

## **The Factors that Influence Customer Purchase Intention: The Tale of Zalora Malaysia**

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### **Abstract**

Since Zalora Malaysia was designated as the top fashion specialised online retailer based on iPrice's Map of e-commerce, this study was done to investigate the factors that impact consumer buying intention in Zalora Malaysia. As a result, brand image, site design, and service quality are the independent variables for those elements. The intention to buy among Zalora Malaysia clients is the dependent variable of this study. Furthermore, the goal of this research is to look at the interaction between elements that impact customers' purchasing intentions in Zalora Malaysia. To confirm the research hypothesis, the researcher gathered 237 responses via a google form created by the researcher and distributed them online to any Malaysian citizen who only purchased from Zalora Malaysia and answered the questionnaire in general via Facebook or Instagram to obtain respondents aged 21 to 50 years and above. Only one hypothesis is validated and approved in this research study, according to the findings, and it is connected to the relationship between site design features and purchase consumers in the Zalora Malaysia application. The brand image and service quality elements that impact customers' purchasing intentions in the Zalora Malaysia application are two hypothetical relationship factors that are not approved and have no value. In the Zalora Malaysia application, this reveals simply the site design variables that are important and the link between client purchase intents.

**Keywords:** Brand Image, Web Design, Service Quality, Customer buying Intentions, Zalora Malaysia

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DOI : <http://dx.doi.org/10.32503/jmk.v7i3.2645>  
Sejarah Artikel : Article received (26 Juni 2022); revised (4 Agustus 2022); approved (10 September 2022)  
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## Introduction

Leong (2021) posted an article appended that the top fashion specialised online retailers in Malaysia were Zalora and followed by Applecrumby, FashionValet, and Althea according to statistics provided from iPrice's Map of eCommerce since Zalora Malaysia is one of the online shopping websites that is extensively used by customers and the community today and also provides a broad range of product requirements in a comprehensive manner. Thus, Zalora Malaysia is a community or consumer-friendly online shopping fashion platform that eliminates the need for long lines when making payments at the counter and saves customers time when shopping in brick-and-mortar shops. As result, consumers' online buying decisions are influenced by their intent to buy through Zalora Malaysia. This is since social media has grown rapidly in Malaysia in recent years, and online platforms such as the Zalora Malaysia have become one of the websites of choice for users in online shopping, especially for fashion since this platform provides a variety of high-quality, international-standard fashion such as clothing, beauty, shoes, and so on. Based on above, this is valuable to carry out a study to identify the reasons to trigger consumers purchase goods in Zalora Malaysia since Zalora Malaysia as tops fashion online platform as stated by Leong (2021).

According to Sari, Manggabarani, and Husniati (2020) and Aznor, Ramli, Zamri, Nye, Basri, Khalid, Shaharin, Ramiah, Paramasivam, and Krishnan (2021), the brand image of a company is determinants for consumers to purchase products or services. As explained by Aznor et al. (2021), Zalora Malaysia has a good brand image, especially on fashion online shopping platforms. In recent, the present societal trend of making online purchases resulted from the number of applications that provide online shopping platforms is growing. Besides, Customers nowadays are time restrictions in getting their daily essentials thus internet shopping apps such as Zalora are extremely valuable to them. In the eyes of consumers, brand awareness is the initial dimension and precondition of the entire brand knowledge system; it shows their capacity to recognise the brand in various scenarios and the likelihood that the brand name would come to mind quickly (Aznor et al., 2021; Sari et al., 2020).

Moreover, the design or features of a website may always influence a consumer's choice to buy or purchase something via online shopping. The website design that is shown to the customer is crucial for online purchasing (Loh & Hamid, 2021). Even though the website design or features were done by website experts, online shoppers were very dissatisfied with inefficient website design, according to Majid, Kamaruddin, and Mansor (2015) and Loh and Hamid (2021). Besides, service quality is the third determinant for customer intent to purchase online. As explained by Kasuma, Kanyan, Khairol, Sa'ait, and Panit (2020), many consumers are trying to restrict to purchases online due to customers identified non-delivery of items, damaged products, and order non-conformity as the most prevalent issues. One difficulty customers confront is that sellers do not always follow distance selling rules, denying the buyer their legally allowed cooling-off time. Since suggestion from Aznor et. al. (2019) stated that future study should added other factors such brand image, service quality, and more instead remaining factors

(convenience, website design, time saving and security) to identify the more justified consumer purchase behaviour in Zalora Malaysia. Thus, this study is attended to identify the factors (brand image, website design, and service quality) that influence consumer purchasing intention in Zalora Malaysia.

