable and fit the needs of the study. Researchers could choose the best way to help them get the information they need. Lastly, this chapter gives a full account of the tools for analysing data that the researcher used to gather information for this final year project.

3.2 Research Approach

The examination approach alludes to a reasoning technique in the exploration cycle. Comprising of two methodologies, inductive and deductive. A deductive methodology is usually connected with quantitative exploration where it depends on information to evaluate the hypothesis while in inductive methodology, the hypothesis is created from the information gathered according to Bradley E. Alger, (2019). In this study, a deductive methodology is considered as the suitable technique for examination to clarify the difficult assertion as referenced in Chapter 1 due to the

research objective and examination question which means to mathematically investigate the information. Consequently, this investigation will be done with a quantitative strategy.

3.3   Research Design.

In this research study, it intended to study the relationship between the consumer environment and consumer buying behaviour for apparel product in the Shopee app that target to region in Malaysia. The research design serves as a structure that guides the collection and analysis of data to address research questions and achieve research objectives. It offers a sound rationale for selecting data sources, collection methods, and analysis techniques Rachael Luck, (2019). Research design holds significance as it enables the seamless execution of various research procedures, ensuring the production of high-quality research outcomes with optimal utilization of resources in terms of effort, time, and cost-effectiveness. Then, in this research study, the purpose of the research design that are used by the researcher was explanatory research. This is because the research study was discovering the causal relationship between independent variables such as consumer environment factors and the dependent variable that influence buying behaviour of Shopee user experience that is appropriate to the research.

3.3.1   Explanatory Research

The explanatory research design was the investigation of the cause and effect relationship between an independent variable and a dependent variable. Using this explanatory research, it helps the researcher to understand the problem more effectively. This is because when pursuing the study, the researcher can adapt to new data and new insights that he or she learned in the research. Besides, for the research strategy researcher used a web questionnaire to emphasise the research hypothesis. The purpose of using this online questionnaire is because the consumer of Malaysian wants to minimize the movements or gathering of data on individuals buying behaviour to know their preferences. As this was the explanatory research, all the secondary data would be studied from the current and past research and lastly the

primary data would be analysed to find the relationship between the impact of consumer buying experience towards online Shopee.

3.4 Methodology Choice

Methodology choices can be categorized into three types, which were quantitative method, qualitative method, and mixed method. In this research, the researcher thinks that the quantitative method was the suitable method that can be used to carry out the data collection compare with the qualitative method and mixed method. Quantitative research explored the phenomena by gathering numerical data evaluated using specific statistics based on mathematical methods by Yusuf Bilgin, (2017). This method is used to measure numerical data from the web questionnaire and analysed the data using a range of statistics. The consumer environment factors that influence buying behaviour were tested, and the objective is to get an understanding of the impact of consumer buying behaviour among users of Shopee with huge amount numbers of customers to simplify the results so that it can cover the overall population. As a result, the information is more exact to use in the data analysis for this research to evaluate the relationship between consumer environment and buying behaviour of Shopee user experience in this study.

3.5 Data Sources

Basically, there were two sources of data and information to be collected which are primary data sources and secondary data sources. In this research, the researcher used both data sources to conduct the research.

3.5.1 Primary Data

Primary data are information that is the first-hand data collected by the researcher specifically for the research objectives Mary F. Terhaar, (2023) that are targeted to solve the research problem. It was to collect specifically for the research project that was being undertaken. Primary sources are the original work, such as

surveys, experiments, questionnaires, personal interviews, or observations that do not filter by the second party Graciela Batallán, (2019). The primary data for the research was collected by sending the questionnaires to the respondents one by one through the method of an online questionnaire.

According to Teresa A.Keenan, (2022), the questionnaire is a tool to collect all data based on the requirements of this research. To ensure the data was relevant for a researcher, the questions were very simple and clear to make respondents understand the question. The topic of the questionnaire contained the relationship between the consumer environment and buying behaviour of Shopee user experience. The respondents were requested to respond to the prepared questionnaire in a closed-ended format and distribute it through Google Forms using an online platform containing a few statements to measure the various independent constructs under study on a Likert Scale. Furthermore, most respondents to the questionnaire were users who experienced using the app Shopee in Malaysia.

3.5.2 Secondary Data

In the research study, the commonly employed approach for data collection by researchers was using secondary data. Secondary data refers to information obtained from sources that are not directly involved in the research but are based on accounts or testimonies of actual witnesses or participants in an event. These data sources are assessed to provide additional or specific information, explanations, or inferences. Secondary data typically consist of information collected by others for different purposes, which is then utilized by researchers according to Cheryl Tateno Beck, (2019). Examples of secondary data sources include journal articles, internal records, books, and government publications available on websites.

In this research study, the researcher used this secondary data because it can save the time of the researcher due to the limitation of the time to conduct this research. As a result, in the context of the presence of e-commerce, secondary data has shown to be quite beneficial, as researchers may now access information that is not available

through direct contact with people. The example of the referred journals was The Principle of Marketing by Philip Kotler, (2021), Influence Of Marketing Mix On Consumer Purchase Decision by Noval Ivandri Renggaala, (2022) and What Drive Attitude, Purchase Intention And Consumer Buying Behaviour? A Self-Determination Theory And Theory Of Planned Behaviour Perspective Yamna Khan, (2022)

3.6 Research Strategy

The research strategy was important in research as it enable the researcher to identify the research flow and structure. According to Alvaro Cuervo-Cazurra, (2017)) a research strategy is a plan for researchers to address the research questions and achieve their goals. This investigation recommended that the quantitative methodology would be utilized for the study. At that point, an overview is an appropriate methodology to gather information from respondents. In this study, a survey was chosen as the research strategy to align with the research method, and research philosophy, and most importantly, to match the study's research question and objectives.

3.6.1 Survey Strategy

This research was performed by using a survey strategy that is frequently correlated with a deductive approach. The survey method was the method of data collection from a sample of respondents through the questionnaire that had been distributed through Google Forms using online and answers by every respondent. Besides, the explanatory research was very important so that the researcher will have a clearer image of the contemporary phenomenon with the data collected. Moreover, the benefit of implementing questionnaire form survey research is that data is standardized from a broad population at a cheaper cost, and data can be simply compared. On the other hand, it also allows the researcher to confirm the condition as to whether those factors will impact user experiences. This survey research also recommends potential reasons for the specific correlation among variables such as investigating the impact of consumer environment that influences buying behaviour towards apparel products on Shopee user experience in this research.

3.6.2 Questionnaire Design

The web questionnaire was constructed in a well-structured and ordered manner. Self-completion of the questionnaire is used which gives freedom to the respondents to answer the question based on their own perceptions. Furthermore, web questionnaires are data collection techniques for quantitative methods that are used numerical data to measure and test the hypothesis. A web questionnaire also was used to approach the respondents to find out consumer environment factors that influence their buying behaviour perceptions towards apparel products at the app Shopee among customers. Therefore, web questionnaires are less expensive because the researcher does not have to print the questionnaire or spend for transportation because everything can be done online. Aside from that, it saves time because the entire questionnaire was circulated through social media (Instagram) and text messenger and WhatsApp with a Link that had been copied, pasted, and forwarded to connect with each responder geographically.

It contains three sections in the questionnaire design. Section A required respondents to answer about their demographic information such as gender, age, race, educational level and occupational. There are 4 multiple questions with dual choice questions needed to be answered in this section. In Section B, there were 20 statements that will focus on the independent variable of this research which was the impact of the consumer environment. Lastly, for Section C, there were used 5 statements to describe user experience on consumer buying behaviour. Next, the respondents answered this question using Likert Scale which revealed the answers by giving marks from 1 to 5 scale, which the numbers were represented by strongly disagree, disagree, natural, agree, and strongly agree. The Likert scale is often used to measure "attitude" in a scientifically recognized and authorized manner, the attitude can be definite as preferential ways of reacting in specific situations engrained in the relatively durable organization of confidence and ideas developed through social interaction Terri Guengerich, (2022).

Table 3.1: Shows the Questionnaire Design

Section	Content
A	Respondent background (Demographic): • Gender • Age • Race • Educational Level • Region • Occupational • Monthly Income • Years Using Online Shopping
B	The effective ways of consumer environment influence buying behaviour of apparel products at the Shopee app.
C	The impact of economic influence consumer buying behaviour of apparel products at the Shopee app.

When designing a questionnaire, it is common to use the Likert Scale. This scale typically ranges from 1 to 5, and respondents are asked to indicate their level of agreement or disagreement with a statement by selecting a corresponding number. The higher the number, the stronger the agreement with the statement. The use of structured questions has simplified the process of obtaining responses from participants, as it relieves them of the burden of formulating their own answers. The question that will be selected will be the one that is most appropriate and pertinent to these studies.

Table 3.2: Shows the Likert Scale

Strongly Disagree				
Strongly Agree				
1	**2**	**3**	**4**	5
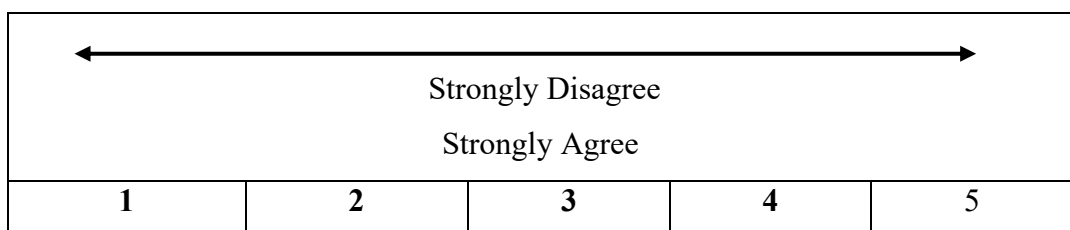
3.6.3 Sampling Technique

Sampling is a technique that involves using a limited number of units from a specific population to make conclusions about the whole population by Hilmi Putra Pradana, (2022). The sample is a subset of the population made up of some individuals chosen from it by Mandar. M. Kulkarni, (2020). The aim population for this study was Malaysian over the age of 16 until 31 who have used the Shopee app and had made a purchase at least once. In the field of statistics, there are two main types of sampling techniques which are probability sampling. Probability sampling, which is also referred to as random sampling, is a technique that involves giving every individual an equal opportunity to be selected and subsequently respond to a survey distributed by the researcher by Ilker Eitan, (2017). Probability sampling is a research method that enables the researcher to obtain a comprehensive outlook and draw conclusions about the entire target population.

Probability sampling is used in this research, and simple probability sampling is used to select random samples. This is a method for selecting sample size from the sampling population under the condition that each sample has an equal and independent probability of selection. The target respondents of the survey are people in Malaysia. According to Azizul Abullah, (2023), The total population of Malaysia in 2022 is estimated at 32.7 million in 2021 with an annual population growth rate of 0.2 per cent. When the population is more than 75,000 people, the sample size is 384 based on Krejcie & Morgan (1970). Therefore, 349 respondents are selected as a source of data and evaluation to answer questionnaires.

Table 3.3: Number of population and annual population growth rate by
state, 2021-2022
Source (Azizul Abullah, 2023)

State	2021		2022⁰	
	No. of population (Million)	Growth rate (%)	No. of population (Million)	Growth rate (%)
Johor	4.0	0.3	4.0	0.1
Kedah	2.2	0.9	2.2	0.9
Kelantan	1.8	1.1	1.8	0.9
Melaka	1.0	0.6	1.0	0.3
N.Sembilan	1.2	0.3	1.2	0.4
Pahang	1.6	0.6	1.6	0.7
Perak	2.5	0.8	2.5	0.2
Perlis	0.3	0.9	0.3	0.8
Pulau Pinang	1.7	-0.0	1.7	-0.1
Sabah	3.4	-0.2	3.4	-0.6
Sarawak	2.5	0.5	2.5	0.2
Selangor	7.0	0.3	7.0	0.3
Terengganu	1.2	1.8	1.2	1.4
W.P. Kuala Lumpur	2.0	-0.9	1.9	-1.0
W.P. Labuan	0.1	0.9	0.1	0.9
W.P. Putrajaya	0.1	5.4	0.1	4.3

The simple random sampling method was used as from probability sampling that was used by the researcher and a suitable sampling method was used to reach out to the public for this research. The main advantage of this method is that all members of the population will have an equal chance of being selected without favouritism by Ross K. N., (2005). Hence, respondents were selected randomly in the entire Malaysia and the questionnaire was sent online. Furthermore, the researcher's focus on the target responder is those who can speak and understand effectively in English, since the questionnaire was designed entirely in English as the transmission channel.

