



DECODING THE MALE SHOPPER: UNVEILING THE KEY DRIVERS OF ONLINE BUYING BEHAVIOR

Ms. Nidhi Sharma¹, Ms. Shakti Shukla², Ms. Pallavi Kumari³,
Dr. Anubha Vashisht⁴

Article History: Received: 11.04.2023

Revised: 27.05.2023

Accepted: 13.07.2023

Abstract

The purchasing landscape has experienced a significant shift from the traditional to the online method. The resulting paper directs attention towards the identification of key factors that encourage online shopping among young male consumers. Accordingly, the study aims to ascertain the essential influences that inform purchasing intentions in the online space. Specifically, the research delves into the impact of impulsive purchase orientation, orientation to brand, previous online purchase knowledge, and online credibility. In the pursuit of quantitative data, Google forms were used to share questionnaires via WhatsApp and Facebook. The data was collected of 205 respondents and duration is of 55 days (March 2023 - May 2023), Snowball sampling was used to identify appropriate respondents for data collection. SPSS was utilized for the analysis of the data, including descriptive analysis, reliability assessments, and Pearson Correlation Coefficients. Ultimately, this study concludes that impulsive purchase orientation, orientation to brands, previous online purchase knowledge, and online credibility significantly impact purchase intentions. However, Regression Analysis reveals that online credibility holds the strongest influence on online purchase intention. The findings indicate that male workers engage in more online shopping compared to women and suggest web-based retailers would do well to foster customer trust through the provision of accurate and reliable information on their websites. Practical and research implications are discussed, with wider respondent scope recommended for future study.

Keywords: Impulsive Purchase Orientation, Online Credibility, Previous Online Purchase Knowledge, Orientation To Brands.

¹Research Scholar, School of Business Studies, Sharda University, Greater Noida

²Assistant Professor, Mangalmay Group of Institutions, Greater Noida

³Research Scholar, School of Business Studies, Sharda University, Greater Noida.

⁴Professor, School of Business Studies, Sharda University, Greater Noida.

Email: ¹nidhisiddhu14@gmail.com, ²shaktee.shukla@gmail.com, ³pallavi04jha@gmail.com,

⁴anubhavashisht@gmail.com

*Corresponding Author

Dr. Anubha Vashisht^{4*}

^{4*}Professor, School of Business Studies, Sharda University, Greater Noida.

Email: ^{4*}anubhavashisht@gmail.com

DOI: 10.31838/ecb/2023.12.s3.664

1. Introduction

The use of grooming brands among males has become increasingly popular in recent years. As men become more conscious of their skin health and personal grooming, they see it as a competitive edge in an increasingly competitive world. This has led to a growing interest for understanding the factors which influence men's intention to consume grooming brands. Numerous research studies have been undertaken to explore the factors influencing the consumption of cosmetic products among males and their purchase intentions for grooming products. These investigations aim to enhance our understanding of these factors, enabling businesses to formulate targeted marketing strategies that effectively appeal to male consumers. There are several factors that contribute to the increasing trend of men using grooming brands. One of the main reasons is the changing perception of masculinity and the acceptance of personal grooming among men. Men are becoming more conscious of their appearance and are willing to invest in grooming products to enhance their self-image. Additionally, the influence of celebrity endorsements and social expectations also plays a role in the consumption of grooming products by men. Furthermore, younger males are more curious about grooming products, and aging is a significant factor associated with the consumption of grooming products. Understanding these factors can help businesses develop effective marketing strategies to target male consumers.

Numerous studies have been undertaken with the goal of acquiring a thorough understanding of the factors that influence customers' buying intentions towards online shopping. The most important element that can influence customer's purchase intentions has been examined by examining a variety of variables. Earlier study of Ha & Nguyen 2019, has shown that impulsive buy orientation, orientation to brands, past online purchasing experience, and Online Credibility are important elements that influence customers online purchasing intention. As a result, the main purpose of this study is to examine the impact of all of these characteristics, specifically, impulsive buy orientation, orientation to brands, past online purchasing experience, and Online Credibility, on consumer purchase intention when shopping online.

