

Factors Influencing Purchase Intention in the Online Apparel Retailing Industry Aimed at Sustainable Growth: A Case Study of China's E-Marketplace

Ji Xiaofei

INTI International University, Malaysia. ORCID iD: <https://orcid.org/0009-0006-4432-6178>,
Email: i21020991@student.newinti.edu.my

Abdul Rahman Bin S Senathirajah

INTI International University, Malaysia. ORCID iD: <https://orcid.org/0000-0001-6044-9051>,
Email: arahman.senathirajah@newinti.edu.my

Majid bin Md. Isa

INTI International University, Malaysia. Email: abdmajid.mdisa@newinti.edu.my

Mohd Saleh Abbas

INTI International University, Malaysia. Email: abdmajid.mdisa@newinti.edu.my

Tippawan Lertatthakornkit*

Faculty of Management, Shinawatra University, Thailand.

ORCID iD: <https://orcid.org/0009-0003-3524-0653>, Email: tippawan.l@siu.ac.th

Ganesh Ramasamy

INTI International University, Malaysia. Email: ganesh.ramasamy@newinti.edu.my

Hariharan N Krishnasamy

INTI International University, Malaysia. Email: hariharan.samy@newinti.edu.my

Received Date: 27-07-2023; Accepted Date: 19-08-2023; Publication Date: 05-12-2023.

How to cite (APA):

Xiaofei, J., Senathirajah, A. R. B. S., Isa, M. B. M., Abbas, M. S., Lertatthakornkit, T., Ramasamy, G., Krishnasamy, H. N., (2023). Factors Influencing Purchase Intention in the Online Apparel Retailing Industry Aimed at Sustainable Growth: A Case Study of China's E-Marketplace. *International Journal of Instructional Cases*. 7(2), 1-18



**International Journal
of Instructional Cases**

Abstract

This research aimed to examine the impact of various factors of consumer satisfaction in China's online clothing industry on purchase intention, with the objective of fostering long-term growth in this sector. The existing literature on "online shopping e-service quality" research served as the foundation for our innovation and knowledge development. This study investigates the relationship between three attributes of the electronic service quality model and three psychological factors in the TPB model to enhance the prediction of customer behaviour. The data were collected from 580 online apparel consumers in mainland China. The analysis indicates that service quality has a positive impact on customers' purchase intention through customer satisfaction. Additionally, purchase intention is directly influenced by perceived behavioural control and attitude. All dimensions of e-service quality have an impact on customer satisfaction.

Keywords: Online Apparel Retail, E-Service Quality, Psychological, Satisfaction, Purchase Intention, Sustainable Growth.

Introduction

The global usage of the Internet has experienced significant growth in the past decade, leading to remarkable expansion in multiple industries. In December 2021, the online population in China reached 73%, comprising approximately 1.032 billion users (CNNIC, 2022).

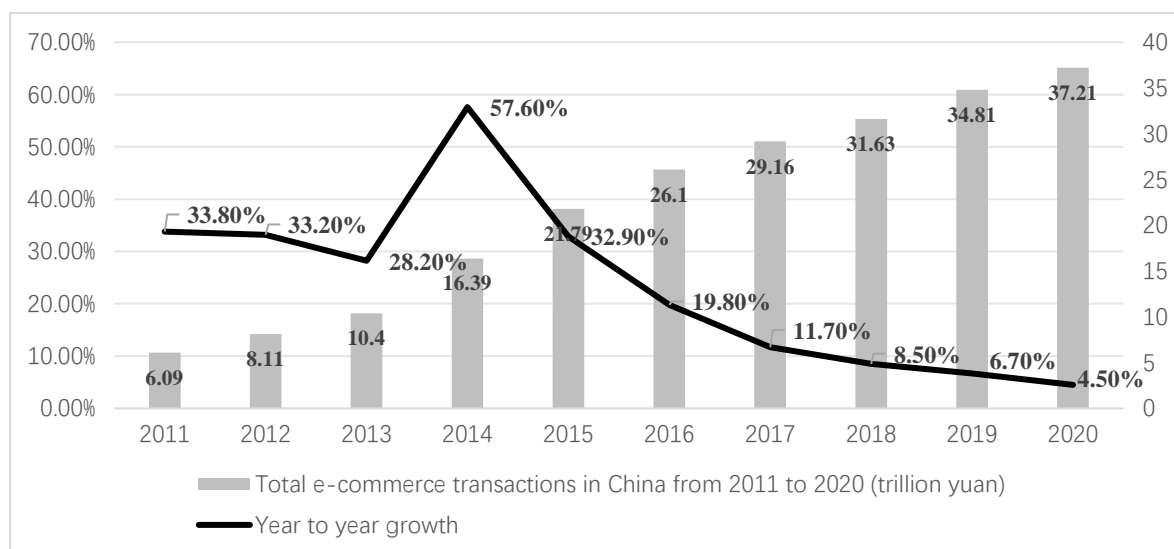


Figure 1: Total E-Commerce Transactions in China From 2011 To 2020.

Source: National Bureau of Statistics of China (2022).

E-commerce in this country began its development and entered the Internet e-commerce stage in 1998 (Wang Bingnan, 2017). The number of users and transaction scale are continuously growing at this stage (Figure 1). Online shopping offers customers greater convenience, accessibility, and product choices compared to traditional retail, as it is a

subset of e-commerce. As of December 2021, approximately 842 million Chinese individuals, accounting for 81.6% of global Internet users, engaged in online shopping (CNNIC, 2022).

The apparel industry is considered a fundamental sector of consumerism in China (China Garment Association, 2022). Furthermore, the apparel industry holds a prominent position in China. The industrial chain has gradually matured and even formed a complete structure, encompassing production and processing. The rise of urbanisation and economic development has elevated clothing to a symbol of prestige, leading to a growing demand for fashionable attire. China's apparel industry benefits from its large consumer market of 1.4 billion people, which is continuously growing due to high demand.