Table 3.4: Table for determining sample size from a given population.

Source: Krejcie & Morgan (1970)

N	S	N	S	N	S
10	10	220	140	1,200	291
15	14	230	144	1,300	297
20	19	240	148	1,400	302
25	24	250	152	1,500	306
30	28	260	155	1,600	310
35	32	270	159	1,700	313
40	36	280	162	1,800	317
45	40	290	165	1,900	320
50	44	300	169	2,000	322
55	48	320	175	2,200	327
60	52	340	181	2,400	331
65	56	360	186	2,600	335
70	59	380	191	2,800	338
75	63	400	196	3,000	341
80	66	420	201	3,500	346
85	70	440	205	4,000	351
90	73	460	210	4,500	354
95	76	480	214	5,000	357
100	80	500	217	6,000	361
110	86	550	226	7,000	364
120	92	600	234	8,000	367
130	97	650	242	9,000	368
140	103	700	248	10,000	370
150	108	750	254	15,000	375
160	113	800	260	20,000	377
170	118	850	265	30,000	379
180	123	900	269	40,000	380
190	127	950	274	50,000	381
200	132	1,000	278	75,000	382
210	136	1,100	285	1,000,000	384

3.7 Location of Research

The research for this thesis will be conducted in Malaysia, focusing specifically on users of the Shopee app. Malaysia presents an ideal location for this study due to its vibrant e-commerce market and the popularity of the Shopee app among consumers. The country's diverse population, comprising various ethnicities and cultural backgrounds, offers an opportunity to explore the influence of culture, social factors, personal characteristics, and psychological aspects on the consumer buying behaviour

and user experience on the Shopee app. Data collection will be carried out in multiple regions across Malaysia to ensure a representative sample of Shopee app users. These regions may include major cities such as Kuala Lumpur, Penang, and Johor Bahru, as well as suburban and rural areas. By including participants from different geographical locations, the study aims to capture a comprehensive understanding of consumer environment factors and buying behaviour of apparel products on Shopee user experience across various contexts within Malaysia.

Furthermore, the research will involve quantitative methods to gather relevant data. Quantitative surveys or questionnaires will be administered to a larger sample size to measure the strength and significance of the relationships between the variables of interest (An & Bauldry, 2023). Overall, conducting this research in Malaysia provides a rich and diverse setting to examine the relationship between the consumer environment and buying behaviour of Shopee user experience purchasing apparel products, taking into account cultural, social, personal, and psychological factors. The findings of this study will contribute to the understanding of consumer behaviour in the e-commerce context and provide valuable insights for marketers and app developers seeking to enhance the user experience and overall satisfaction with the Shopee app in Malaysia.

Figure 3.1: Map of Malaysia
Source: Google Map data (2023)

3.8 Data Analysis Tools

There were many data analysis tools have been used in this research. Descriptive analysis which is frequency analysis of the samples for measuring the respondent's demographic profile data, Cronbach's alpha, Pearson's correlation analysis and multiple regression analysis. This study used the Statistical Package for Social Scientists (SPSS) software for the data analysis. The researcher used SPSS to analyse and interpret various types of data. This software can successfully manage large amounts of data to facilitate the assessment process of data collecting and tabulation for quantitative research. The data collected from the districts are then run through the software to obtain the results and the summaries of the information.

3.8.1 Pilot Test

The pilot test, as mentioned by Jun Li (2017), is to establish the reliability and validity of the questionnaire. By conducting a pilot test before collecting actual data, researchers can assess the feasibility of the study and identify any necessary modifications to the questionnaire design, ensuring its suitability for hypothesis testing Lisa Ruth, (2014). The pilot test plays a crucial role in identifying errors and weaknesses in the questionnaire, allowing for necessary adjustments to ensure its accuracy before it is distributed to respondents. Additionally, valuable recommendations and insights gathered from the pilot test participants contribute to the development of the final survey questionnaire.

In this pilot test, a limited set of respondents was tested in the first stage to see if the questionnaire can obtain the data that the researcher requires. There are at least 100 participants who have used the app Shopee and had experience making a purchase before being chosen for the pilot test due to the time constraint and to increase the validity and reliability of the questionnaire by Jon S. Bailey, (2017). As a result, the pilot test tested for the validity and reliability of the questionnaire. After the data was collected, the researcher redesigned the questionnaire to give respondents a better understanding of the questions and get more accurate data from them.

3.8.2 Reliability

Mike Remtulla, (2022) defined reliability as "replication and consistency". Reliability was the assessment of a process that can produce reliable and stable outcomes. There are a few approaches available to measure reliability. To determine the reliability, the researchers utilized the Cronbach's alpha technique. Cronbach's Alpha is a statistic used to show whether the test and scales designed for research are acceptable. It consists of an alpha coefficient with a value between 0 to 1 in Cronbach's Alpha. Figure 3.7 illustrates Cronbach's Alpha Coefficient Range and Strength of Association. In this research, a Cronbach's Alpha value equal to or greater than 0.7 is deemed acceptable, indicating a satisfactory level of reliability. If Cronbach's Alpha exceeds 0.8, it is considered good, and values of 0.9 and above are considered excellent. On the other hand, if Cronbach's Alpha is less than 0.6, it is regarded as poor, and if it falls below 0.5, it is deemed unacceptable. For this study, the reliability of each of the four independent variables and one dependent variable will be assessed using Cronbach's Alpha test.
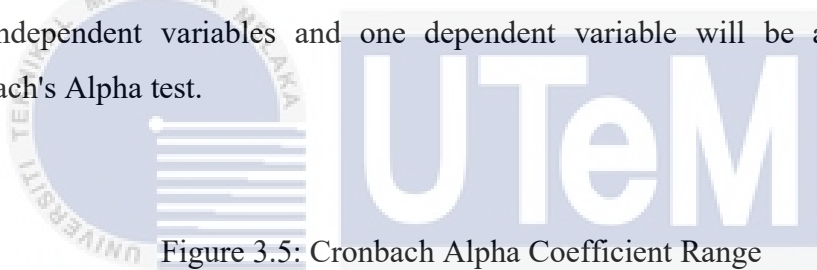
Figure 3.5: Cronbach Alpha Coefficient Range

Source: Saunders Mark N K., (2021)

Cronbach Alpha Coefficient Range	Strength of Association
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.8.3 Validity

According to Stacy L. Carter & John J. Wheeler, (2019), validity is defined by how far the concepts are measured accurately in quantitative studies a high value of validity indicates a strong value of confidence in the study's findings. Internal validity is established when the research demonstrates a causal relationship between two variables. In the context of a survey questionnaire, internal validity is achieved when a set of questions can be statistically proven to be correlated with an analytical factor or outcome. This study has chosen questionnaires as a tool to study the impact of consumer environment factors that influence buying behaviour on apparel products by user app Shopee in Malaysia. The researcher used a pilot test in a small population to avoid validity threats. The researcher will proceed to the actual focus group if the questionnaire has a strong validity.

3.8.4 Pearson's Correlation Coefficient

The Pearson Correlation Coefficient (r) is a statistical measure used to assess the strength of the relationship between two variables. In this study, Pearson's Correlation Coefficient was employed to evaluate the association between various independent variables, including environmental, cultural, social, personal, and psychological factors, and the dependent variable, which focused on the impact of consumer environmental factors on buying behaviour for apparel products on the Shopee app. The goal was to determine the significance of these correlations. As stated by Issa Atoum (2019), the range of Pearson's correlation coefficient falls between -1 and +1, representing perfect negative and perfect positive correlations, respectively. A value of 0 signifies complete independence between the variables. The closer the value of r is to 0, the greater the deviation from the line of best fit. Conversely, the closer the value of r is to +1 or -1, the smaller the deviation from the line of best fit. Figure 3.8 illustrates the range of correlation coefficients and their interpretations. The positive or negative sign indicates the direction of the correlation. A positive linear correlation suggests that an increase in one variable corresponds to an increase in the other variables, while a negative linear correlation indicates that an increase in one variable corresponds to a decrease in the other variables within the correlation. A correlation coefficient of 0 indicates no linear correlation between the variables. In this research,

the relationships between four independent variables and one dependent variable were examined collectively.

Figure 3.2: Coefficient Cronbach's Alpha

Source: Saunders Mark N K., (2021)

| Perfect Negative | Strong Negative | Weak Negative | Perfect Independent | Weak Positive | Strong Positive | Perfect Positive |

-1   -0.7   -0.3   0   0.3   0.7   1
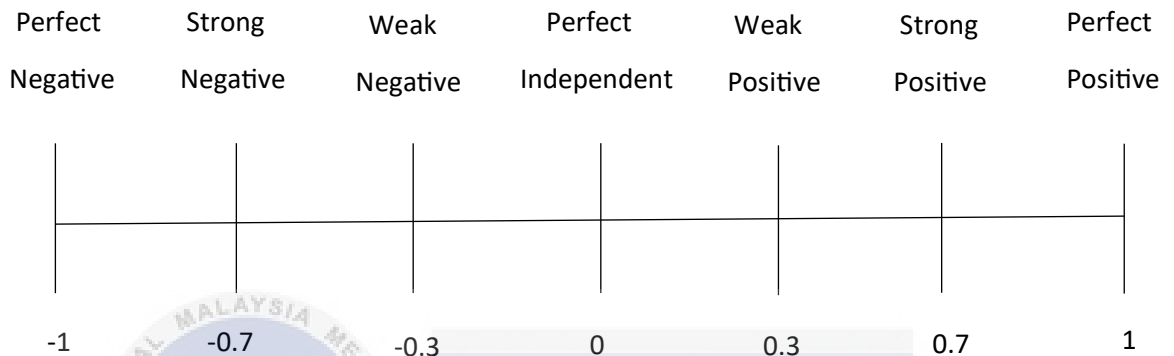
3.8.5   Multiple Regression Analysis

A statistical technique used for estimating the correlation and relationship among the variables is regression analysis by Hooshang Nayebi, (2020). The core of the regression analysis is to study or analyse the relationship between one independent variable to a dependent variable, and to formulate the linear equation between them. A single regression analysis applies to only one independent variable while a multiple regression analysis is when there is more than one independent variable by Timothy Z. Keith, (2019).

Multiple Regression Analysis is a statistical tool that enables the researcher to examine the strength of an effect and cause relationship between two or more independent variables and one independent variable Timothy Z. Keith, (2019). MRA helped the researcher to analyse which independent variable consumer environment which is, cultural, social, personal and psychological had the greatest impact on the dependent variable which was buying behaviour of   Shopee user experience. Moreover, the equation of multiple regression analysis was shown below:

Table 3.6: Equation of Multiple Regression Analysis

Source: Saunders Mark N K., (2021)

A	Constant/ Other influences
B	Influence of X1 (Cultural)
C	Influence of X2 (Social)
D	Influence of X3 (Personal)
E	Influence of X4 (Psychological)
F	Dependent Variable (Consumer Buying Behaviour)
X1, X2, X3, X4, X5	Independent Variables

3.8.6   Statical Package for Social Science (SPSS)

In this research study, the Statistical Package for the Social Sciences (SPSS) was employed for the analysis and interpretation of the collected data. SPSS is widely recognized as the most used and user-friendly software package for conducting statistical analysis, handling data, and presenting findings. By utilizing SPSS, the researchers were able to effectively analyse the data collected from 349 respondents and reduce the workload associated with accurately analysing the data.