Literature Review

The purpose of this research is to look at the elements that influence client purchase intentions when they buy online. This study included four independent variables: impulsive buy orientation, orientation to brands, prior online purchasing knowledge, and Online Credibility (Ling et al., 2010; Thamizhvanan & Xavier, 2012).

Internet Shopping

The emergence of the internet and its accompanying technologies has revolutionized the business environment, specifically in the domain of e-commerce. This revolution has brought about a new business paradigm, exemplified by virtual shopping platforms present on the World Wide Web (Jahng et al., 2000). This innovative format encompasses diverse types of transactions, encompassing both business-to-business and business-to-consumer interactions. In the field of education, customers and scholars frequently employ interchangeable terms such as online shops, internet shops, webshops, and online stores (Ling et al., 2010). As described by Haubl and Trifts (2000), online shopping encompasses the utilization of a computer-based interface connected to the internet, allowing customers to interact with a retailer's web store. This interface enables customers to explore and make purchases from various web stores, irrespective of their geographical location. In contrast, Yoo and Donthu (2001) define online shopping sites as websites that offer customers the convenience of browsing, evaluating, ordering, and purchasing products or services online. These sites aim to provide a more informative shopping experience for customers.

Intention to Purchases Online

The concept of online purchase intention, as discussed by Kapferer (2008) and Mirabi et al. (2015), refers to the initial phase in which a consumer evaluates a desired brand before making a purchasing decision. In the context of online shopping, this term specifically relates to the customer's inclination to complete a virtual purchase. Additionally, the purchasing intention of customers can serve as an early predictor of prospective sales for the end product (Pandey & Srivastava, 2016). Essentially, online shopping creates a retail atmosphere where customers can conveniently purchase their desired products through the internet, eliminating the necessity to visit a brick-and-mortar store. As stated by Ghouri et al. (2017), younger customers with educational backgrounds often exhibit a greater inclination towards this contemporary consumer behavior trend, potentially attributed to their adeptness in navigating online shopping websites.

Orientation to Impulsive purchases

According to Rook's (1987) definition, impulsive purchase orientation represents a sudden, surprising and often significant desire to purchase an item immediately. According to Piron (1991), impulse purchases are characterized by four specific criteria: being unplanned, involving instantaneous decision-making, being a response to an stimulus, and having a cognitive or emotional connection. As a

result, impulse buying entails making non-deliberate, quick decisions with a subjective bias towards immediate possession, which greatly impacts a customer's mood (Rook & Gardner, 1993). Hence, impulsive purchase orientation is closely associated with spontaneous and unpredictable behavior, synonymous with unplanned purchases, on-the-spot decision-making, and buying triggered by a stimulus, commonly referred to as impulse buying.

The Relationship between intention to purchasing online and impulsive purchasing orientation

The correlation between impulsive purchasing orientation and online purchase intention was examined by Kwek et al. (2010). Similarly, Rishi and Khasawneh (2017) as well as Ghouri et al. (2017) discovered that impulsive purchasing orientation played a significant role in influencing customers' intention to make online purchases. It was observed that customers tend to make impulsive purchases when they are attracted by promotional materials on websites. Ozen and Engizek (2014) discovered that web retailers often use special offers and other promotional strategies on their websites to entice customers to make impulsive purchases.

Orientation to brands

A brand can be characterized as a coveted and exclusive concept that is manifested in products, services, locations, and experiences. This intangible asset bolsters a product by conferring it with additional value and affording customers further justification for selecting it. According to Hoffmann and Weithaler, a brand may be partitioned into two criteria: online communication channels and managerial implications. Effective brand management, which combines these two criteria, may be achieved by creating exceptional brand websites to influence customers' decision-making processes proactively. Conversely, Salehi and Ekhlassi have identified four elements that constitute a brand: orientation to brands, brand quality, brand services, and visual components. Orientation to brands is characterized by an organization's ongoing interaction with target customers to create, cultivate, and defend a brand's identity and achieve sustainable competitive advantage.

