Factors affecting the consumers’ intention to purchase through online shopping

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Abstract:
Some consumers view e-shopping as risky due to the unavailability of an option to examine some qualities such as colour, fabric, and other parameters well in advance. Therefore, this study sought to identify the impact of the dimensions of other consumers’ opinions and the dimensions of website quality on Saudi women consumers' intention to purchase clothes through online shopping. Dimensions of other consumers’ opinions include (source credibility, comment size, comment timing) while dimensions of website quality include (website design, website security, and ease of use). The sample population included women residing in the Western Region of Saudi Arabia with previous experience in purchasing clothes through websites. The study applied the descriptive, and an electronic questionnaire was utilized, where (634) questionnaires were collected, of which (474) questionnaires valid for statistical analysis were retrieved. To achieve the study’s objectives and test its hypotheses, the statistical analysis program (SPSS V26) was used. The results of the study found a positive relationship between the dimensions of others’ opinions (source credibility, comment size, and comment timing) and the intention to purchase clothes through online shopping. The study has found that source credibility is “the others’ opinions” most influential dimension on the intention to purchase and that the comment size variable is the least influential. The study has also found a positive relationship between dimensions of website quality (website design, ease of use, and security) and the intention to purchase clothes through online shopping. The study has also found that ease of use is the most influential dimension of purchasing intention. The study recommends "Madri" and owners of shopping websites to take into consideration that consumers rely on opinions of other consumers regarding the quality of commodities, as such opinions are perceived as actual experiences, and emphasizes that designing easy-to-use websites affects purchasing intention.

Keywords:
opinions of other consumers, source credibility, purchasing intention, quality of website.

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Citation: Yasmine Othman & Amani Akil (2022), Factors affecting the consumers’ intention to purchase through online shopping, International Design Journal, Vol. 12 No. 3, pp 209-219


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