3.9   Time Horizon

Studied by Yacine Hammami, (2020) defined the time horizon as the duration taken to conduct the research. There are two types of time horizons which are cross-sectional studies and longitudinal studies. The researcher conducted this research by using a cross-sectional study due to the limited time for obtaining an analysis of data and concluding within a period of this research. This is because the researcher has limited time which has only 8 months to complete the research. A cross-sectional study was defined as studying a phenomenon at a specific time. Basically, for academic courses, most research projects are necessarily time-constrained James V. Ray, (2020).

3.10 Summary

In conclusion, the researcher established the research methodology, which involved selecting the appropriate research design, data collection methods, and conducting a survey. Specifically, the researcher opted for an explanatory research design and employed a quantitative approach for this study. The data for the research was sourced from both primary and secondary sources. The survey method was utilized, employing a web-based questionnaire through Google Forms, targeting Malaysian citizens of consumers who use the Shopee app in Malaysia. The sample size consisted of approximately 349 respondents, and the research was conducted across all states in Malaysia. The researcher carried out activities such as questionnaire design, sampling design, and pilot testing within a cross-sectional time frame. In the data analysis phase, the researcher employed the Statistical Package for Social Science (SPSS) software. Various techniques were utilized, including Pilot Test, Cronbach's Alpha, Validity Test, Multiple Regression Analysis, and Pearson's Correlation Coefficient. Different strategies were implemented to ensure the reliability and trustworthiness of this research study.
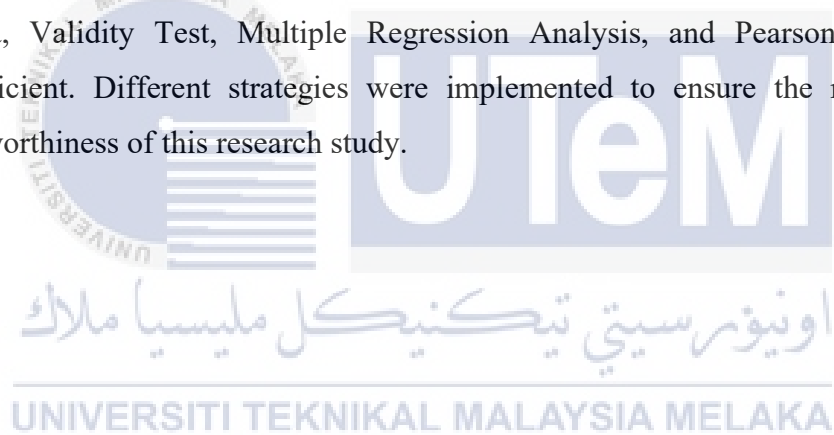
CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1   Introduction

This chapter has provided the data and discussion on this study. It has demonstrated the successful completion of this research goal. This chapter presented and discussed the results of the data analysis that was obtained from the respondents to the title, which is the impact of the consumer environment on buying behaviour towards apparel products in the Shopee app Malaysia. The pilot test was the first step, followed by descriptive, correlation, and regression analysis. In this study, 349 questionnaires were collected using researcher-based surveys and distributed to the respondents at region in Malaysia randomly through an online google survey Form. The researcher analysed all the data acquired using the Statistical Package for Social Science (SPSS) and provide it in tabular form.

4.2   Pilot Test

Before beginning the process of distributing questionnaires to a large group, a pilot test with a small group of respondents is undertaken to validate the research topic. The purpose of the pilot test is to demonstrate the questionnaire's reliability by Saunders Mark N K., (2021). It is crucial to guarantee that the respondents understand and are not amazed by the questions asked in the survey. The researcher prepared 30 sets of questionnaires for the pilot test to obtain feedback from the respondents. The

researcher utilised SPSS to examine the data's reliability, and the Cronbach's Alpha technique was used to assess the data's reliability. Cronbach's Alpha values of 0.7 and above, according to Saunders Mark N K., (2021), are considered acceptable. While it is preferable if the Cronbach's Alpha is more than 0.8, those with 0.9 and higher are deemed excellent.

Table 4.1: Reliability Statistics for Independent Variable 1 (Consumer Environment; Culture)

Source: (SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.755	.751	4

The reliability statistics for Independent Variable 1 is Consumer Environment which is Culture that shown in Table 4.1. The questionnaire consists of 4 questions in culture of consumer environment part. The Cronbach's Alpha value is 0.755, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.2: Reliability Statistics for Independent Variable 2 (Consumer Environment; Social)

Source: (SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.748	.747	4

The reliability statistics for Independent Variable 2 is Consumer Environment which is Social that shown in Table 4.2. The questionnaire consists of 4 questions in social of consumer environment part. The Cronbach's Alpha value is 0.748, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.3: Reliability Statistics for Independent Variable 3 (Consumer Environment; Personal)

Source: (SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.732	4

The reliability statistics for Independent Variable 3 is Consumer Environment which is Personal that shown in Table 4.3. The questionnaire consists of 4 questions in personal of consumer environment part. The Cronbach's Alpha value is 0.736, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.4: Reliability Statistics for Independent Variable 4 (Consumer Environment; Psychological)

Source: (SPSS Output)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.719	.713	4

The reliability statistics for Independent Variable 4 is Consumer Environment which is Psychological that shown in Table 4.4. The questionnaire consists of 4

questions in psychological of consumer environment part. The Cronbach's Alpha value is 0.719, which is higher than 0.7. As a result, it is considered acceptable.

Table 4.5: Reliability Statistics for Dependent Variable (Consumer Behaviour)

Source: (SPSS Output)

Case Processing Summary		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.718	.713	5

The reliability statistics for Dependent Variable is Consumer Behaviour that shown in Table 4.5. The questionnaire consists of 5 questions in consumer behaviour part. The Cronbach's Alpha value is 0.718, which is higher than 0.7. As a result, it is considered acceptable.

4.3   Reliability Analysis.

The primary goal of a reliability test was to evaluate each question's validity in relation to both the dependent and independent variables to get reliable answers. The Cronbach's coefficient alpha was used by researchers to determine how reliable a studied. A reliability study was used to determine the variable's internal validity. Above 0.7, the Cronbach Alpha coefficient is acceptable. Based on Saunders Mark N

K., (2021) backed up this claim, stating that the lowest acceptable reliability value is 0.7. The Cronbach Alpha's thumb guidelines are as above:

Table 4.6: Reliability Statistics for All Items (Overall)

Source: (SPSS Output)

Case Processing Summary			
		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0
a. Listwise deletion based on all variables in the procedure.			

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.953	.951	21

During this researched conducted, the researchers used Cronbach's alpha to examine the reliability of four constructs independent variables and one dependent variable. In this surveyed, there were 21 items had been included in the questionnaires as purposed to test the reliability of the variables. According to the table above, Cronbach's alpha of reliability test statistics for all the variables were 0.953 which considered as excellent reliability valued.

Table 4.7: shows Cronbach's Alpha Coefficient

Variables	Cronbach's Alpha	N of item	Internal Consistency
Culture	.755	4	Good
Social	.748	4	Good
Personal	.736	4	Good
Psychological	.719	4	Good

According to the table above, alpha coefficient below 0. 6, was considered as had poor reliability. If the alpha coefficient was range from 0. 6 to 0. 7, all item considered being fair poor reliability. But if the item got alpha coefficient range from 0. 7 to 0. 8, then they considered as having a good reliability. For an excellent range between 0. 8 to 0. 9, the reliability of the item was considered as most excellent alpha coefficient valued.

As follows, the Cronbach alpha valued for culture of endorser scored 0.755 which fell under good reliability. Moreover, the Cronbach's alpha result on social of endorser was 0.748 which was fell under range of 0.70 to 0.8 and it was considered as good reliability. While, for personal of endorser alpha coefficient was 0.736 and alpha valued for psychological of endorser was 0.719 which shows that the valued had enough good reliability. Since all the variables showed the Cronbach coefficient alpha valued above than 0.60, thus, it could be concluded that the overall reliability test of all items in the questionnaires used was acceptable and valid for further studied.

4.4 Descriptive Analysis.

The researcher was gone to incorporate all the criteria that had been gathered from the distribution of questionnaires into this descriptive analysis. This was comprised of a total of 21 instruments that had been questioned about in the

questionnaires. The data from this instrument were being gathered to conduct an analysis of the mean score and frequency. The following examples of instruments were shown:

4.4.1 Demographic Profile (Section A)

In this part of the demographic profile, researchers often compile all the relevant criteria and information that constitutes it. This section helps the researcher in determining which respondents were appropriate for the purposes of this studied. The demographic profiles that were included in the questionnaires include the respondent's gender, age, race, education level, region, occupation, monthly income and years using online shopping.

4.4.1.1 Gender

Table 4.8: Respondents Demographic of Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	223	63.9%	63.9%	63.9%
Female	126	36.1%	36.1%	100%
Total	349	100%	100%	

Figure 4.1: Respondents Demographic of Gender
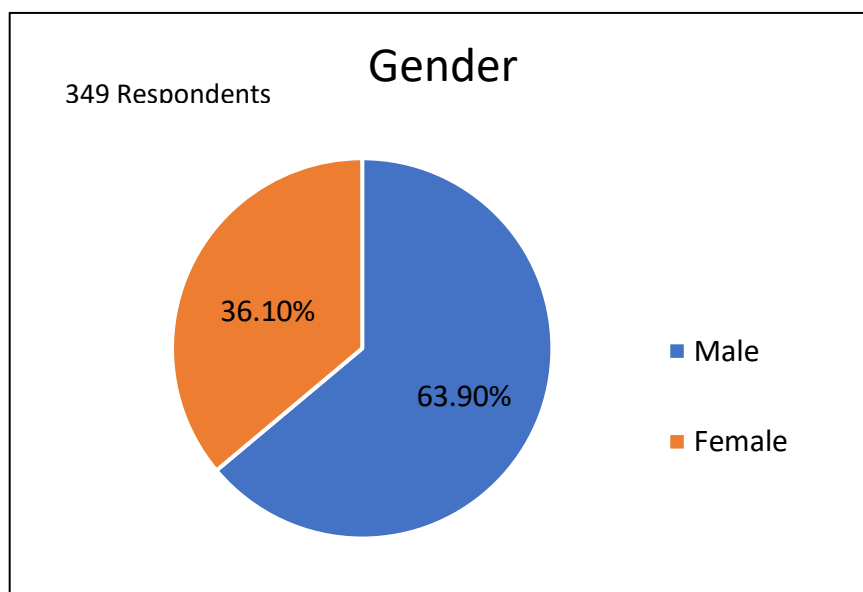
The table presents the respondent's gender segmented by frequency and proportion. Out of a total of 349 respondents, there were 223 male respondents, which was much lesser than the 126 female respondents. Overall, there was 349 respondents. As could been seen in the figure, respondents of both genders gave out a total of 63.9% and 36.1% respectively.