According to eMarketer's survey data from 2020, e-commerce sales reached \$2.779 trillion by 2021, representing approximately 52.1% of the global retail market. The transaction volume of China's clothing e-commerce B2C market reached RMB 2.15 trillion in 2021 (China Garment Association, 2022).

The online retail market offers clothing products at relatively lower prices. There is a wide variety of products available with similar styles, offering numerous alternatives to choose from. Customer dissatisfaction and low switching costs can lead to customer churn. This study aims to investigate the factors that influence customer purchase intention in the online apparel retailing sector of China's electronic marketplace, addressing a gap in the existing literature.

Literature Review

Customer satisfaction is the perceived difference between expectation and performance (Tse & Wilton, 1988). The customer's satisfaction or dissatisfaction is determined by comparing their expectations of a product with its perceived impact (Kotler, 2001). The differences between customer expectations and the actual performance of a product can lead to varying psychological perceptions, which in turn can result in customer satisfaction or dissatisfaction (Harker & Brennan, 2003). This study examines customer satisfaction as the emotional response that arises from comparing the perceived impact or outcome of a product or service with its anticipated value.

Bossard and Monod (1994) argue that enhancing customer satisfaction is the sole viable approach for clothing manufacturers to expand their customer base and overcome challenges. According to Pradhan and Roy (2011), clothing retailers should strive to achieve a favourable equilibrium between pricing and quality to meet consumer demands. The factors of price, apparel quality, and store environment significantly influence consumer satisfaction and loyalty. As stated by Islam et al. (2012), improving service quality in the retail fashion apparel industry can lead to increased customer satisfaction and loyalty. San Lim et al. (2016) found that Malaysian clothing companies

are recognising the importance of customer satisfaction for their survival in the market. [Saricam \(2022\)](#) found that service quality has a significant impact on customer satisfaction in the retail sportswear sector.

[Wang et al. \(2019\)](#) found that purchase intention is the main determinant of a consumer's future purchasing behaviour. The concept of acting as a proxy for actual behaviour and aiding companies in predicting customer purchase likelihood within a specific time has been discussed by [Farris et al. \(2010\)](#). Given the correlation between customers' purchase intentions and their actual purchasing behaviour, it is imperative for sellers to conduct research on these intentions ([Hsu et al., 2012](#)).

The continuous improvement of service quality is essential for online platform providers to meet customer demands in the evolving e-commerce industry. Companies must understand how customers evaluate and perceive online service to provide excellent quality of service ([Blut, 2016](#)) and e-service quality. [Bressolles and Durrieu \(2011\)](#) observed a distinction between e-service quality and traditional service quality in their study. Online website services face specific challenges, including server issues, data backup, and connectivity problems. According to [Zeithaml \(2002\)](#), the performance of an e-service is influenced by its procurement, delivery, and shopping processes. The user experience encompasses both the website interaction and the subsequent service aspects. [Fassnacht and Koese \(2006\)](#) define electronic service quality as the capability of e-service to meet customer demands effectively and efficiently.

The topic of electronic service quality has been extensively researched, with significant contributions from scholars from various countries. This statement is derived from a comprehensive review of 49 scholarly works on the subject matter. Electronic service quality research encompasses various domains and incorporates multiple attributes. This study evaluates the impact of various e-service quality attributes, such as responsiveness, dependability, and website design, on overall service quality ([Table 1](#)).

Table 1: Statistics on the Number of Related Dimensions.

Dimensions	No.
Web Design	18
Reliability	23
Responsiveness	21
Assurance	4
Personalization	9

Source: Proposed By Authors (2023)

[Zeithaml \(2002\)](#) conducted a comparison between e-service quality and traditional service quality. They introduced a revised conceptual model called "E-SERVQUAL" to enhance the understanding of e-service quality. Several scholars have modified the SERVQUAL scale to suit the e-commerce context ([Blut, 2016](#); [Gounaris et al., 2010](#); [Parasuraman et al., 2005](#); [Rasheed & Abadi, 2014](#)). Several scholars, including [Kim et al.](#)

(2006) and Ha and Stoel (2012), utilise the enhanced E-SERVQUAL model.

Ajzen (2020) states that TPB identifies three factors that impact behavioural intention. Sentosa and Mat (2012) posited that attitudes towards the target behaviour, subjective norms, and perceived behavioural control influence behavioural intentions and online purchasing behaviours. The TPB is a research tool used to evaluate individuals' attitudes towards their intention to engage in a specific behaviour. It has also been shown to be associated with actual behaviour. Kumar et al. (2019) observed that research on global online clothing purchasing is fragmented, with a greater emphasis on studies conducted by American scholars (Ha & Stoel, 2012; Kim, 2007; Kim & Stoel, 2004; Seock, 2003; Tahir, 2013; Warrington, 2002). Chinese scholars have conducted limited research on online clothing retailing, particularly in relation to the Chinese clothing market.

The components of this study are defined by consulting past literature and merging the key hypotheses of those studies with this research. This study provides a conceptual framework for comprehending consumer behavioural intentions in the apparel industry by integrating E-SERVQUAL (Zeithaml et al., 2000) and TPB (Ajzen, 1991) (Figure 2).

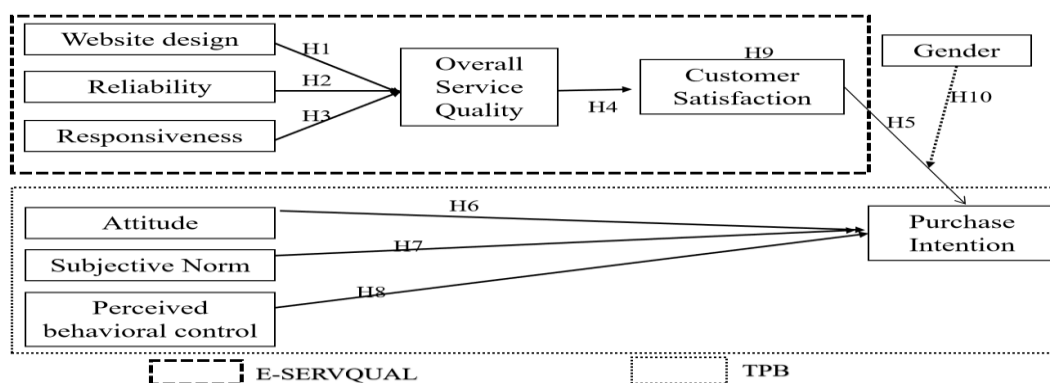


Figure 2: Conceptual Framework.