Relationship between intention to purchase online and orientation of brand

According to Rishi and Khasawneh (2017), when consumers engage in online purchases, they often become familiarized with the brand. The process of online shopping is typically triggered by stimuli associated with the brand and quality of the website, and as a result, consumers' beliefs are formed, influencing their purchasing choices. Jayawardhena et al. (2007) found a significant correlation be-

tween a brand's orientation and a customer's intention to make online purchases. Moreover, the degree of a consumer's loyalty to a particular online retailer can be determined by their level of orientation to brands (Hasan et al., 2015). Notably, before making any purchase online, a majority of customers typically consider the brand name beforehand (Ghouri et al., 2017).

Previous Online Purchase Knowledge

The tendency of an individual to make repeat purchases of goods or services through an online platform can be attributed to their prior knowledge of online purchases. This behavior is typically influenced by their previous history of making purchases on the internet, as emphasized by Monsuwe et al. (2004). The research presented by Weisberg et al. (2011) indicates that past purchase experiences play a vital role in predicting customers' intentions for future purchases. The significance of online experience has also been linked to mature consumers' perceived risk factors and the benefits offered by online shopping, as stated by Kwon & Noh (2010). However, with changes in the online shopping environment and increasing engagement between consumers, vendors, researchers, and practitioners, the focus now centers on factors that generate compelling online user experiences, particularly after meeting the user's basic needs. As Bilgihan et al. (2016) reveal, it has become increasingly important to understand these factors within the online shopping realm.

Relationship between intention to purchase online and Previous Online Purchase Knowledge

The importance of previous knowledge about online purchases cannot be overstated, as it exhibits a direct correlation with the intention to make online purchases. This, in turn, creates a positive disposition in customers towards making repeated purchases of a product or service, while also reducing associated risks. Research conducted by Laroche et al. (2005) has highlighted how prior online purchase experiences assist customers in mitigating perceived risks when buying on the internet. Moreover, when customers have had positive experiences using an online shopping platform for their purchases, it encourages them to engage in future buying activities (Park & Stoel, 2005). Additionally, when customers have previous successful experiences with online purchases, their trust in a specific retail website is elevated (Weisberg et al., 2011). Such experiences reinforce customers' belief and trust in the online platform for shopping, particularly when the retailers meet customer expectations and ensure their satisfaction explained by Pappas et al., 2014.

An Online Credibility

The notion of trust is inherently subjective and can be open to various interpretations. It is influenced by individuals' personal objectives, inclinations, and past experiences (Ofuonye et al., 2008). Moreover, individuals often associate trust with the risk involved in placing their confidence in someone said by Lund et al., 2010. According to Aljazzaf et al. 2010, said that online credibility refers to the trustor's willingness to rely on a trustee in a specific situation, regardless of the ability to monitor or control the trustee, and despite the potential negative consequences. On the other hand, Kooli et al. (2014) identified three fundamental aspects that impact customers' purchase intentions regarding online credibility: trust based on personality, trust based on cognition, and trust based on institutional factors.

Relationship between intention to purchases online and An Online Credibility

Thamizhvanan and Xavier (2012) discovered a significant relationship between Online Credibility and online purchasing intent. It is therefore critical for web merchants to provide customers with correct information on a continuous basis and to preserve transparency in their dealings with them. By implementing such practices, online retailers can cultivate trust among clients and foster increased customer loyalty towards their website studied by

Mukherjee & Nath, 2007. Rishi and Al Khasawneh (2017) highlighted that strengthening online credibility can have a profound impact on the success of a web retailer, potentially attracting a larger customer base. In this regard, even seemingly simple actions like sharing feedback and comments about a web retailer's product or service can significantly influence the trust of online customers, as affirmed by Lee et al. (2011). Therefore, it is crucial for web retailers to actively seek and utilize positive feedback while remaining vigilant in monitoring and addressing negative comments. This approach aims to enhance customer trust and foster long-term loyalty.