4.4.1.2 Gender

Table 4.9: Respondents Demographic of Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
16 - 20 years old	72	20.6%	20.6%	20.6%
21 - 25 years old	158	45.3%	45.3%	65.9%
26 - 30 years old	95	27.2%	27.2%	93.1%
More than 31 years old	24	6.9%	6.9%	100%
Total	349	100%	100%	

Figure 4.2: Respondents Demographic of Age
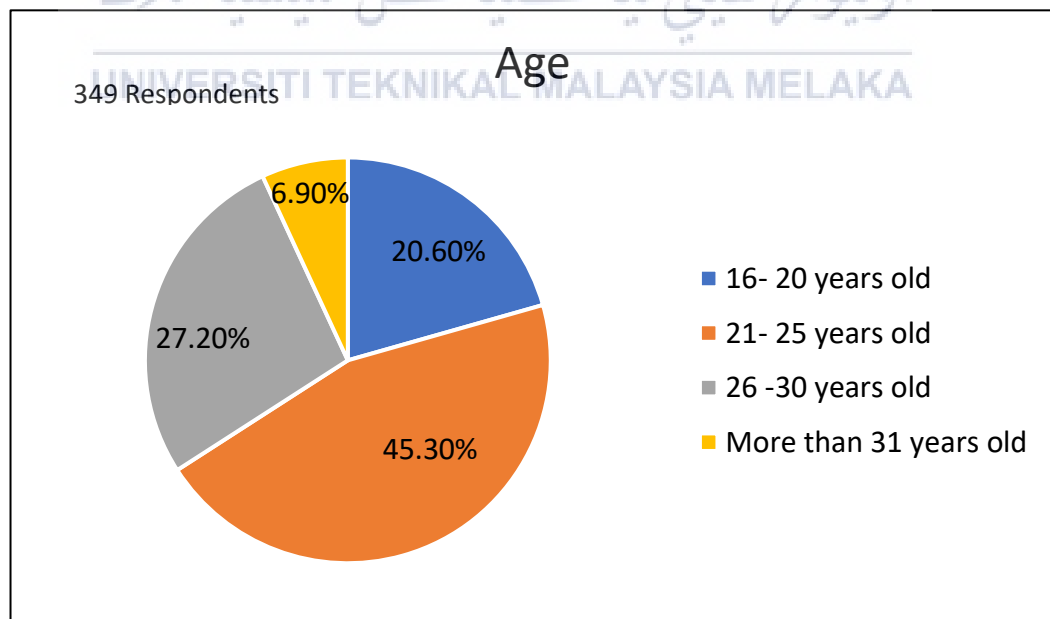
67

The frequency data of respondents' ages were displayed in the table above. Data collection includes respondents between the ages of 16 and 20, making up 72 respondent 20.6% of the total, while respondents between the ages of 21 and 25 made up the second highest age group, 158 respondents giving a percentage of 45.3%. For ages 26 to 30, the respondent was 95 respondents giving 27.2 percent, and more than 31 years old, had 24 respondents. The percentage was 6.9 percent. The respondents whose ages ranged from 21 to 25 was highest among all age, while those whose ages ranged from 31 and above was lowest among all age.

4.4.1.3 Race.

Table 4.10: Respondents Demographic of Race

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Malay	189	54.2%	54.2%	54.2%
Chinese	83	23.8%	23.8%	78%
Indian	77	22.1%	22.%	100%
Total	349	100%	100%	

Figure 4.3: Respondents Demographic of Race

Race

349 Respondents

- Malay 54.20%
- Chinese 23.80%
- Indian 22.10%
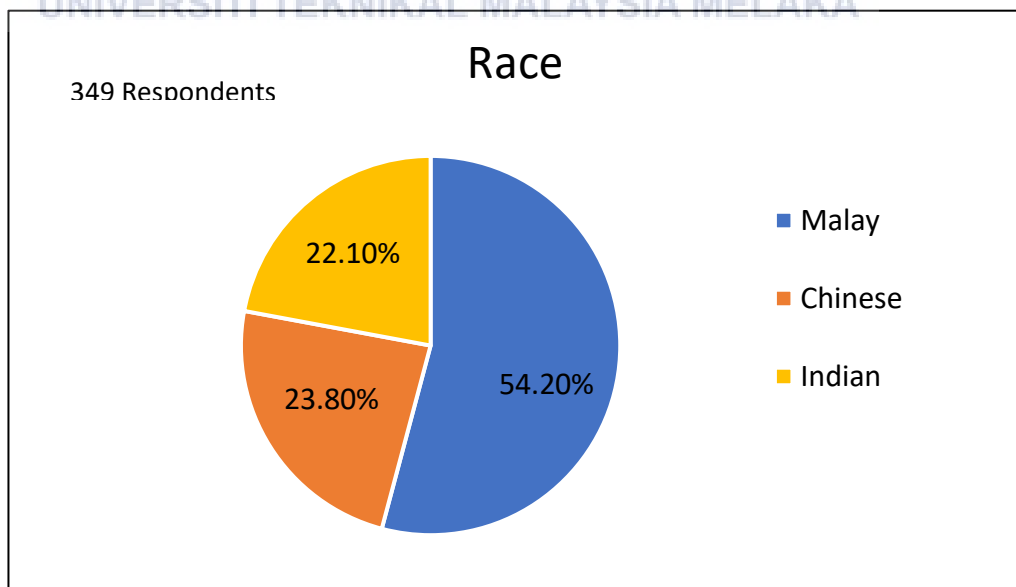
The table presents the results of a frequency analysis based on the respondent's race. The data was collected from a wide variety of people of different races and ethnicities. The majority of the 349 respondents went from Malay ancestry, accounting for 189 that contribute 54.20 percents. The numbers of Chinese and Indian respondents, meanwhile, was very closed to one another which is 23.8% and 22%, with 83 and 77 individuals providing their feedback, respectively.

4.4.1.4 Education Level.

Table 4.11: Respondents Demographic of Education Level

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
SPM	69	19.8%	19.8%	19.8%
STPM / Matriculation / Diploma	126	36.1%	36.1%	55.9%
Degree	154	44.1%	44.1%	100%
Total	349	100%	100%	

Figure 4.4: Respondents Demographic of Education Level
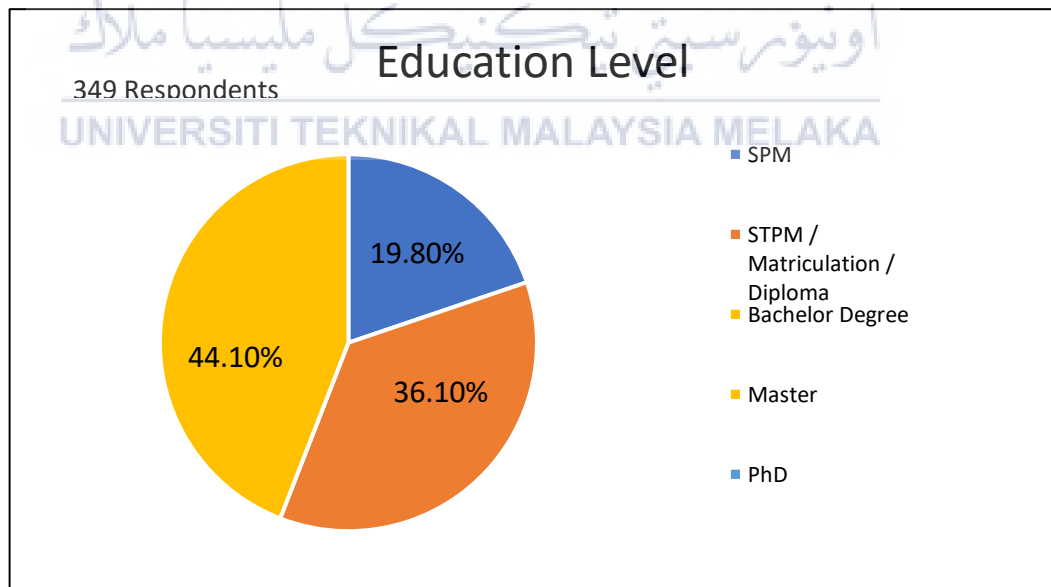
The frequency data of respondents' ages were displayed in the table above. Data collection includes respondents of the education level of SPM, making up 69 respondent 19.8% of the total, while respondents of the education of STPM / Matriculation / Diploma made up the second highest education level of group, 126

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respondents giving a percentage of 36.1%. For level education degree, the respondent was 154 respondents giving 44.1 percent. Besides, education level for Master and PhD is 0 respondent.

4.4.1.5 Region

Table 4.12 Respondents Demographic of Region

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Northern Region (Perlis, Kedah, Penang, Perak)	86	19.5%	19.5%	19.5%
Central Region (Kuala Lumpur, Selangor, Negeri Sembilan)	100	24.6%	24.6%	44.1%
East Coast Region (Pahang, Kelantan, Terengganu)	62	17.2%	17.2%	61.3%
Southern Region (Johor, Melaka)	86	20.6%	20.7%	82%
East Malaysia (Sabah, Sarawak)	68	17.8%	18%	100%
Total	349	100%	100%	

Figure 4.5: Respondents Demographic of Region

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The table presents the results of a frequency analysis based on the respondents region. The data was collected from 349 respondent which was separated from 5 region. Northern Region (Perlis, Kedah, Penang, Perak) was contributed 86 respondents which is 19.5 percent. The highest respondents are Central Region (Kuala Lumpur, Selangor, Negeri Sembilan) making up 100 respondents that giving 24.6 percent. Besides, for the region is East Coast Region (Pahang, Kelantan, Terengganu) is contributed 62 respondents and 17.2 percent. The second highest is Southern Region (Johor, Melaka) the respondents is 86 with 20.6 percent. The last region with second lowest respondent are East Malaysia (Sabah, Sarawak) that making up 68 respondents that giving 17.8 percent.

4.4.1.6 Employment Status.

Table 4.13: Respondents Demographic of Employment Status

Employment Status	Frequency	Percent	Valid Percent	Cumulative Percent
Public Sector	72	20.1%	20.1%	20.1%
Private Sector	68	19.5%	19.5%	39.6%
Unemployed	0	0	0	39.6%
Student	157	45%	45.5%	85.1%
Self-employed	52	14.9%	14.9%	100%
Total	349	100%	100%	

Figure 4.6: Respondents Demographic of Employment Status
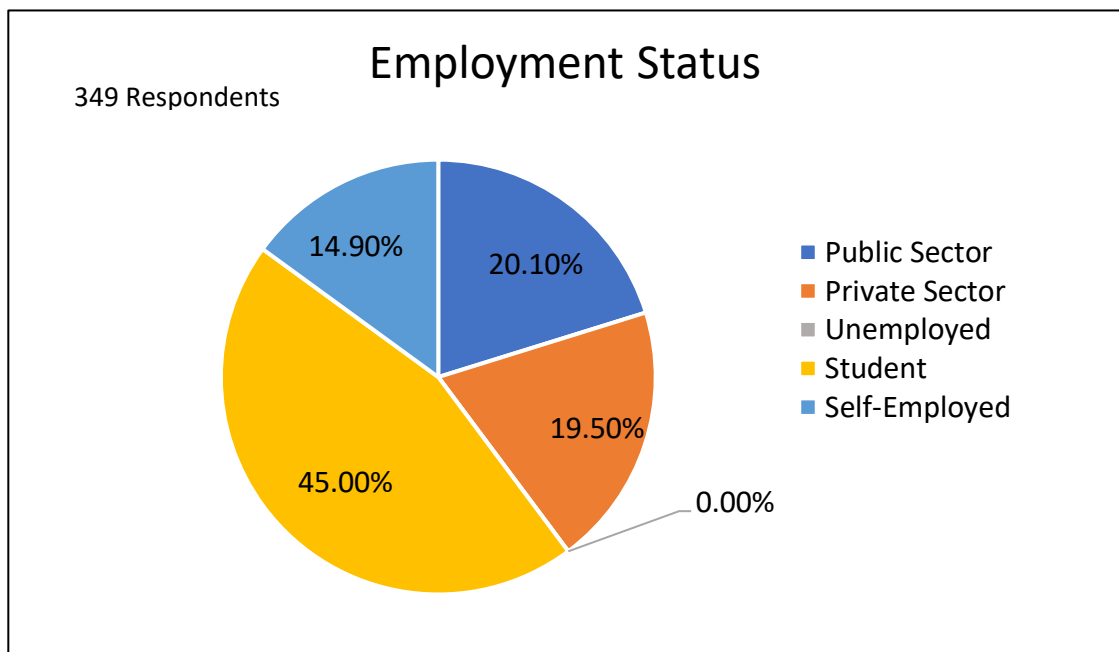
71

The frequency data of respondents' employment status were displayed in the table above. Data collection includes respondents between public sector had 72 respondent which was 20.1%, The employment status for private sector was 68 respondent who was 19.5%, self-employed 36 respondent who was 10.3%. The employment status for student contributed the highest percentage which is 157 that given 45%. Last but not list is unemployed that not contributed anymore because this group of persons consists of retired and persons who are finding the new job.