Web Design, Reliability, Responsiveness, and Overall Service Quality

Prior studies have closely examined the impact of website design on service quality. Lee and Lin (2005) and Blut (2016) found that customer perceptions of e-service quality are influenced by their perceptions of website design.

Parasuraman et al. (1985); Parasuraman et al. (1988) identified five aspects, including reliability. According to Lee and Lin (2005), reliability is a significant factor in online shopping that influences purchase intention, overall customer satisfaction, and service quality. Zhu et al. (2002) found a direct and positive relationship between the reliability dimension and customer satisfaction with electronic banking systems and perceived service quality.

In addition, promptly responding to customer requests not only demonstrates goodwill on the part of online stores, but also helps to decrease uncertainty (Gummerus et al., 2004). Loonam and O'loughlin (2008) and Nusair and Kandampully (2008) found that

responsiveness is a crucial factor in this context. [Lee and Lin \(2005\)](#) found that the responsiveness of online retailers is a primary factor and driver of overall service quality. This results in the proposal of the following three hypotheses:

H1: Overall service quality is positively impacted by website design.

H2: Overall service quality is positively and significantly impacted by reliability.

H3: The general quality of services is positively and significantly impacted by responsiveness.

Overall Service Quality and Customer Satisfaction

According to [Gounaris et al. \(2010\)](#), excellent services result in satisfied customers. [Ribbink et al. \(2004\)](#) argued that delivering high-quality e-commerce services results in immediate customer satisfaction. [Tzavlopoulos et al. \(2019\)](#) and [Jun et al. \(2004\)](#) observed a significant and positive relationship between customer satisfaction and overall service quality in their investigation of online retail services. The following is suggested considering this:

H4: Customer satisfaction is positively and significantly impacted by overall service quality.

Customer Satisfaction and Purchase Intention

According to their research, most researchers believe that customer satisfaction is a significant factor in influencing customers' purchase intentions. [Dash et al. \(2021\)](#) demonstrated a significant and positive correlation between these two dimensions. Client purchase intention in the hotel industry is positively influenced by satisfaction, as confirmed by [Ali \(2016\)](#). As a result, this hypothesis is put forth:

H5: Customer Satisfaction has a positive and significant influence on Purchase Intention.

Attitude, Subjective Norm, Perceived Behavioural Control and Purchase Intention

[Arvola et al. \(2008\)](#) demonstrated that moral and emotional attitudes had a significant impact on individuals' intentions, as observed using TPB. [Rong-Da Liang and Lim \(2011\)](#) discovered that customers' attitudes significantly impact their intentions regarding online food consumption. Furthermore, it is probable that this will have an impact on the personal behaviour of individuals, leading to a higher level of purchase intention for specialty foods. [Mosunmola et al. \(2018\)](#) claim that customers' shopping attitude in the online shopping environment has a significant and positive impact on their shopping intentions.

[Bhattacharjee \(2000\)](#) found a strong correlation between behavioural goals and subjective norms. Subjective norms refer to the influence of others on consumers' purchase intentions ([Chen et al., 2020](#)). [O'Connor and White \(2010\)](#) examined the impact of vitamin

supplementation and functional foods on consumer behaviour in Australia. Their findings indicate that subjective standards have a significant influence on consumers' behavioural intentions.

To this end, we propose the following hypotheses:

H6: Purchase Intention is positively and significantly impacted by attitude.

H7: Purchase Intention is positively and significantly impacted by subjective norm.

H8: Purchase Intention is positively and significantly impacted by perceived behavioural control.

Mediating Relationship and Regulating Relationship

As per [Gounaris et al. \(2010\)](#), the study found that consumer satisfaction is influenced by e-satisfaction and the quality of service. This suggests that the quality of service has a positive impact on satisfaction. In a study conducted by [Chandra and Wirapraja \(2020\)](#), a purposive sampling technique was employed to survey 130 respondents. The findings revealed a significant impact of application usability and service quality on the purchase intention of GoFood consumers, which was mediated by customer satisfaction. In a study conducted by [Kalia et al. \(2016\)](#), they discovered a strong link between the quality of online service and future purchase intention, which ultimately resulted in high levels of online consumer satisfaction. The study was based on an online survey that gathered responses from 308 participants in India.

According to [Hu and Jasper \(2004\)](#), men tend to engage in utilitarian shopping, whereas women tend to prioritise hedonic shopping. As noted by [Hasan \(2010\)](#), there is a notable difference between women and men in terms of cognitive beliefs, particularly in their valuation of internet convenience. Women tend to place a higher value on internet convenience compared to men. [Kim et al. \(2021\)](#) examined 455 participants in the Korean market to explore the impact of mental imagery on customer satisfaction and behavioural intentions. The study also considered gender differences as moderators. [Flavián et al. \(2011\)](#) found that gender moderated the relationship between users' satisfaction with a website and their intentions to make online purchases. This was observed in their analysis of the impact of different visual representations of online products. Therefore, this causal link is proposed:

H9: The link between purchase intention and overall service quality is mediated by customer satisfaction.

H10: When comparing the effect of customer satisfaction on purchase intention, it is more likely to be positive and substantial for women than for men.