## **Literature Review**

### **Brand Image**

According to (Sari et al., 2020), brand image is the customer's perception and preference for a brand, as evidenced by associations of brand elements that the consumer remembers. Loh and Hamid (2021) appended that brand image is the consumer's view and faith in an organization's product quality, as well as the company's honesty in the things it gives to consumers. Hermawan (2019) defined brand image as a consumer's recall of a product as a result of subjective reasons and personal feelings. Pranoto, Haryono, and Assa (2022) define the brand image as a consumer's emotional response to a brand based on logical or rational arguments. Moreover, Sari et al. (2020) define the brand image as "everything associated with the brand" and "the level of trust a customer has in a particular brand". All brand-related activities sponsored by the firm influence a consumer's understanding of a brand (Sari et al., 2020). According to Dewi and Hartono (2019), it is a reasoned or emotional understanding of how much a consumer is affected by a brand. Besides, Sari et al. (2020) define the brand image as the subjective view of a brand that is imprinted in one's mind as a result of engagement with that brand. Hence the hypothesis between brand image and purchase intention are:

H1: Brand image has a relationship with purchase intention among online consumers in Zalora Malaysia.

### **Website Design**

Aznor et al. (2021) define website design as a comprehensive application architecture that includes layout, graphic imagery, content, interactive or communication capabilities, and energy management. Website design or features cover all areas of the user experience on the website, such as information search, order processing, customization, and product components. Website design refers to the aesthetics of user interface design. Hence, according to a study conducted by Kasuma et al. (2020), online shoppers prefer online merchants to create excellent web environments, consistent eye-catching visuals, and a very interesting website design and layout for their online businesses. According to Sahak, Fauzi, Darus, and Muhammad (2019), website design, website reliability or fulfilment, website customer service, and website security or privacy are the most important since they are the most enticing aspects that may influence the consumer's opinion of online purchasing. Thus, the hypothesis between website design and purchase intention are:

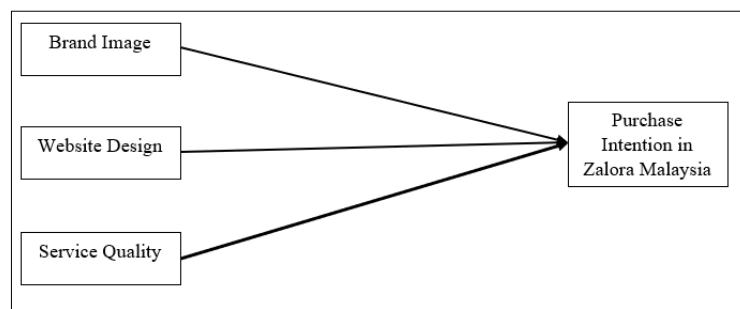
H2: Website design has a relationship with purchase intention among online consumers in Zalora Malaysia.

### Service Quality

Dapas, Sitorus, Purwanto, and Ihalauw (2019) identify five critical services for buyers: (1) Reliability: the capacity to deliver on promises consistently and suitably. (2) Guarantees employees' knowledge and courtesy, as well as their ability to instil trust and confidence; (3) Embodiment: physical facilities, equipment, and personnel appearance; (4) Empathy: level of care and individual attention given to customers; and (5) Responsiveness: willingness to assist customers and provide quick service. This is significantly explained by Dapas et al. (2019), one of the elements influencing the company's level of success and quality is its ability to provide services to consumers. The success of the firm is dependent on providing high-quality services to its customers, earning a big market share, and establishing a competitive edge. Therefore, the hypothesis between service quality and purchase intention are:

H3: Service Quality has a relationship with purchase intention among online consumers in Zalora Malaysia.

### Conceptual Framework



**Figure 1.** The Conceptual Framework

### Research Methodologies

The purpose of this study's research design was to evaluate the link between customers' purchasing intentions and the elements that impact customers' purchasing intentions in Zalora Malaysia. Furthermore, in this study, questionnaires such as the Google online form will be utilised to collect data. The descriptive design technique is also used in this investigation. By integrating their ideas, techniques, and procedures, researchers may give various frameworks for conducting research (Rahi, 2017). This study's data gathering method is quantitative. The information gathered is critical for the study. This is to help the researcher analyse the data received from the respondents to explain and support the claims as well as the research hypothesis questions. Among the primary sources for this research project will be both primary and secondary data. As a result, the data gathered will be utilised to examine the link between the independent and dependent variables. For primary data, researchers will collect information from Malaysian individuals on variables impacting customers' purchase intentions at Zalora Malaysia, which will be used in survey questions.