4.4.1.7 Monthly Income

Table 4.14: Respondents Demographic of Monthly Income

Monthly Income	Frequency	Percent	Valid Percent	Cumulative Percent
Below RM2,000	257	73.6%	79.1%	79.1%
RM2,001 - RM5,000	54	15.5%	15.5%	94.6%
RM5,001 - RM7,000	19	5.4%	5.4%	100%
RM7,001 - RM10,000	0	0	0	
Above RM10,001	0	0	0	
Total	349	100%	100%	

Figure 4.7: Respondents Demographic of Monthly Income.
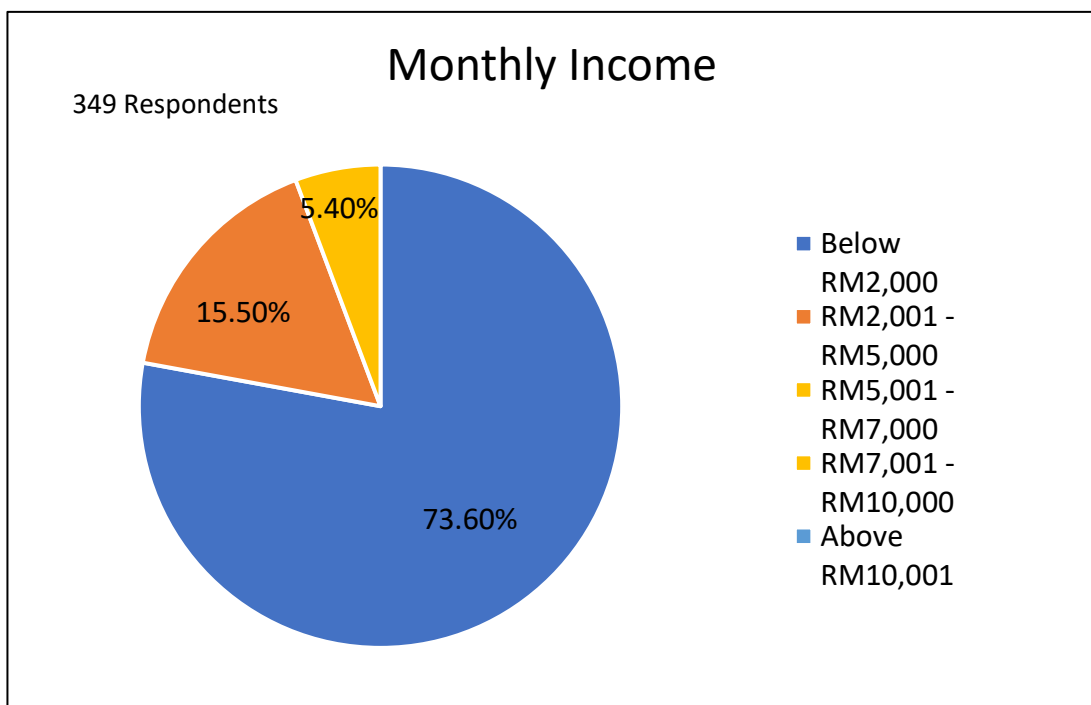
72

The frequency data of respondents' monthly income were displayed in the table above. Data collection show the highest respondents monthly income is Below RM2,000 had 276 respondent which was contribute 73.6%, the second highest is income between RM2,001 - RM5,000 is 54 respondents that given 15.5%. For the monthly income between RM5,001 - RM7,000 made up 19 respondents that given 5.4%. Besides that, for the monthly income between RM7,001 - RM10,000 and Above RM10,001 respectively provides 0 respondents.

4.4.1.8 Years of used online shopping.

Table 4.15: Respondents Demographic of Years used Online Shopping

Years used online shopping	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 year	27	7.7%	7.7%	7.7%
1 - 3 years	125	35.8%	35.8%	43.5%
4 - 6 years	143	40.1%	40.6%	84.4%
6 years above	54	15.5%	15.6%	100%
Total	349	100%	100%	

Figure 4.8: Respondents Demographic of Years used Online Shopping
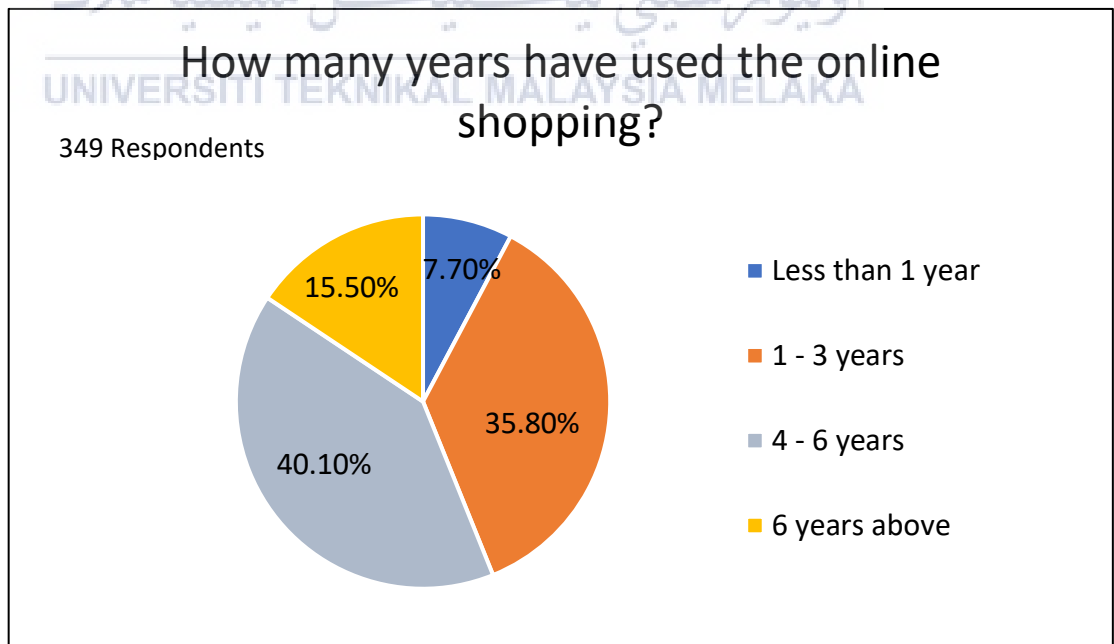
The table presents the results of a frequency analysis based on the respondent's how many years have used the online shopping. The data was collected from 349 respondent might shows that less than 1 year was the lowest of all used online shopping contribute 27 respondents that given 7.7%. For the years 1 to 3 years making up 125 respondents with 35.8%. The higher frequency respondents between 4 - 6 years is 143 that contribute 40.1%. Besides that respondents have a years used online shopping for 6 years above is 54 respondents and contributed 15.5%.

4.4.2 Independent Variable of Consumer Environment (Section B)

4.4.2.1 Culture

Table 4.16: The descriptive statistic for culture of consumer environment.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PR1 I like the idea of using the internet to purchase apparel on online retail.	349	1.00	5.00	4.1003	.74179
PR2 I have the knowledge to use Shopee to make a purchase of apparel products.	349	1.00	5.00	4.2579	.77828
PR3 I am satisfied with my recently purchased apparel product on Shopee.	349	1.00	5.00	4.1461	.79066
PR4 In general, making purchases of apparel products in Shopee is very easy.	349	1.00	5.00	4.4269	.75313
Valid N (listwise)	349				

According to the findings of the investigation, the greatest mean for the culture of consumer environment inquiries was 4.4269, which indicates that "In general, making purchases of apparel products in Shopee is very easy. The valued of 0.75313 was chosen as the standard deviation for this question". The mean with the lowest score was 4.1003 for the question "I like the idea of using the internet to purchase apparel on online retail". The standard deviation was 0.74179, and the lowest possible score on the scale was one, while the highest possible score was five.

4.4.2.2 Social.

Table 4.17: The descriptive statistic for social of consumer environment.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
S1 People who are important to me think that I should purchase apparel in Shopee.	349	1.00	5.00	4.1032	.72771
S2 People who influence my behaviour would think that I should purchase apparel in Shopee.	349	1.00	5.00	4.2779	.76195
S3 People with whom I value their opinions would approve my purchase of apparel in Shopee.	349	1.00	5.00	4.1203	.77487
S4 The media frequently suggest making online purchases of apparel via Shopee.	349	1.00	5.00	4.4241	.76796
Valid N (listwise)	349				

According to the findings of the investigation, the greatest mean for the social of consumer environment inquiries was 4.4241, which indicates that "The media frequently suggest making online purchases of apparel via Shopee.". The valued of 0.76796 was chosen as the standard deviation for this question". The mean with the lowest score was 4.1032 for the question "People who are important to me think that I should purchase apparel in Shopee". The standard deviation was 0.72771, and the lowest possible score on the scale was one, while the highest possible score was five.

4.4.2.3 Personal

Table 4.18: The descriptive statistic for personal of consumer environment.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PR1 I like the idea of using the internet to purchase apparel on online retail.	349	1.00	5.00	4.0860	.76079
PR2 I have the knowledge to use Shopee to make a purchase of apparel products.	349	1.00	5.00	4.3066	.76975
PR3 I am satisfied with my recently purchased apparel product on Shopee.	349	1.00	5.00	4.0659	.72215
PR4 In general, making purchases of apparel products in Shopee is very easy.	349	1.00	5.00	4.4241	.79009
Valid N (listwise)	349				

According to the findings of the investigation, the greatest mean for the personal of consumer environment inquiries was 4.4241, which indicates that "In general, making purchases of apparel products in Shopee is very easy". The valued of 0.79009 was chosen as the standard deviation for this question". The mean with the lowest score was 4.0659 for the question "I am satisfied with my recently purchased

apparel product on Shopee". The standard deviation was 0.72215, and the lowest possible score on the scale was one, while the highest possible score was five.

4.4.2.4 Psychological

Table 4.19: The descriptive statistic for psychological of consumer environment.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PY1 Using the online shopping to purchase an apparel product in Shopee is a wise idea.	349	1.00	5.00	4.0974	.74024
PY2 Using Shopee to purchase apparel in online shopping is beneficial for me.	349	1.00	5.00	4.3352	.78377
PY3 Using Shopee to purchase apparel in online shopping is appropriate for me.	349	1.00	5.00	4.1203	.77115
PY4 When I buy from Shopee App, consumer's recommendation and review make me more confident in purchasing the apparel products.	349	1.00	5.00	4.3983	.71847
Valid N (listwise)	349				

According to the findings of the investigation, the greatest mean for the psychological of consumer environment inquiries was 4.3983, which indicates that "When I buy from Shopee App, consumer's recommendation and review make me more confident in purchasing the apparel products.". The valued of 0.71847 was chosen as the standard deviation for this question". The mean with the lowest score was 4.0974 for the question "Using the online shopping to purchase an apparel product in Shopee is a wise idea". The standard deviation was 0.74024, and the lowest possible score on the scale was one, while the highest possible score was five.

4.5   Inferential Analysis.

In this investigation, the researchers made used of inferential analysis to investigate the nature of the connection that exists between the independent variable and the dependent variable. The inferential analysis that was performed on the sample method, such as Pearson moment correlation analysis, multiple linear regression, and t-test analysis, had been used to draw conclusions and conduct analyses for the entire population.

4.6   Pearson Correlation Coefficient

To determine the degree of covariance that exists between a dependent variable and an independent variable, a Pearson moment correlation analysis was carried out. It was necessary to do the Pearson moment correlation test on each of the four independent variables to determine which of the four relationships between the dependent variable and the independent variables was the most robust and significant. The consumer environment of culture, social, personal and psychology were tested as four independent variables, and consumer behaviour was tested as one dependent variable.

Correlation is significant at the 0.01 level (2-tailed).