Methodology

This study utilised commonly used quantitative methods, as seen in previous studies ([Jiang et al., 2023](#); [Wider & Wider, 2023](#)). This study utilises a predetermined group of

respondents as its research sample, who are required to meet specific criteria and provide the necessary data for the study. Respondents were screened to ensure the recollection of their previous experience with the online clothing retailer. The study focused on respondents from mainland China who had engaged in online shopping with clothing retailers within the past six months. According to the China Internet Network Information Centre (CNNIC, 2022), individuals between the ages of 20 and 49 constitute the largest segment of Internet users in China, representing 55.6% of the total. Thus, this study solely targets this specific group of customers. Their online shopping capabilities are robust. The study focuses on individuals aged 20-49 years old residing in mainland China, encompassing both men and women.

The study employed a questionnaire to assess the efficacy of the model. The data was collected using the WeChat app "Questionnaire Star" and an online survey shared on multiple social media platforms. Participants scanned a QR code to access a questionnaire app and answer the questions. The respondents were asked about their visits to the online store in the past six months.

The five measurements of overall quality of service adopted by Wang et al. (2004) and Rita et al. (2019) were utilized. Operationalization of e-service quality were based on the suggestions by Zeithaml et al. (2000). The five measurement items of Website Design were adapted from the measurement adopted by Ha and Stoel (2012). The five measurement items of Reliability and Responsiveness were adapted from the measurement used by Lee and Lin (2005). Based on the TPB model, the three independent variables were referred to as the reflective-formative type. The customer satisfaction measurement scale and purchase intention were based on existing works from Liu et al. (2008), and Hu et al. (2016).

This study employed a modelling technique in the Smart PLS programme to evaluate the precision and reliability of the measurements. The study achieved an acceptable level of internal consistency, as indicated by a Cronbach's alpha value of 0.7 (Ingenhoff & Buhmann, 2016). Gefen et al. (2000) suggest that a composite reliability (CR) value exceeding 0.70 is deemed suitable for confirmatory research. Convergent validity is considered significant when values are above 0.70, and factor loadings are considered acceptable if they exceed 0.50 (Bagozzi & Yi, 1988). The factor loading estimates obtained from PLS testing were all found to be greater than 0.50 in this investigation. A score of 0.5 is considered acceptable for the AVE, while values above 0.7 are considered highly favourable. The data indicates that all the constructs examined in this study had an Average Variance Extracted (AVE) greater than 0.50, with values ranging from 0.520 to 0.701. Hence, the constructs in this study can be employed to evaluate the structural model.

Fornell and Larcker (1981) defined discriminant validity as the situation where a latent variable shows more variation in relation to its associated indicator variables compared to other constructs in the same model. The AVE values in this study meet the required

criteria. The second technique is referred to as cross-loading. [Chin \(1998\)](#) states that cross-loadings should be smaller than the loading of each indicator. The data indicates that all cross-loadings in the study are smaller than each indication loading, as shown in bold. The third technique used was HTMT. [Kline \(2011\)](#) suggests that there may be a potential issue with discriminant validity if the HTMT value exceeds 0.85 or if the value for [Gold et al. \(2001\)](#) reaches 0.90. The values were below the specified levels.

Data analysis

The purpose of this evaluation process is to assess the effectiveness of the established model in predicting one or more variables ([Hair et al., 2017](#)). It also aims to determine the validity and reliability of the model, to enhance its utility in subsequent analysis and decision-making.

Evaluating collinearity issues is the initial step in analysing structural models. Prior to evaluating the structural relationships, it is important to check for collinearity to ensure unbiased results in the regression analysis ([Hair et al., 2019](#)). The collinearity of the structural model can be assessed by calculating the VIF value. [Diamantopoulos and Siguaw \(2006\)](#) found that the VIF measurement threshold is 3.3. The VIF value is ideally recommended to be around 3 or lower. The internal VIF values of all structures in this study range from 1.000 to 2.081, which is below the threshold of 3.3.

This study formulated 10 hypotheses and employed the Smart PLS 4.0.9.5 bootstrap function to calculate t values for all paths and assess their significance. The critical values for one-tailed tests at significance levels of 1% ($\alpha = 0.01$), 5% ($\alpha = 0.05$), and 10% ($\alpha = 0.1$) are 2.33, 1.65, and 1.28, respectively ([Hair et al., 2016](#)). The researchers noted that the route coefficient generally ranges from -1 to +1. The PLS testing results, as shown in [Table 4](#), indicate that the values ranging from -0.027 to 0.576 fall within the range of -1 to +1.

The accuracy of this research model will be evaluated by testing the coefficient of determination R^2 . [Hair et al. \(2017\)](#) state that the R^2 value should range from 0 to 1, with higher values indicating greater prediction accuracy. The R^2 coefficient and corresponding numerical results meet the required values. The effect sizes (f^2) are all within acceptable limits.

Ultimately, the predictive relevance (Q^2) is assessed. [Hair et al. \(2017\)](#) suggested employing the blindfolding algorithm to assess the Q^2 value for evaluating the predictive validity of the model. [Hair et al. \(2019\)](#) found that Q^2 is positive, indicating that the model has satisfactory predictive relevance according to their study.