Conceptual Model and Hypothesis

After thorough examining of the existing literature and the development of the study's conceptual framework, the following four hypotheses have been formulated:

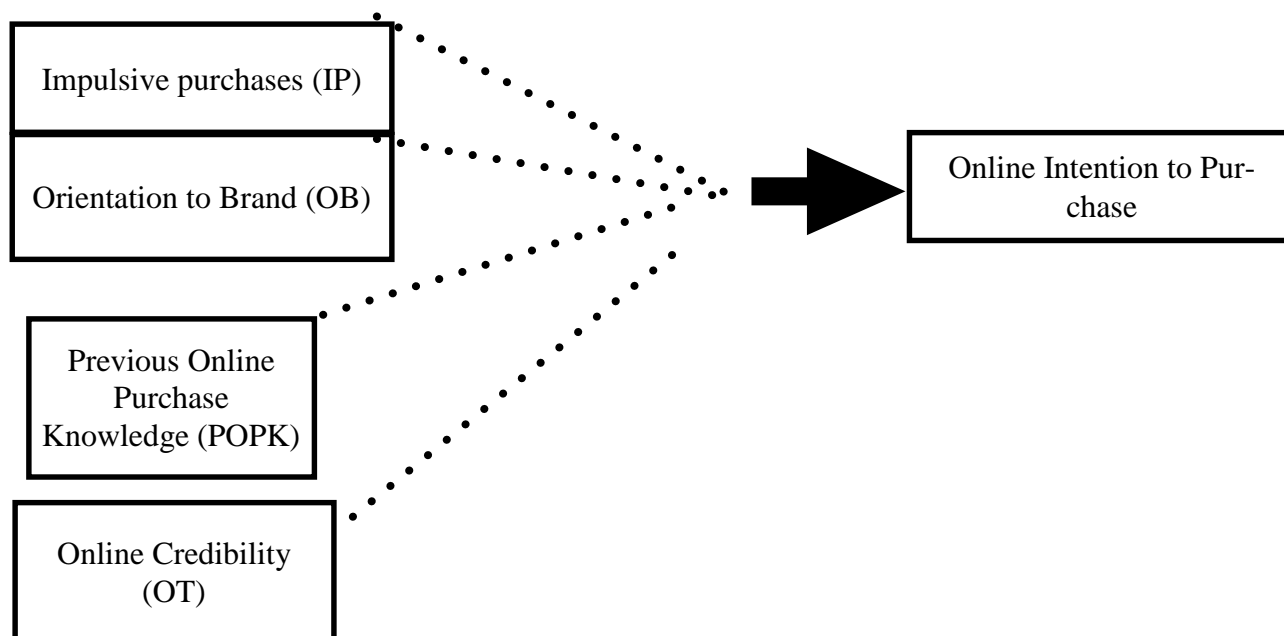
H1: The inclination towards impulsive purchases significantly influences the intention to make online purchases.

H2: Brand orientation significantly affects the intention to make online purchases.

H3: Previous knowledge of online purchases significantly influences the intention to make online purchases.

H4: Online credibility has a significant impact on the intention to make online purchases.

Conceptual framework: Figure 1



Source: By Author

2. Methodology

Online purchasing places a premium on a high-quality target group with appropriate expertise and

knowledge. As a result, the purposive sampling approach is the optimal methodology to use (Sekaran and Bougie, 2010). Most crucially, several comparable studies, such as Mahliza (2020) and Roy, Basu, and Ray (2020), used the purposive sampling approach for online buying investigations. Furthermore, the utilization of the snowball sampling approach helps address this issue as it is suitable for reaching individuals who are difficult to access (Sundram et al., 2018). Following the sample size guidelines proposed by VanVoorhis and Morgan (2007), the target sample size for this research was set at 200 respondents. Consequently, a total of 205 questionnaires were distributed to young boys in Ghaziabad to explore their reactions to the study's focus. To gauge the agreement level with specific statements, a questionnaire was employed, utilizing a 5-point Likert scale. The scale offered response options ranging from "strongly agree" (1) to "strongly disagree" (5). This approach allowed for a comprehensive assessment of participants' viewpoints. The construct of Customer Online Purchase Intention (COPI) was evaluated through four statements, as recommended by Ling et al. (2010) and Thamizhvanan & Xavier (2012). Similarly, Impulse Purchase Orientation (IPO) was measured using four items, following the methodology outlined by Ling et al. (2010) and Thamizhvanan & Xavier (2012). For assessing Brand Orientation (BO), three items were employed, in accordance with the approach described by Ling et al. (2010). The measurement of Online Credibility

involved the use of multiple items, although the specific number was not specified.