Table 4.22: The correlation

	Acronym	Variable
Culture	C1, C2, C3, C4	Independent Variable
Social	S1, S2, C3, C4	Independent Variable
Personal	PR1, PR2, PR3, PR4	Independent Variable
Psychological	PY1, PY2, PY3, PY4	Independent Variable
Consumer Behavior	CB1, CB2, CB3, CB4	Dependent Variable

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Correlations		Mean_C	Mean_S	Mean_PR	Mean_PY	Mean_CB
Mean_C	Pearson Correlation	1	.741**	.778**	.790**	.753**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	349	349	349	349	349
Mean_S	Pearson Correlation	.727**	1	.761**	.774**	.767**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	349	349	349	349	349
Mean_PR	Pearson Correlation	.760**	.769**	1	.722**	.790**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	349	349	349	349	349
Mean_PY	Pearson Correlation	.740**	.783**	.771**	1	.718**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	349	349	349	349	349
Mean_CB	Pearson Correlation	.753**	. 767**	.790**	. 718**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	349	349	349	349	349

Based on table 4.4, the correlation was significant at the 0.01 levelled (2 tailed). All the independent variables had significant 2-tailed correlations with dependent variable. First, dependent variable which was culture of consumer environment (C) had correlation with consumer behaviour (CB) which was 0.753. This shows the valued was strong. Secondly, social of consumer environment (S) was having strong valued with dependent variable which was consumer behaviour (CB) at the valued of 0. 767. Thirdly, personal of consumer environment (PR) also having strong valued with dependent variables which was 0.790. Lastly, psychological of consumer environment (PY) also had strong valued with dependent variable which was consumer behaviour (CB).

4.7 Multiple Regression Analysis

Multiple regression, also known as multiple linear regression, was a statistical method that could been used to predict the valued of a response variable based on several independent explanatory variables. This method could also be referred to as multiple linear regression. In multiple linear regression, this objective could be accomplished by linearly modelling both the response variables and the explanatory factors, which were known as the independent variables. Multiple regression was essentially the expansion of ordinary least-squares (OLS) regression, in which the used of more than one explanatory variable was included.

Table 4.23: The multiple regression analysis.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.894[a]	.799	.797	.92692
a. Dependent Variable: CB!				
b. Predictors: (Constant), IV4, IV3, IV1, IV2				

Table 26 shows, the result of r was 0.894 which was relatively strong. Independent variables were culture of consumer environment, social of consumer environment, personal of consumer environment and psychological of consumer environment where as, dependent variable was consumer behaviour. The valued of r square was 0.799 which shows that the objective of this researched was accomplished. The adjusted R square shows 0.797 which was lowered than the actual R square and lastly, the std error of estimate was 0. 002.

Table 4.25: The Anova.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1174.431	4	293.608	341.730	.001[b]
	Residual	295.558	344	.859		
	Total	1469.989	348			
a. Dependent Variable: DV1						
b. Predictors: (Constant), IV4, IV3, IV1, IV2						

Based on table 27, the f-test valued was 341.730 and the significance leveled was <.001. The total number of sum of squares were 1469.989. the mean square for regression and residual was 293.608 and 0.859 respectively. This let the researcher to apply multiple regression analysis towards all the variables that brought valued to the impact of celebrity endorsement toward consumer in consumer behaviour and the choose variables were significant to one and another. Lastly, independent variable and dependent variables were suited to one and another

Table: 4.25: The Coefficients.

Coefficients^a					
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.193	.459		11.306	.000
	IV1	.112	.045	.111	2.495	.013
	IV2	.160	.050	.158	3.213	.001
	IV3	.369	.044	.366	8.303	.001
	IV4	.351	.050	.335	7.026	.001
a. Dependent Variable: DV1						
b. Predictors: (Constant), IV4, IV3, IV1, IV2						

Based on Table 4.6.3, the strongest predictor is expertise of endorser which is β = 0.369. The beta value for personality influence behaviour is 0.044 which is higher than other independent variables. So, this analysis shows that the personal of consumer environment has positive gesture towards consumer behaviour. Secondly, the second highest predictor psychological of consumer environment which is β = 0.351 and the beta is 0.50. T value is 7.026. next, for the social of consumer environment which is β = 0.160 and the beta is 0.158. T value is 3.213. Lastly, culture of consumer environment has the least value which is β = 0.112, the beta is 0.111 and t is 2.495. To sum up, all the variables have positive relationship with one another. There is no independent variable that has negative relationship with dependent variable.

4.6.1 Hypothesis Testing.

Within this analysis four hypotheses test the relationship between independent variables and dependent variable. The hypothesis tests use a significant value to demonstrate if the hypotheses are acceptable or rejected.

Figure 4.9: The significant β on framework.

(Consumer environment)
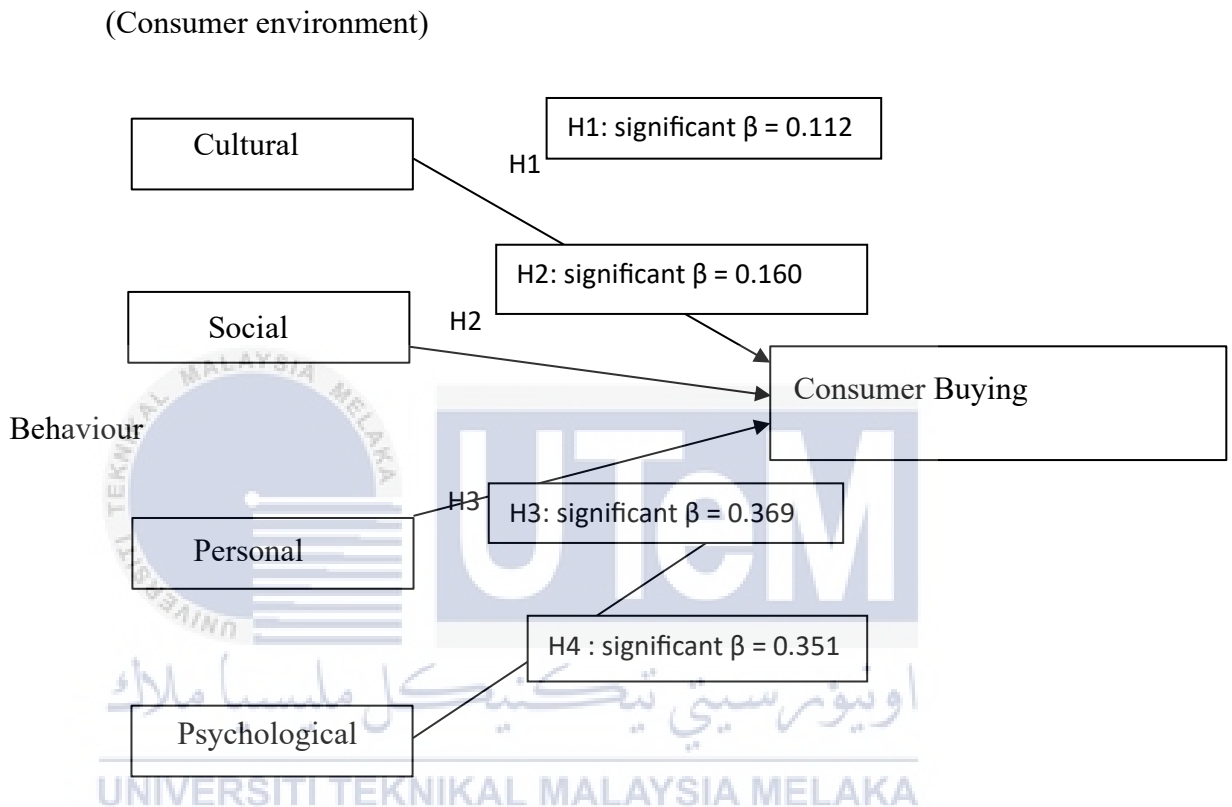
The Hypothesis for culture of consumer environment.

> H1: Culture of consumer environment has impact on consumer buying behaviour.

Accepted H1

Table revealed the relationship between culture of consumer environment and consumer buying behaviour. The result marked significant valued of information quality factor, P = 0.013 which was lowered than 0.05. This shown that information culture of consumer environment had a significant relationship on consumer buying behaviour. Thus, H1 was accepted in this studied of researched. There was a positive relationship between culture of consumer environment and consumer buying behaviour.

The Hypothesis for social of consumer environment.

> H2: Social of consumer environment has impact on consumer buying
> behaviour.

Accepted H2

Table revealed the relationship between social of consumer environment and consumer buying behaviour. The result marked significant valued of information quality factor, P = 0.001 which was lowered than 0.05. This shown that information social of consumer environment had a significant relationship on consumer buying behaviour. Thus, H2 was accepted in this studied of researched. There was a positive relationship between social of consumer environment and consumer buying behaviour.

The Hypothesis for personal of consumer environment.

> H3: Personal of consumer environment has impact on consumer buying
> behaviour.

Accepted H3

Table revealed the relationship between personal of consumer environment and consumer buying behaviour. The result marked significant valued of information quality factor, P = 0.003 which was lowered than 0.05. This shown that information personal of consumer environment had a significant relationship on consumer buying behaviour. Thus, H3 was accepted in this studied of researched. There was a positive relationship between personal of consumer environment and consumer buying behaviour.

The Hypothesis for psychological of consumer environmen

H4: Psychological of consumer environment has impact on consumer buying behaviour.

Accepted H4

Table revealed the relationship between psychological of consumer environment and consumer buying behaviour. The result marked significant valued of information quality factor, P = 0.001 which was lowered than 0.05. This shown that information psychological of consumer environment had a significant relationship on consumer buying behaviour. Thus, H4 was accepted in this studied of researched. There was a positive relationship between psychological of consumer environment and consumer buying behaviour.

4.8   Summary.

Used Pearson correlation analysis and multiple regression analysis to conduct inferential analysis, the researcher was able to effectively test all the hypotheses that was presented in chapter 3. Before an actual test was carried out, a reliability test was being carried out first. This was being done to ensured that the reliability of each instrument contained within the questionnaires was fully developed and understandable.

Based on the findings, the researchers determined that there was a significant relationship between four independent variables and the dependent variable of buying behaviour. These four independent variables were the culture of consumer environment, the social of consumer environment, the personal of consumer environment, and the psychological of consumer environment. All hypothesis accepted. In the following chapter, which was gone have been chapter 5, we would have carried out an overall analysis. The discussions and limitations that was brought up in this chapter had been covered in the following chapter.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.0   Introduction

This was the last chapter that had been covered in this analysis. This chapter would provide a concise explanation of the studier's objectives and would bring the discussion of the data from chapter 4 to a closed. In addition, researchers would provide a concise explanation of the theory and managerial results, as well as the limitations of the researched and potential recommendations for further researched.

5.1   Summary of Study

The purpose of this researcher was to examine the consumer environment towards apparel product on Shopee app at Malaysia. In this research, there were four independent variables which are consumer environment of culture, social, personal and psychological which effects consumer buying behaviour toward apparel products in Shopee app.

5.2   Discussion on the Demographic Background

The total of the respondents for this research were 349 respondents who were answering the questionnaires. There are total of 349 respondents where 63.9% were made up of male which represent 223 respondents and 36.1% or 126

respondents were female. Female respondents were somewhat higher than male respondents.

Besides, there are total 4 categories of age group. The range of age for the respondents which were answering the questionnaire is between 16 years old to 31 years old and above. Overall, the respondents are mostly from age group of 16-20 which are 72 respondents made up of 20.6% of the total respondents. This is then followed by 158 respondents (45.3%) which fall under age group of 21 to 25 and 95 respondents (27.2%) which represents age group more than 26-30 years old. The the last age group is 31 years old and above that contribute 24 respondents with 6.9%. The results on the research where the most of the respondents are from the age group of 21 -25 years old.

Next, there are three categories of race which are Indian, Malay, Chinese, and Others who has participated in this survey The higher proportion of race involved in this research is Malay which is 189 respondents or 54.2% and the lower respondents in this statistic of the race was Indian category which is 77 respondents or 22.1% of the percentage. Other than that, there were 83 respondents or 23.8% is Chinese.

Furthermore, this research has studied the education level of the respondent which are from PMR/PT3, SPM, STPM/Matriculation/Diploma, Bachelor's degree, and Master or PhD. Most of the respondents are from the education level of Bachelor's degree which represents 154 respondents with 44.1%. The respondents from STPM/Matriculation/Diploma level were in second position which made up of 126 respondents with 36.1%. This is then followed by 69 respondents or 19.8% with SPM level. Lastly, followed by respondents with Master or PhD that contribute zero respondents.