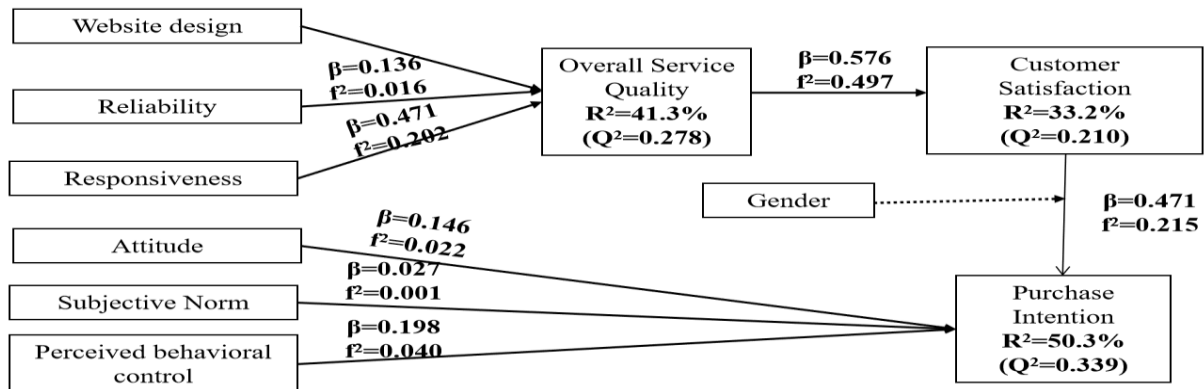
Results

The responsiveness moderately affects the overall quality of the services. The overall service quality significantly affected customer satisfaction. The influence of attitude and

perceived behavioural control on customers' purchase intentions was minimal. Customer satisfaction moderately influenced customer purchase intention. Subjective norms do not have the ability to predict customer purchase intention.

The predicted correlation value of Q^2 was 0.339, indicating predictive relevance. A value of 0.210 represented a 50.3% variation in purchase intention, while a value of 0.278 represented a 33.2% variation in customer satisfaction. The overall variation in quality of service was estimated to be 41.3% according to the conceptual model (Figure 3).

Figure 3 Results of the customer purchase intention model (dashed line indicates non-significant effect)



Website Design ($\beta =0.121$; $p < 0.01$), Reliability ($\beta =0.136$; $p < 0.01$), Responsiveness ($\beta =0.471$; $p < 0.01$), Overall Service Quality ($\beta =0.576$; $p < 0.01$), Attitude ($\beta =0.146$; $p < 0.01$), Perceived Behavioural Control ($\beta =0.198$; $p < 0.01$), and Customer Satisfaction ($\beta =0.471$; $p < 0.01$) hypotheses are statistically significant. Nevertheless, no statistical significance was observed in Subjective Norm ($\beta =0.027$; $p > 0.10$). Hence, although H7 failed to support the Purchase Intention, hypotheses H1, H2, H3, H4, H5, H6, H8 were supported.

As stated by Preacher and Hayes (2008), a method to assess the validity of an indirect effect is by examining whether the upper and lower confidence intervals are equal to zero. According to the findings, it is evident that Customer Satisfaction has a noteworthy and favourable indirect impact on both Overall Service Quality and Purchase Intention, $\beta=0.271$, $t=9.009$, $p<0.01$. Since the result is non-zero between the lower and upper confidence intervals, H9 is supported. In addition, in H10, the moderating effect of gender on the relationship between Customer Satisfaction and Purchase Intention is $\beta=0.043$, $t=0.528$, $p>0.1$ and the moderating effect does not exist. Therefore, H10 is not supported.

Discussion

Previous studies have shown that e-service quality is utilised in various countries and industries, and the effectiveness of TPB in behavioural interventions has been confirmed. TPB offers a diverse array of choices for strategizing and implementing interventions (Steinmetz et al., 2016).

This study suggests that factors such as website design, responsiveness, and reliability

have a positive impact on overall service quality. Therefore, it is crucial for an online apparel store to prioritise these aspects and seek out advancements in electronic service quality that can enhance its business. The responsiveness of the service has the greatest impact on its overall quality, followed closely by reliability and website design. Therefore, in today's fast-paced era in China, customers highly value responsiveness when it comes to online clothing stores. In a study conducted by Jun et al. (2004), it was suggested that responsiveness plays a crucial role in determining the quality of electronic services. This finding aligns with the results of the present study. The importance of reliability and website design should not be overlooked, even though they may have a lesser impact on the overall quality of the service. Website design plays a crucial role in shaping the user's visual experience, while reliability is key in building trust and ensuring satisfaction. Therefore, it is crucial for retailers to allocate adequate resources and exert considerable efforts towards enhancing website design and ensuring website reliability.

The study revealed that the Overall Service Quality had a significantly positive impact on Customer Satisfaction. It appears that the online clothing store has the potential to enhance customer satisfaction and perceived value by enhancing the quality of their services. In today's highly competitive online apparel retail industry in China's electronic market, it is essential to offer top-notch services to attract and retain customers.

Customer satisfaction plays a significant role in influencing purchase intention, while perceived behavioural control and attitude also contribute positively, albeit to a lesser extent. Interestingly, Subjective Norm did not have an impact on Purchase Intention. Overall service quality also plays a role in influencing purchase intention, although the impact of this relationship is somewhat affected by customer satisfaction.

Customer satisfaction had a moderate and positive effect on purchase intention.

In addition to its small size, the study revealed a positive impact of attitude on purchase intention. Consumers were more inclined to make a purchase or choose a specific product or brand if they held a favourable perception of it. Thus, it is crucial for online apparel retailers to actively promote the brand and image of their products to enhance customer attitudes.

Customers are more likely to consider purchasing a product if they believe they have the means to afford it and enough resources to support their decision. However, the impact of perceived behavioural control on purchase intention was only slightly and positively significant. Thus, online clothing retailers can enhance customers' perceived behavioural control by offering flexible payment methods and convenient return policies.

Subjective Norm does not appear to influence purchase intention in this study. Perhaps in an online shopping setting, customers' choices are primarily shaped by factors tied to the product itself, rather than external influences or social pressures. However, in certain situations, like on social e-commerce platforms, subjective norms can still have an impact

on the intention to purchase.

The overall quality of service also has a positive impact on the intention to make a purchase. However, this impact is influenced by the level of customer satisfaction. Providing top-notch services can enhance customer satisfaction, leading to a greater inclination to make purchases. Thus, it is crucial for online clothing retailers to prioritise delivering exceptional service, encompassing prompt shipping, effective customer support, user-friendly websites, and appealing product descriptions.