To collect the necessary data, online surveys and Google Forms were employed, offering a convenient and efficient means of data collection. The collected responses were disseminated through various social networking platforms, including WhatsApp, Facebook websites, Facebook Messenger, and Microsoft Teams. These platforms were chosen for their convenience, effectiveness, cost-efficiency, and speed in data collection, as highlighted by Alkayyal et al. (2017). Once the data collection phase was completed, the collected data were subjected to analysis using the Statistical Package for the Social Sciences (SPSS) version 24. This widely-used software enabled the researchers to perform the necessary statistical analyses and extract valuable insights from the gathered information.

3. Research Finding and Discussions

By employing a variety of data collection strategies, this study successfully surpassed the targeted number of respondents, which was 205 individuals, achieving a 100% response rate. The data collection process spanned a duration of 55 days. Initially, a total of 254 responses were gathered, but after carefully screening the data, only 205 respondents who met the primary criteria were included in the final analysis.

Table 1. Demographic : Respondents Profile with percentages

Variable (Valid)	Descriptions	Frequency	Percentage %
Gender	Male	205	100%
Age (years)	Age between 21-30	50	24.1
	Age between 31-40	107	52.6
	Age between 41-50	40	19.8
	Age between 51 and Above	8	4.0
Marital Status	Married	140	68.5
	Single	65	32.1
Occupation	Profession	15	7.3
	Service	25	12.1
	Business	48	23.4
	Students	111	55.5
	Others	6	2.9

Monthly Income	Below 2000	14	6.9
	2001-4000	59	29.2
	4001-6000	55	27.2
	6001-8000	24	11.9
	8001-10000	23	11.4
	10001 and Above	27	13.4
Frequency to shop online	In a month	115	56.09
	In 3 months	56	27.31
	In 6 months	21	10.24
	In 9 months	6	2.92
	In 12 months	9	4.39
Phase of online shopping	Less than a year	29	13.6
	1-5 years	121	59.9
	6 years or more	55	26.8

Based on the findings presented in Table 1, the survey involved a total of 205 respondents, all of whom were male, accounting for 100% of the participants. Among the respondents, the majority (107 individuals, or 52.6%) fell within the age range of 31 to 40. A total of 50 participants (24.1%) were between the ages of 21 and 30. In terms of age distribution, 40 respondents (19.8%) belonged to the age group of 41 to 50, while 8 respondents (4.0%) were above 50 years old. Regarding marital status, a majority of the respondents (140 individuals or 68.5%) were married, while 65 respondents (32.1%) identified themselves as single. Regarding occupation, the study revealed that 111 respondents (55.0%) were students who utilized skincare products. Additionally, 48 participants (23.4%) identified themselves as company owners, 15 (7.3%) as professionals, and 6 (2.9%) fell under the "other" category. The results revealed that the largest portion of respondents (59 individuals or 29.2%) had an income in the range of RM

2001 to RM 4000. Similarly, 55 respondents (27.2%) reported earning between RM 4001 and RM 6000. A total of 27 participants (13.4%) had an income of RM 10001 and above. Additionally, 24 individuals (11.9%) earned between RM 6001 and RM 8000, while 23 (11.4%) earned between RM 8001 and RM 10000. Lastly, 14 respondents (6.9%) reported earning RM 2000 or below. Regarding the frequency of online shopping, the majority of respondents (115 individuals or 56.09%) engaged in online shopping once every three months. Furthermore, 56 respondents (27.7%) shopped online once every six months, 21 (10.4%) shopped once every twelve months, and 4 (2.0%) shopped once every nine months. In terms of online buying experience, the majority of respondents (121 individuals or 59.9%) had 1-5 years of experience. Moreover, 54 participants (26.7%) had six years or more of online buying experience, while 27 (13.4%) had less than a year of experience.