The educational level presents the results of a frequency analysis based on the respondents region. The data was collected from 349 respondent which was separated from 5 region. Northern Region (Perlis, Kedah, Penang, Perak) was contributed 86 respondents which is 19.5 percent. The highest respondents are Central Region (Kuala Lumpur, Selangor, Negeri Sembilan) making up 100 respondents that giving 24.6 percent. Besides, for the region is East Coast Region (Pahang, Kelantan, Terengganu) is contributed 62 respondents and 17.2 percent. The second highest is Southern Region (Johor, Melaka) the respondents is 86 with 20.6 percent. The last region with second lowest respondent are East Malaysia (Sabah, Sarawak) that making up 68 respondents that giving 17.8 percent.

Moreover, the researcher has also study categories of Occupational of the respondents in this research which are those from Government employee, Housewife, Private employee, retired, student and other category. Mostly answers this survey from students which are contributed to 139 respondents or 34.8%, followed by government sector and private employee have the same data which is 73 respondents or 18.3%. Move to retired is 49 respondents or 12.3% and in others category is 34 respondents or 8.5%. Other than that, housewife is 32 respondents or 8%. The following result demonstrates that housewives are the least likely to respond because they prefer to prepare themselves rather than spend money on meals.

Then, data of respondents' employment status were displayed in the table above. Data collection includes respondents between public sector had 72 respondent which was 20.1%, The employment status for private sector was 68 respondent who was 19.5%, self-employed 36 respondent who was 10.3%. The employment status for student contributed the highest percentage which is 157 that given 45%. Last but not list is unemployed that not contributed anymore because this group of persons consists of retired and persons who are finding the new job.

Thus, data of respondents' monthly income were displayed in the table above. Data collection show the highest respondents monthly income is Below RM2,000 had 276 respondent which was contribute 73.6%, the second highest is income between RM2,001 - RM5,000 is 54 respondents that given 15.5%. For the monthly income between RM5,001 - RM7,000 made up 19 respondents that given 5.4%. Besides that, for the monthly income between RM7,001 - RM10,000 and Above RM10,001 respectively provides 0 respondents.

Lastly, the results of a frequency analysis based on the respondent's how many years have used the online shopping. The data was collected from 349 respondent might shows that less than 1 year was the lowest of all used online shopping contribute 27 respondents that given 7.7%. For the years 1 to 3 years making up 125 respondents with 35.8%. The higher frequency respondents between 4 - 6 years is 143 that contribute 40.1%. Besides that respondents have a years used online shopping for 6 years above is 54 respondents and contributed 15.5%.

5.3   Discussion on the Hypothesis Testing

Table 5.1: Summary of Hypothesis Testing.

	Hypothesis	p-value	Result
H1	H1: Culture of consumer environment has impact on consumer buying behaviour	0.03	Strong (accepted) (p<0.05)
H2	H2: Social of consumer environment has impact on consumer buying behaviour	0.01	Strong (accepted) (p<0.05)
H3	H3: Personal of consumer environment has impact on consumer buying behaviour	0.00	Strong (accepted) (p<0.05)
H4	H4: Psychological of consumer environment has impact on consumer buying behaviour	0.01	Strong (accepted) (p<0.05)

Table 5.1 showed the summary results of test hypothesis. The test results of the hypothesis show that the p-value below 0.05 is agreed in four hypothesis. The accepted of the dimension's assumptions are social, culture, personal and psychological. It can therefore be stated that social, culture, personal and psychological of consumer buying behaviour towards apparel products on Shopee app impacted towards consumer environment significantly.

The significant value of culture, p=0.003 which is less than 0.05 indicates that it has a positive relationship on culture. Researcher accepted the hypothesis 1 as the consumer environment factor is a significant and positive hypothesis. The support for hypothesis 1 from the previous study by Mohammed & Tejay, (2017) pointout as the relationship of culture of consumer environment is positive. The individual's culture is directly impacted by the consumer buying behaviour toward apparel products on Shopee. Besides, studied by Petrescu et al., (2023) discovered that consumer who believe that using a online shopping will increase their motivation and perception efficiency have a positive emotional reaction to the e-commerce such as Shopee app, according to research. According to Dinar Agustin, (2022) identified that customers who believe modern and advanced technology is more successful than the traditional technology at performing the operation with which it was launched are more likely to embrace it and experience it.

Other than that, the significant value of social, p=0.001 which is lower than 0.05 indicates that social has a positive relationship on consumer buying behaviour. The researcher accepted the hypothesis 2 as the consumer environment is a significant and positive hypothesis. Support by Zhao et al., (2023) mentioned that the idea of a relatively new e-commerce model that has the potential to drive consumption growth and promote flexible social online shopping user. Besides, other authors have identified by Bugshan & Attar, (2020) examined the relationship between social commerce information sharing, trust, perceived privacy risk, and intention to buy, and highlights the need to consider these constructs in social commerce research in emerging markets.

Furthermore, significant value of personal, p=0.000 which is lower than 0.05 indicates that personal of consumer environment has a positive relationship on consumer buying behaviour towards apparel products at online shopping. The researcher accepted the hypothesis 3 as the personal factor is a significant and positive hypothesis. Tarka et al., (2022) the role of specific personality traits on pleasure seeking shopping experiences and compulsive buying still awaits an in depth examination and clarification. Next, based on Ampadu et al., (2022) online marketing techniques such as personalized on apparel products recommendation, which makes products available to consumers, optimizing their interests and buying experience, are primal to market development.

Lastly, in this study, the significant value of psychological, p=0.001 which is lower than 0.05 indicates that psychological of consumer environment has a positive relationship with consumer buying behaviour. So, hypothesis 4 is accepted as the psychological factor is a significant and positive hypothesis. Supported by Shabnam et al., (2021) identified that the consumer belief system is directly linked with their pro-environmental purchase intention, we argue that this nexus is filtered through consumer psychological beliefs. Moreover, Barbara Francioni, (2021) explained studies have shown that positively predicted by consumer environment addiction as well as a positive psychological route which is mindfulness, happiness, and self-esteem.

5.4   Discussion of Findings.

5.4.1 Objective 1: To examine the factor of personal of consumer environment lead consumer toward buying behaviour in Shopee app.

Based on the findings obtained in chapter 4 (data analysis), there are 4 important factor of personal of consumer environment that lead consumer toward buying behaviour. Which is the highest of rate by respondent was expertise of endorser both online and offline method. During this research followed by questionnaire data collected, the researcher found out that there was a significant valued (p<0.01) of buying behaviour in Shopee app. This revealed that there was a significant positive relationship between both variable (=0.369, p<0.01), regarding of this we can see the

impact of personal of consumer environment have related with consumer buying behaviour in Shopee app and lead them to purchase product based on the idea, knowledge experience of the consumer itself. As a result, the hypothetical relation between personal of consumer environment and buying behaviour in online shopping was accepted. This also proven that the predictor of personal of consumer environment affects buying behaviour in Shopee app.

Second highest that lead consumer in buying behaviour in online shopping which is Shopee app method was psychological of consumer environment regarding of data collected in questionnaire. psychological and personal are main reason consumer in buying behaviour. Both psychological of consumer environment and personal of consumer environment get the highest rate and their significant only 0.018 different. Beside the researcher found out that there was a significant value ($p<0.01$) of buying behaviour same as personal of consumer environment. This revealed that there was a significant positive relationship between both variables ($=0.351$, $p<0.01$). Regarding of this we can see the impact of psychological of consumer environment have related with consumer buying behaviour in Shopee App and lead them to purchase product because consumer of consumer knowledgeand experience, then turn out consumer will buying the product by wise idea and beneficial to them. As a result, the hypothetical relation between psychological of consumer environment and buying behaviour in online shopping was accepted. This also proven that the predictor of psychological of consumer environment affects the buying behaviour in Shopee app.

Third highest that lead consumer in buying behaviour in online shopping which is Shopee app method was social of consumer environment regarding of data collected in questionnaire. Moreover, the researcher also found out that there was a significant value ($p<0.01$) of consumer buying behaviour in Shopee app. This revealed that there was a significant positive relationship between both variables ($=$ 0.160, $p<0.01$). Regarding of this we can see the impact of social of consumer environment to promote the product have related with consumer buying behaviour and lead them to purchase product because social of consumer environment to

convince consumer in buying the product that they value and important to them. As a result, the hypothetical relation between social of consumer environment and buying behaviour online shopping was accepted. This also proven that the predictor of social of consumer environment affects the buying behaviour Shopee app.

Even though culture of consumer environment was the lowest rate in this research but social of consumer environment also lead consumer in buying behaviour in Shopee app. This can be proved based on data finding in questionnaire data that the researcher found out, there was a significant value (p=0.003) of buying behaviour. Regarding of this we can see the culture also give an impact in buying behaviour in Shopee app to do shopping more quickly and takes less time to evaluate. This revealed that there was a significant positive relationship between both variables (= 0.167, p=0.002). Regarding of this we can see the impact of culture of consumer environment have related with consumer buying behaviour and lead them to purchase product because consumer will evaluate and select a product in Shopee app with a less time and it will impact consumer decision making in buying behaviour. As a result, the hypothetical relation between culture of consumer environment and buying behaviour online shopping was accepted. This also proven that the predictor of culture of consumer environment affects the buying behaviour in Shopee app.

5.4.2 Objective 2: To determine the most important factor of personal of consumer environment that influence in buying behaviour in Shopee app.

Personal of consumer environment:

Based on the findings obtained in chapter 4 (data analysis), the most important factor that influence in consumer buying behaviour for apparel products in Shopee app online shopping was personal of consumer environment. Researched objective 2 could been achieving findings from the valued of beta in personal of consumer environment which is 0.369 while psychological of consumer environment is 0.351, social of consumer environment is 0.160 and lastly culture of consumer environment is 0.112. The valued shows the valued of beta in table coefficients could support the independent and dependent variables on this researched. Moreover, the researcher also

found out that there was a significant valued (p<0.01) of consumer buying behaviour for apparel product at Shopee app. This revealed that there was a significant positive relationship between both variables (= 0.369, p <0.01). As a result, the hypothetical relation between personal of consumer environment and buying behaviour for apparel product at Shopee app was accepted. This also proven that the predictor of personal of consumer environment affects the buying behaviour for apparel product in online shopping.

5.5 Significant Implication of The Research

Considering the findings presented in chapter 4, the following section would present and examine the various implications that stem from this study. These include implication theoretical and implication managerial. Because online shopping Shopee was so widespread currently, this researched studied might been able to assist companies in expanding their business more rapidly through the consumer buying behaviour. That was to say that having factors of consumer environment of an apparel product would have a very positive impact on sales, as well as on the ability to made consumer choose the right product they needed and wanted. The consumer environment would distribute effective content marketing, and appeal to new markets. Finally, this worked was carried out in compliance with the timetable, and the whole chapter was demonstrated. All obtained information went from personal sources. This worked, therefore, leads to more studied in the area in question.

5.5.1 Implication of Theoretical Contribution

The outcomes of this studied had successfully explored an integrated model for factors of consumer environment and the perceptions of consumers regarding apparels products in Shopee app on consumer behaviour researched by (Dinar Agustin, 2022). Concepts relating to the connection between independent and dependent variables were being discussed within the scope of this studied. According to the findings, every independent variable had demonstrated a substantial positive association with consumer buying behaviour on apparel products in Shopee app. As a result, in this investigation, all the proposed of the suggested alternative hypotheses was validated.

The discussion and results of this studied were based on a studied that was conducted by Dinar Agustin, (2022), in which the author employs the by Tarka et al., (2022) model to examine the impact of personal of consumer environment toward consumer buying behaviour. (Dinar Agustin, 2022) this studied had contributed to an increase in the understanding of the literature on the factors of consumer environment of buying behaviour directed toward an apparel products in Shopee app and consumer purchasing behaviour.

