

# **Factors that Influence Gen Z's Purchase Intention towards Online Shopping in Fashion Industry Understanding the Factors Affecting Customers' Purchase Intention from a Procedural Perspective**

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In recent years, the fashion industry has been disrupted due to the emergence and assimilation of online technology. On one hand, it makes it easier for marketers in the fashion industry to reach and engage with their customers through online channels such as social media. However, on the other hand, it has also intensified the competition among companies and makes the marketing decision more complicated, especially in the online setting. This has become more prominent because of the COVID-19 pandemic that caused the rapid digitalization of many daily activities including online shopping. Therefore, this study was conducted to explore the factors that affect customers' purchase intention for fashion products via online shopping. In order to do so, this study utilized a uniquely developed Cognitive-Affective-Conative Framework to capture the procedural manner in which customers' purchase intention is formed. More specifically, the cognitive dimension is represented by perceived quality, brand image, price, and brand image whereas the affective dimension is represented by satisfaction while the conative dimension is represented by purchase intention. The data collection was carried out via an online survey in view of the physical restrictions and health risks attributed to the COVID-19 pandemic. A total of 250 valid and usable responses from Gen Z consumers were obtained which were subsequently analyzed with the Partial Least Squares-Structural Equation Modeling. The results of the data analysis revealed that all constructs were significant in the development of purchase intention except for brand image. In addition, the mediation analysis established the presence of a process when it comes to the development of customers' purchase intention. Consequently, a number of practical and theoretical insights were derived from the results. One notable contribution of this study is that both practitioners and academics should approach the materialization of customers' purchase intention as a process rather than oversimplifying it as a direct cause-and-effect situation.

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