Table 2. Correlation Analysis Result

S. No.	Variable	Means	Std. Deviation	1	2	3	4	
1	COIP	4.00	0.65	(0.883)				
2	IP	3.55	0.78	.217**	(0.768)			
3	OB	3.89	0.56	.203**	.188**	(0.800)		
4	POPK	4.15	0.63	.311**	0.028	.417**	(0.907)	
5	OT	3.69	0.57	.409**	.308**	.390**	.394**	(0.937)

Notes: **Correlation is significant at the 0.01 (2 tailed); N 205

Dependent as well as independent variables were analyzed for their distribution by using mean and standard deviation values. With an impressive mean value of table two being at the top is POPK when compared to others. Online customer purchase intentions are ranked second on the list with an overall value of 4, while orientation to brands follows closely behind with an overall mean rating of 3.89. Furthermore, it was observed that there was an average score of 3.69 for Online Credibility whereas impulsive purchases had the lowest possible rating at only 3. However, it is worth noting that the rating for sentence 2 is unclear. The concept's stability and consistency when being evaluated by its items determines reliability which evaluates quality of measurement (Sekaran & Bougie

2010). Cronbach's Alpha with scores varying from zero up to one has been used in order to verify the dependability of our tool. Table 2 presents the evaluation of various measures, indicating that both Online Credibility (reliability coefficient = 0.932) and prior purchase experience (reliability coefficient = 0.907) received excellent ratings. It is noteworthy that both customer online purchase intention and orientation to brands achieved scores above the desirable value of 0.8, which is considered a significant accomplishment.

Furthermore, the statistical analysis demonstrates that four independent variables exhibit statistical significance ($p < 0.01$). Specifically, impulsive purchasing inclination ($p = 0.768$), orientation to brands ($p = 0.217^{**}$), prior knowledge of internet purchases ($p = 0.203^{**}$), and confidence in e-commerce transactions ($p = 0.308^{**}$) all display strong reliability coefficients.

Table 3. Regression Analysis Customer Online Intention to Purchase Result

Model	Unstandardised Coefficients		Standardised Coefficients		
	B*	Standard Error	Beta*	t	Sig.
(Constants)	1.643	0.373		4.393	0.000
IP	0.102	0.057	0.123	1.814	0.072
OB	-0.024	0.086	-0.021	-0.271	0.787
POPK	0.203	0.074	0.198	2.684	0.009
OT	0.338	0.084	0.301	4.023	0.000
F-Value	12.828				
Sig.	0.000				
Adjusted R*2	0.193				
R*2	0.209				

A mixture of favorable and unfavorable outcomes came out from the experiment, while online shoppers' intent to make a purchase is strongly linked to their perception of previous online purchasing experience and confidence in cyber transactions. Our study supports previous research on this topic as demonstrated in studies conducted by Ghouri et al. No substantial influence on customers' intentions to buy online was found in connection with impulses made for purchases as well as customer preference shown for certain brands in the outcome

of this research's multiple regression analysis. However, impulse purchase orientation is thought to have a big impact according to previous studies (Ghouri et al., 2017; Rishi & Khasawneh 2017), however the current finding contradicts that assumption. Multiple regression analysis indicates that having a brand-oriented focus has no significant effect on whether or not a customer will make an online purchase. However, our findings deviate from the outcomes found in the prior research organized by (Rishi and Khasawneh 2017).

Implication of this Study

Experiencing with buying things over the internet as well as trustworthiness of a retail platform are known to influence customer's intent to buy from that platform. If you are a retailer or customer conducting business online in the Delhi NCR area then this study is relevant to you. To bring back online customers who have made a purchase before and encourage repeat business on a website using special discount offers or implementing loyalty schemes can be effective. The trend towards using online purchasing platforms has been steadily increasing, as a result of the importance of Online Credibility retailers must focus efforts in this area. Due to its reliability factor in buying products, customers choose the online platform. In an online purchasing procedure there are several parties included; for example: business owners as well as financial institutions along with shipping services. Additionally, online retail platforms become desirable for customers due to features like cash on delivery options, schemes of money back guarantee, on time deliveries and 24x7 customer support. Furthermore, the authenticity and accuracy of the uploaded information by online retailers should not be compromised as it plays a crucial role in building customers' trust.