Previous research suggests that the impact of female customers on purchase intention may exceed that of male customers. When it comes to consumption behaviour, women tend to prioritise emotion and experience, while men tend to focus more on the practicality and functionality of products. Nevertheless, in this study, the effect of this distinction is minimal. In China's e-commerce market, both women and men are increasingly aligning their preferences in the online garment industry, as the impact of customer satisfaction on purchase decisions is diminishing. However, this distinction may still be present in other areas of study. Thus, the resolution of this matter hinges on various domains of consumption and different scenarios of consumption.

Conclusion

This study examines the purchase intentions of customers in the online apparel retail industry through empirical research. This analysis is a research study that aims to identify the e-service quality qualities in China's online clothes retail market by using the TPB model. The study adopts the E-SERVQUAL paradigm and takes an exploratory approach. Factors that impact customers' purchasing intentions from a psychological perspective. This study utilises a model that integrates the E-SERVQUAL model and TPB, enabling a more comprehensive prediction of customer purchase intentions. The results will contribute to a deeper understanding of the significance of customer purchase intentions in the Chinese electronic apparel market. The findings of the study reveal that in the Chinese electronic clothing market, customers' attitudes and perceived behavioural control significantly influence their purchase intentions. Additionally, the responsiveness, dependability, and design of the website also play a role in shaping these intentions, albeit indirectly.

In the future, it would be beneficial to direct research towards addressing the various limitations of this study. Only customers with prior experience using Chinese online clothing retail websites were included in the study sample. The findings may have limited generalizability. Additionally, this study focused exclusively on analysing the e-commerce market within the online clothing sector in China. It is important to note that the measurement method employed may not be applicable for evaluating other industries or sectors. The measurements would need to be modified in the context of other industries. Lastly, this research primarily focused on investigating the direct effects of each variable. However, future studies could explore the potential moderating effects

of each variable.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human behavior and emerging technologies*, 2(4), 314-324. <https://doi.org/10.1002/hbe2.195>
- Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of hospitality and tourism technology*, 7(2), 213-228. <https://doi.org/10.1108/JHTT-02-2016-0010>
- Arvola, A., Vassallo, M., Dean, M., Lampila, P., Saba, A., Lähteenmäki, L., & Shepherd, R. (2008). Predicting intentions to purchase organic food: The role of affective and moral attitudes in the Theory of Planned Behaviour. *Appetite*, 50(2-3), 443-454. <https://doi.org/10.1016/j.appet.2007.09.010>
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16, 74-94. <https://doi.org/10.1007/BF02723327>
- Bhattacharjee, A. (2000). Acceptance of e-commerce services: the case of electronic brokerages. *IEEE Transactions on systems, man, and cybernetics-Part A: Systems and humans*, 30(4), 411-420. <https://doi.org/10.1109/3468.852435>
- Blut, M. (2016). E-service quality: development of a hierarchical model. *Journal of retailing*, 92(4), 500-517. <https://doi.org/10.1016/j.jretai.2016.09.002>
- Bossard, L., & Monod, A.-C. (1994). *Customer satisfaction—a competitive edge in the apparel industry* Massachusetts Institute of Technology]. <https://dspace.mit.edu/bitstream/handle/1721.1/12302/30954870-MIT.pdf?sequence=2>
- Bressolles, G., & Durrieu, F. (2011). Service quality, customer value and satisfaction relationship revisited for online wine websites. 6th AWBR International Conference 9-10 June 2011,
- Chandra, W., & Wirapraja, A. (2020). The effect of application usability, service quality, and E-satisfaction on influencing purchase intention of go-food customers. *Indonesian Journal of Information Systems*, 3(1), 38-49. <https://doi.org/10.24002/ijis.v3i1.3563>
- Chen, H.-S., Liang, C.-H., Liao, S.-Y., & Kuo, H.-Y. (2020). Consumer attitudes and purchase intentions toward food delivery platform services. *Sustainability*, 12(23), 10177. <https://doi.org/10.3390/su122310177>
- Chin, W. W. (1998). The partial least squares approach to structural equation modeling. *Modern methods for business research*, 295(2), 295-336. <https://psycnet.apa.org/record/1998-07269-010>
- China Garment Association. (2022). 2021-2022 China's clothing e-commerce development report.
- CNNIC. (2022). The 49th "Statistical Report on Internet Development in China". <https://www.cnnic.cn/n4/2022/0401/c135-5314.html>
- Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-Millennials: Marketing 4.0, customer

- satisfaction and purchase intention. *Journal of business research*, 122, 608-620. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Diamantopoulos, A., & Siguaw, J. A. (2006). Formative versus reflective indicators in organizational measure development: A comparison and empirical illustration. *British journal of management*, 17(4), 263-282. <https://doi.org/10.1111/j.1467-8551.2006.00500.x>
- Farris, P. W., Bendle, N., Pfeifer, P., & Reibstein, D. (2010). *Marketing metrics: The definitive guide to measuring marketing performance*. Pearson Education. <https://ptgmedia.pearsoncmg.com/images/9780137058297/samplepages/9780137058297.pdf>
- Fassnacht, M., & Koese, I. (2006). Quality of electronic services: Conceptualizing and testing a hierarchical model. *Journal of service research*, 9(1), 19-37. <https://doi.org/10.1177/1094670506289531>
- Flavián, C., Gurrea-Sarasa, R., & Orús Sanclemente, C. (2011). Gender differences regarding the product's online visual representation: Impact on satisfaction and purchase intention. *Esic Market Economic and Business Journal*, 138, 145-170. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2172331
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50. <https://doi.org/10.1177/002224378101800104>
- Gefen, D., Straub, D., & Boudreau, M.-C. (2000). Structural equation modeling and regression: Guidelines for research practice. *Communications of the association for information systems*, 4(1), 1-79. <https://doi.org/10.17705/1CAIS.00407>
- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge management: An organizational capabilities perspective. *Journal of management information systems*, 18(1), 185-214. <https://doi.org/10.1080/07421222.2001.11045669>
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of services marketing*, 24(2), 142-156. <https://doi.org/10.1108/08876041011031118>
- Gummerus, J., Liljander, V., Pura, M., & Van Riel, A. (2004). Customer loyalty to content-based Web sites: the case of an online health-care service. *Journal of services marketing*, 18(3), 175-186. <https://doi.org/10.1108/08876040410536486>
- Ha, S., & Stoel, L. (2012). Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management*, 23(2), 197-215. <https://doi.org/10.1108/09564231211226114>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: a comparative evaluation of composite-based structural equation modeling methods. *Journal of the academy of marketing science*, 45, 616-632. <https://doi.org/10.1007/s11747-017-0517-x>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Harker, M. J., & Brennan, R. (2003). E-marketing action: an action learning approach to