5.5.2 Implication of managerial level

Considering the management implications, an investigation of the characteristics of the consumers environments that had the greatest impact on consumers' buying decisions in Shopee app toward an apparel product was required. This researched concluded in the sensed that it provides an in-depth explanation and measurement of the experience that impact consumers in their buying behaviour.

First, a regression studied shows that personal of consumer environment was the most important factor in determining consumers' buying decisions towards apparel product in Shopee app. Because consumers would automatically associate the products the experience, knowledge and recommends with the quality they knew and loved that studied by Sheehan et al., (2019).. The personal factor was able to persuade their self to buy the product and keep their attention while doing so. further elaborated, when consumers were already have experience and knowledge, it was much simpler for them keep always enhance and increase their personal knowledge especially related to apparels products in Shopee app since those new upcoming products and up to date Shopee app would want to be done all they could to help their personal of consumer environment succeed by (Ma & Liu, 2023).

Secondly, psychological of consumer environment was the second highest in factor that effect consumers for buying behaviour based towards apparel product in Shopee app-based regression analysis. When a new apparel of product, consumers were more likely to give it a tried based on their motivation and idea. A consumer

environment could buying apparel products on Shopee a consumers to buy a certain brand. The psychological of consumer environment could have a significant impact on sales because of the meanings they transfer to consumers byShabnam et al., (2021). However, negative pressed from a consumer environment, such as if they were involved in a societal issue or harmful action, would likely cause consumers to avoid the goods. In addition to the influence of consumer environment, they also influenced how consumers felt and thought about certain products.

In addition, according to the regression studied, factors such as the culture and social of consumer environment eased of used both had the same significant predictor factor that consumer environment had on people's buying behaviour on apparel products on Shopee app. In general, these findings bear substantial implications for managerial decision-making at Shopee. The cultural and social aspects of the consumer environment, which have been found to be significant predictor factors, highlight how crucial it is to match marketing and product strategies with these powerful components. Furthermore, allowing that these elements to improve the platform's usability suggests that continuous efforts to improve connected design and user experience are required by Zhao et al., (2023). Initiatives like tailored social engagement features, culturally aware marketing campaigns, and user-friendly interfaces that speak to the target audience's social and cultural contexts might be a part of this by Bugshan & Attar, (2020).

5.6   Limitation of The Study

This thesis had several shortcomings, some of which the writers was already aware of before beginning the process, while others appeared out of nowhere while they were working on it. These shortcomings were referred to as foreseen and unexpected restrictions, respectively. To begin, there was a problem with time because the writers had only four months to do the studied. This presented a challenged.

Next, researched limitations occur when the researcher had limited capabilities to get respondent. Regarding of this problem researcher changing the interview section to google form session with several university student and working people. The limitation of this researched was the sample size coverage was limited to all region in Malaysia only and the researcher time management to did this researched also had limitation because needed to carried other subject assignment.

Another limitation of this studied was that most respondents had been young people over the age of 16 to 30 years old. The researcher collects 349 respondents in this project because the population in Malaysia region in range of 16 to 30 years old were 8.476 million people and this communities' helped researcher got more feedback and data.

Thus, this would affect the accuracy and reliability of data obtained from those respondents, thereby influence the whole data results of the studied where it might not be comprehensive to represent the overall the impact of celebrity endorsement toward customer in buying behavior. Indirectly this would affect the wrong data to insert into the SPSS. This would cause the surveyed was repeated distributed to get sufficient and corrected data to process in SPSS.

5.7 Recommendation for Future Research

The restriction studied that was done in the previous part served as the basis for the recommendation for the future researched. According to the findings of the studied, the author hopes that the Subsequent investigations concerning consumer behaviour on e-commerce platforms, specifically concentrating on Shopee, should explore the continually changing environment of technological progress. Examining how consumers choose clothing products in light of new technologies like augmented reality (AR) and virtual reality (VR) might provide insightful information. It would be easier to implement these technologies on Shopee if one had a better understanding

of how they impact the online shopping experience, especially when it comes to trying on virtual clothes or experiencing products in a simulated environment. A deeper investigation of how these technological advancements impact the cultural, social, personal, and psychological factors discussed previously would offer a comprehensive understanding of the constantly changing dynamics of consumer behaviour. Additionally, investigating the role of artificial intelligence (AI) and machine learning (ML) algorithms in predicting and adapting to individual consumer preferences could contribute to improving personalized recommendations.

Future studies might also look into how e-commerce platforms manage environmental sustainability and how that affects customer decisions. It would be beneficial for academics and practitioners to look into how customers react to and prioritize eco-friendly and sustainable plans in the apparel industry on Shopee. Future managerial decisions may be influenced by an understanding of the incentives and challenges related to sustainable choices, as well as the effectiveness of Shopee's communication strategies in demonstrating their commitment to sustainability. The purpose of this study is to determine whether ethical concerns raised by customers and Shopee's sustainability initiatives can work together to promote environmentally friendly e-commerce. All things considered, exploring these areas of innovation and sustainability will expand our understanding of Shopee customer behaviour and further the understanding of e-commerce.

5.8 Summary

This study examined the factors influencing consumer buying behavior for apparel products on the Shopee e-commerce platform in Malaysia. Understanding online consumer behavior is crucial for businesses marketing products on digital platforms like Shopee. The research found that elements of the consumer environment, including cultural, social, personal and psychological factors, significantly impact consumers' apparel purchase decisions and overall user experience on Shopee.

Among the consumer environment factors, personal factors emerged as the most influential in predicting apparel buying behavior on Shopee Malaysia. The personal aspect includes elements like consumer skills, knowledge, experiences and satisfaction levels. Findings showed a strong positive relationship between personal factors and buying behavior. This suggests that Shopee consumers are highly influenced by their own abilities, expertise, and prior experiences when making apparel purchase decisions.

Psychological factors such as attitudes, perceptions, and motivations were also a leading predictor of buying behavior for Shopee users. The study found consumers' emotions, beliefs, and internal thought processes to be key drivers of their apparel shopping patterns. Effectively targeting these psychological elements can help Shopee businesses enhance the overall user experience.

Social factors, encompassing social media, communities, influencers, and shared norms, additionally played a substantial role in consumers' apparel buying decisions on Shopee. Positive social endorsements and interactions were linked to greater product trust and purchase likelihood. Leveraging social channels can thus be an impactful strategy.

While still significant, cultural factors including values, customs and identity had relatively less influence compared to other elements. However, appealing to cultural preferences can allow Shopee marketers to better cater to this aspect of the consumer environment. Overall, aligning business strategies with personal, psychological, and social factors can drive positive apparel buying on Shopee Malaysia.

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APPENDICES

Questionnaire

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

The Impact of Consumer Environment on Buying Behavior Towards Apparel Products in Shopee.

Instructions:

Purpose of Survey:

This research will serve to guide the researcher into how the consumer environment gives an impact on buying behaviour towards apparel products in the Shopee app in Malaysia.

Notes:

You had been carefully considered and selected to represent on behalf of respondent for this study. Your response is vital as it will contribute towards the impact of consumer buying behavior towards apparel products in Shopee app Malaysia based on consumer environment.

For further clarification and/or Instructions, please contact:

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Statement of Confidentially

The information you provide will be held as strictly confidential. We will neither publish, release, nor disclosure any information on or identifiable with, individual persons, organization, or companies.

The Impact of Consumer Environment on Buying Behavior Towards Apparel Products in Shopee.

Section A: Demographic Information

*This section lists somes questions about your personal information. Please tick ( ) on the space given.

1. Gender:

☐ Male

☐ Female

2. Age

☐ 16 – 20 years old

☐ 21 -25 years

☐ 26 - 30 years old

☐ 31 -35 years old

3. Race

☐ Malay

☐ Chinese

☐ Indian

☐ Others:

4. Education Level

☐ SPM / O-Level

☐ STPM / Matriculation / Diploma

☐ Bachelor's degree

☐ Master / PhD

5. Region

☐ Northern Region (Perlis, Kedah, Penang, Perak)

☐ Central Region (Kuala Lumpur, Selangor, Negeri Sembilan)

☐ East Coast Region (Pahang, Kelantan, Terengganu)

☐ Southern Region (Johor, Melaka)

☐ East Malaysia (Sabah, Sarawak)

6. Employment Status

☐ Public Sector

☐ Private Sector

☐ Self-employed

☐ Student

☐ Retired

7. Monthly Income (Calculated Per Individual)

	Below RM2,000
	RM2,001 - RM5,000
	RM5,001 - RM7,000
	RM7,001 - RM10,000
	Above RM10,001

8. How many years have you used the online shopping?

	Less than 1 year
	1 - 3 years
	4 - 6 years
	6 years above

environment. Please rank your statement by using the appropriate scale.
Please tick (/) on your answer.

Strongly Disagree				Strongly Agree
1	**2**	**3**	**4**	**5**

	Cultural		1	2	3	4	5
C1	Purchase apparel over the Shopee would allow me to do shopping more quickly.						
C2	Online Shopping over Shopee takes less time to evaluate and select a product.						
C3	Online shopping over Shopee is user-friendly.						
C4	I can purchase the apparel in the Shopee whenever I want.						

	Social	1	2	3	4	5
S1	People who are important to me think that I should purchase apparel in Shopee.					
S2	People who influence my behaviour would think that I should purchase apparel in Shopee.					
S3	People with whom I value their opinions would approve my purchase of apparel in Shopee.					
S4	The media frequently suggest making online purchases of apparel via Shopee.					

	Personal	1	2	3	4	5
PR1	I like the idea of using the internet to purchase apparel on online retail.					
PR2	I have the knowledge to use Shopee to make a purchase of apparel products.					
PR3	I am satisfied with my recently purchased apparel product on Shopee.					
PR4	In general, making purchases of apparel products in Shopee is very easy.					

	Psychological		1	2	3	4	5
PY1	Using the online shopping to purchase an apparel product in Shopee is a wise idea.						
PY2	Using Shopee to purchase apparel in online shopping is beneficial for me.						
PY3	Using Shopee to purchase apparel in online shopping is appropriate for me.						
PY4	When I buy from Shopee App, consumer's recommendation and review make me more confident in purchasing the apparel products.						

Section C: Consumer Buying Behaviour

Here are the statements that reflect your interest of consumer buying behaviour. Please rank your statement by using the appropriate scale. Please tick (/) on your answer.

Strongly Disagree				Strongly Agree
1	2	3	4	5

	Buying Behaviour	1	2	3	4	5
CB1	I bought apparel products on the Shopee app without prior planning.					
CB2	I used to search for clothing products on the Shopee app without making a purchase.					
CB3	I tend to read customer reviews or seek feedback from other users before buying apparel products on the Shopee app.					
CB4	I may encounter any issues related to the quality, size, or authenticity of the apparel products purchased on the Shopee app.					
CB5	I'm satisfied with the variety of apparel products available on the Shopee app.					

We sincerely thank you for your precious time and participation on this survey.

We can assure you that your information will be kept strictly confidential.

- END OF QUESTION

Gantt Chart Final Year Project 1

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
PSM 1 talk	■															
Search PSM topic	■															
Conversation with PSM supervisor through WhatsApp	■	■	■	■	■	■	■	■	■	■	■	■	■	■		
Modify research topic		■														
Topic confirmation		■														
Identify problem statement and background of study		■	■													
Identify research objective and research question		■	■													
Find information for literature review			■													
Preparation and completed for chapter 1			■	■												
Preparation and completed for chapter 2				■	■	■	■	■								
Preparation and completed for chapter 3								■	■	■	■					
Preparation of slide presentation												■	■			
PSM 1 presentation													■			
Make correction for the proposal														■	■	
PSM 1 report submission															■	■

Appendices 3

Gantt Chart Final Year Project 2

Procedure FYP 2	Week														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Create questionnaire	■	■	■												
Distribute questionnaire				■	■	■	■	■							
Data gathering				■	■	■	■	■	■						
Data analysis										■	■	■			
Complete chapter 4											■	■			
Complete chapter 5												■	■		
Presentation														■	
PSM 2 submission															■