Suggestion for Future Research

Data analysis from this study supports two of the hypotheses. Firstly, individuals with previous experience in online shopping are more likely to continue making purchases in the same manner. Secondly, trust plays a significant role in consumers' decision-making process when it comes to shopping on virtual platforms. To build a comprehensive nomological network, future research should consider incorporating additional variables.

It is important to acknowledge that constraints and limitations are inherent in social science research, despite the researcher's best efforts. In this study, the sampling framework focused on specific areas within the Delhi NCR society, limiting the generalisability of the findings. Therefore, caution should be exercised when making broad conclusions about the applications of these findings. Future investigations should aim to include participants from diverse backgrounds and preferences to provide a more comprehensive understanding of the males buying behaviour towards the online shopping.

4. Conclusion

The research findings indicate that male workers engage in more online shopping compared to women. Among the online shoppers in Delhi NCR, businessmen aged between thirty-one and forty, earning a salary ranging from two thousand one hundred to four thousand ringgit, and who are mar-

ried, were found to be the most common demographic. Additionally, online shoppers in Delhi NCR with one to five years of experience showed a strong familiarity with internet shopping. Furthermore, the study highlights the significance of considering previous online purchase knowledge and building trust in achieving success in e-commerce. Neglecting these factors can pose obstacles to the growth and effectiveness of online businesses.

5. References

1. Barrabi, T. (2018). Retail Apocalypse: These big retailers closing stores, filing for Bankruptcy. Retrieved from <https://www.foxbusiness.com/features/retail-apocalypse-22-big-retailers-closing-stores>
2. Brand engagement and purchase intention towards apparel goods: a study of Generation Z in social media scenario 2023 - 10.1504/IJMP.2023.130355
3. Social media marketing and the world of fashion: identification of determinants for building consumer brand relationship and shaping consumer brand perception 2023 - 10.1504/IJMP.2023.129209
4. Bilgihan, A., Kandampully, J., & Zhang, T. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102-119.
5. Ghouri, A. M., Haq, M. A. U., & Khan, N. R. (2017). Customer perception on online purchase intention: the impact of online shopping orientations on online buying intention. *The Eurasia Proceedings of Science, Technology, Engineering & Mathematics*, 1, 76-82.
6. Ha, N., & Nguyen, T. (2019). The effect of trust on consumers' online purchase intention: An integration of TAM and TPB. *Management Science Letters*, 9(9), 1451-1460.
7. Hasan, H., Harun, A., & Rashid, Z. M. S. (2015). Factors influencing online purchase intention in online brand. *International Journal of Business Management & Research*, 5(5), 63-72.
8. John, V. K., & Wichayachakorn, A. (2019). Penetration of eCommerce and Perception of Consumers in Thailand.
9. Mahliza, F. (2020). Consumer trust in online purchase decision. *EPRA International Journal of Multidisciplinary Research (IJMR)*, 6(2), 142-149.
10. Matsuda, J. (2017). Pursuing The Illusive but True Identity—The Corporate Brand Identity In Strategic Brand Management: A qualitative single case-study of Supercell Oy, Master's Thesis, University of Eastern Finland.

11. Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A study of factors affecting on customers purchase intention. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1).
12. Nation, (2017). Giant outlets closing because leases lapsed, says minister. *The Star Online*. Retrieved 8 July 2020, from <https://www.thestar.com.my/news/nation/2017/11/01/giant-outlets-closing-because-leases-lapsed-says-minister>.
13. Pandey, S., & Srivastava, D. (2016). Antecedents of Customer Purchase Intention. *IOSR Journal of Business and Management*, 18(10), 55-82. doi: 10.9790/487x-1810035582.
14. Roy, G., Basu, R., & Ray, S. (2020). Antecedents of online purchase intention among ageing consumers. *Global Business Review*, 0972150920922010.
15. Sundram, V. P. K., Rajagopal, P., Bahrin, S. A., Mohd, R., Sayuti, M. N., & Othman, A. (2018).
16. Yoshida, W. (2014). Malaysia's Parkson department stores hit hard by malls, online shopping. Retrieved 8 July 2020, from <https://asia.nikkei.com/Business/Malaysia-s-Parkson-department-stores-hit-hard-by-malls-online-shopping>