- teaching e-marketing. *The Marketing Review*, 3(4), 419-431. <https://doi.org/10.1362/146934703771910053>
- Hasan, B. (2010). Exploring gender differences in online shopping attitude. *Computers in Human Behavior*, 26(4), 597-601. <https://doi.org/10.1016/j.chb.2009.12.012>
- Hsu, C.-L., Chang, K.-C., & Chen, M.-C. (2012). The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. *Information Systems and e-Business Management*, 10, 549-570. <https://doi.org/10.1007/s10257-011-0181-5>
- Hu, H., & Jasper, C. R. (2004). Men and women: A comparison of shopping mall behavior. *Journal of shopping center research*, 11(1), 113-131. https://jrdelisle.com/JSCR/IndArticles/Hu_N104.pdf
- Hu, X., Huang, Q., Zhong, X., Davison, R. M., & Zhao, D. (2016). The influence of peer characteristics and technical features of a social shopping website on a consumer's purchase intention. *International Journal of Information Management*, 36(6), 1218-1230. <https://doi.org/10.1016/j.ijinfomgt.2016.08.005>
- Ingenhoff, D., & Buhmann, A. (2016). Advancing PR measurement and evaluation: Demonstrating the properties and assessment of variance-based structural equation models using an example study on corporate reputation. *Public relations review*, 42(3), 418-431. <https://doi.org/10.1016/j.pubrev.2015.11.010>
- Islam, M. A., Khadem, M., & Sayem, A. (2012). Service quality, customer satisfaction and customer loyalty analysis in Bangladesh apparel fashion retail: an empirical study. *International Journal of Fashion Design, Technology and Education*, 5(3), 213-224. <https://doi.org/10.1080/17543266.2012.723754>
- Jiang, Y., Abdullah, S. I. N. W., Lim, B. H. J., Wang, R., & Phuah, K. T. (2023). The role of marketing stimuli and attitude in determining post-COVID buying decisions toward organic food products: evidence from retail consumers in Beijing, China. *Frontiers in Sustainable Food Systems*, 7, 1051696. <https://doi.org/10.3389/fsufs.2023.1051696>
- Jun, M., Yang, Z., & Kim, D. (2004). Customers' perceptions of online retailing service quality and their satisfaction. *International Journal of Quality & Reliability Management*, 21(8), 817-840. <https://doi.org/10.1108/02656710410551728>
- Kalia, P., Arora, D. R., & Kumalo, S. (2016). E-service quality, consumer satisfaction and future purchase intentions in e-retail. *E-Service Journal*, 10(1), 24-41. <https://doi.org/10.2979/eservicej.10.1.02>
- Kim, J.-H., Kim, M., Yoo, J., & Park, M. (2021). Consumer decision-making in a retail store: the role of mental imagery and gender difference. *International Journal of Retail & Distribution Management*, 49(3), 421-445. <https://doi.org/10.1108/IJRDM-10-2019-0353>
- Kim, M.-J. (2007). *Consumer perceptions of apparel products in Internet shopping*. Oregon State University. <https://www.proquest.com/openview/c5f18211cae56bf44c7728eaa6030b86/1?pq-origsite=gscholar&cbl=18750>
- Kim, M., Kim, J. H., & Lennon, S. J. (2006). Online service attributes available on apparel retail web sites: an E-S-QUAL approach. *Managing Service Quality: An International*

- Journal*, 16(1), 51-77. <https://doi.org/10.1108/09604520610639964>
- Kim, S., & Stoel, L. (2004). Apparel retailers: website quality dimensions and satisfaction. *Journal of Retailing and Consumer Services*, 11(2), 109-117. [https://doi.org/10.1016/S0969-6989\(03\)00010-9](https://doi.org/10.1016/S0969-6989(03)00010-9)
- Kline, R. B. (2011). *Principles and practice of structural equation modeling* (Vol. 14). Guilford publications. <https://psycnet.apa.org/record/2010-18801-000>
- Kotler, P. (2001). *Marketing management, millenium edition*. Prentice-Hall, Inc. <https://www.researchgate.net/publication/235362523>
- Kumar, V., Khan, M. N., & Kesharwani, S. (2019). online customer Satisfaction and loyalty in apparel purchase: a review of Extant literature. *Global Journal of Enterprise Information System*, 11(2), 48-71. <https://doi.org/10.18311/gjeis/2019>
- Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, 33(2), 161-176. <https://doi.org/10.1108/09590550510581485>
- Liu, X., He, M., Gao, F., & Xie, P. (2008). An empirical study of online shopping customer satisfaction in China: a holistic perspective. *International Journal of Retail & Distribution Management*, 36(11), 919-940. <https://doi.org/10.1108/09590550810911683>
- Loonam, M., & O'loughlin, D. (2008). Exploring e-service quality: a study of Irish online banking. *Marketing intelligence & planning*, 26(7), 759-780. <https://doi.org/10.1108/02634500810916708>
- Mosunmola, A., Omotayo, A., & Mayowa, A. (2018). Assessing the influence of consumer perceived value, trust and attitude on purchase intention of online shopping. Proceedings of the 9th International Conference on E-Education, E-Business, E-Management and E-Learning,
- National Bureau of Statistics of China. (2022). China's e-commerce transaction scale from 2011 to 2020. In *China's e-commerce transaction scale from 2011 to 2020*.
- Nusair, K., & Kandampully, J. (2008). The antecedents of customer satisfaction with online travel services: a conceptual model. *European business review*, 20(1), 4-19. <https://doi.org/10.1108/09555340810843663>
- O'Connor, E. L., & White, K. M. (2010). Willingness to trial functional foods and vitamin supplements: The role of attitudes, subjective norms, and dread of risks. *Food quality and preference*, 21(1), 75-81. <https://doi.org/10.1016/j.foodqual.2009.08.004>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(4), 41-50. <https://doi.org/10.1177/002224298504900403>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer Perceptions of Service Quality. *Journal of retailing*, 64(1), 12. <https://cir.nii.ac.jp/crid/1574231874748108288>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of service research*, 7(3), 213-233. <https://doi.org/10.1177/1094670504271156>
- Pradhan, S., & Roy, S. (2011). Determinants of Satisfaction and Loyalty in Apparel

- Retailing. *International Journal of Business Insights & Transformation*, 5(1), 78-86. https://www.academia.edu/2352305/Determinants_of_Satisfaction_and_Loyalty_in_Apparel_Retailing
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior research methods*, 40(3), 879-891. <https://doi.org/10.3758/BRM.40.3.879>
- Rasheed, F. A., & Abadi, M. F. (2014). Impact of service quality, trust and perceived value on customer loyalty in Malaysia services industries. *Procedia-Social and Behavioral Sciences*, 164, 298-304. <https://doi.org/10.1016/j.sbspro.2014.11.080>
- Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. (2004). Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446-456. <https://doi.org/10.1108/09604520410569784>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), 1-14. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Rong-Da Liang, A., & Lim, W. M. (2011). Exploring the online buying behavior of specialty food shoppers. *International Journal of Hospitality Management*, 30(4), 855-865. <https://doi.org/10.1016/j.ijhm.2011.01.006>
- San Lim, Y., Heng, P. C., Ng, T. H., & Cheah, C. S. (2016). Customers' online website satisfaction in online apparel purchase: A study of Generation Y in Malaysia. *Asia Pacific Management Review*, 21(2), 74-78. <https://doi.org/10.1016/j.apmr.2015.10.002>
- Saricam, C. (2022). Analysing service quality and its relation to customer satisfaction and loyalty in sportswear retail market. *Autex Research Journal*, 22(2), 184-193. <https://doi.org/10.2478/aut-2021-0014>
- Sentosa, I., & Mat, N. K. N. (2012). Examining a theory of planned behavior (TPB) and technology acceptance model (TAM) in internet purchasing using structural equation modeling. *Researchers World*, 3(2 Part 2), 62. <https://www.researchgate.net/publication/284330902>
- Seock, Y.-K. (2003). Analysis of clothing websites for young customer retention based on a model of customer relationship management via the internet. Virginia Polytechnic Institute and State University. <https://vtechworks.lib.vt.edu/server/api/core/bitstreams/24f12a03-373f-4fae-81f4-b0eb45b1fbe0/content>
- Steinmetz, H., Knappstein, M., Ajzen, I., Schmidt, P., & Kabst, R. (2016). How effective are behavior change interventions based on the theory of planned behavior? *Zeitschrift für Psychologie*, 224(3), 216-233. <https://doi.org/10.1027/2151-2604/a000255>
- Tahir, H. S. (2013). *Antecedents of customer satisfaction in e-service transactions*. Nova Southeastern University. <https://www.proquest.com/openview/702e6b73a22dee a714f98f7194858a6e/1?pq-origsite=gscholar&cbl=18750>
- Tse, D. K., & Wilton, P. C. (1988). Models of consumer satisfaction formation: An extension. *Journal of marketing research*, 25(2), 204-212. <https://doi.org/10.1177/002224378802500209>

- Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*, 11(4), 576-587. <https://doi.org/https://doi.org/10.1108/IJQSS-03-2019-0047>
- Wang Bingnan. (2017). Current status and development of e-commerce at home and abroad. http://www.npc.gov.cn/zgrdw/npc/xinwen/2017-06/29/content_2024895.htm
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209. <https://doi.org/10.3390/su11010209>
- Wang, Y., Lo, H.-P., & Yang, Y. (2004). An integrated framework for service quality, customer value, satisfaction: Evidence from China's telecommunication industry. *Information Systems Frontiers*, 6, 325-340. <https://doi.org/10.1023/B:ISFI.0000046375.72726.67>
- Warrington, P. T. (2002). *Customer evaluations of e-shopping: the effects of quality-value perceptions and e-shopping satisfaction on e-shopping loyalty*. The University of Arizona. https://repository.arizona.edu/bitstream/handle/10150/280082/azu_td_3060949_sip1_m.pdf?sequence=1
- Wider, C., & Wider, W. (2023). Effects of Metacognitive Skills on Physics Problem-Solving Skills among Form Four Secondary School Students. *Journal of Baltic Science Education*, 22(2), 357-369. <https://www.ceeol.com/search/article-detail?id=1110986>
- Zeithaml, V. A. (2002). Service excellence in electronic channels. *Managing Service Quality: An International Journal*, 12(3), 135-139. <https://doi.org/10.1108/09604520210429187>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). *A conceptual framework for understanding e-service quality: implications for future research and managerial practice* (Vol. 115). Marketing Science Institute Cambridge, MA. https://thearf-org-unified-admin.s3.amazonaws.com/MSI/2020/06/MSI_WP_00-115.pdf
- Zhu, F. X., Wymer, W., & Chen, I. (2002). IT-based services and service quality in consumer banking. *International journal of service industry management*, 13(1), 69-90. <https://doi.org/10.1108/09564230210421164>