Google forms have been used as part of the research support to collect vital

data. As is well known, Google Forms serves as a platform for them to develop a questionnaire form for the responders. Researchers can benefit significantly from having a Google form prepared or designed. This is since it may save money, and energy, and is also ecologically beneficial. Furthermore, this study draws on secondary data sources such as books, newspapers, websites, and journal articles from sources such as Google Scholar, Emerald Insight, and others. This is because secondary data may be obtained from online sources.

The larger the sample, the more representative the population will be, and the results will be more general. According to Roscoe (1975), a sample size of 30 to 500 people is appropriate for the study. The researchers picked 237 target respondents from Cohen's 1992 statistical power analysis table to optimise the findings. To detect an R-value of at least 0.10 with a 5% margin of error, the number of responders must be at least 80%. For this study, the researcher chose 237 respondents through the Zalora Malaysia application. They merely need to fill out a Google survey with a few questions. This study employs judgemental sampling, a non-probability sampling approach. Non-probability sampling entails selecting a subset of a population that is not chosen at random (Bell, Bryman, & Harley, 2018). Population samples were chosen based on knowledge and judgement rather than statistical sampling procedures. Malaysians who purchased the Zalora Malaysia application online were used in this study. To collect sample data, the researcher has produced a questionnaire form to be delivered to chosen respondents. The questionnaire will be available online to save money and time.

A questionnaire will be utilised to gather or collect data in the construction of research tools for this study. The questionnaire contains several questions as well as other metrics used in gathering demographic statistics in Malaysia. In addition, the researcher's questionnaire form will be sent online to the responders. SPSS software version 26 has been utilized as software to perform data analysis in this study.

## **Data Analysis**

Before analyzing data, it is critical to examine the data, filter the data, and determine the response rate. In this study, the researcher took 3 months to gathered a total of 300 respondents to answer the researcher's questions using Google Forms connected to this research study. Furthermore, the researcher removed 34 respondents who had never purchased anything from the Zalora Malaysia application from the 300 respondents from the Google form created because the respondents that the researcher was looking for were people who had purchased something from Zalora Malaysia application. As a result, this number grew to 266 responses. As a result, individuals who have never acquired the Zalora Malaysia application will be unable to answer the following quiz. The researcher then eliminated 29 respondents since they answered the questionnaire in a straight-line fashion, resulting in 266 respondents as opposed to 237 respondents. As a result, the total number of resident researcher responses was 237, which was utilised to examine the researcher's research study.

*Demographic Profiles***Table 1 Demographic Profile**

<b>Content</b>	<b>Questions</b>	<b>Frequency</b>	<b>Percentage</b>
Respondents by Gender	Female	163	68.8
	Male	74	31.2
Race	Bidayuh	1	0.4
	Cina	115	48.5
	Iban	4	1.7
	Indian	62	26.2
	Melanau	1	0.4
	Melayu	54	22.8
	Age	21-29 years old	106
	30-39 years old	98	41.4
	40-49 years old	31	13.1
	50 years old and above	2	0.8
Marital Status	Married	83	35.0
	Single	154	65.0
Occupation	Private Sector	76	32.1
	Public Sector	82	34.6
	Retired	6	2.5
	Self Employed	47	19.8
	Student	26	11.0
	Less than RM1,000	21	8.9
	More than RM4,001	33	13.9
	RM1,000-RM3,000	107	45.1
	RM3,001-RM4,000	76	32.1
How many times have you shopped on the ZALORA application in a given period?	2-4 times in a month	115	48.5
	Many times in years	60	25.3
	Once in month	62	26.2
How much money do you spend when shopping at the ZALORA application?	RM150 and below	36	15.2
	RM151-RM350	66	27.8
	RM351-RM450	74	31.2

Table 1 displays the demographics of online shoppers in the Zalora Malaysia application. Demographics of the responders regarding gender. There were 163 female replies out of 237 total. Female responders made up 68.8 percent of the total. There were 74 male respondents out of a total of 237 respondents. 31.2 percent of responders were men. Females had the greatest gender data score of 68.8

percent, while males received the lowest gender data score of 31.2 percent. Moreover, table 1 displays the data analysis for the question "How much money do you spend while shopping on the Zalora app?". The respondents' maximum overall spend for this study analysis is RM351-RM450, with a proportion of 31.2 percent followed by 61 respondents out of a total of 237 respondents who paid RM 451 or more while purchasing using the Zalora. The percentage of respondents who spent RM451 or more on Zalora Malaysia was 25.7 percent. In summation, most target respondents in this study are female with total expenses in the range of RM 351 to RM 450.

*Reliability Analysis*

**Table 2 Reliability Analysis for All Variables**

Variable	Number of Items	Cronbach's Alpha	Strength of Association
Brand Image	5	0.740	Acceptable
Web Design	5	0.755	Acceptable
Service Quality	5	0.727	Acceptable
Purchase Intention	5	0.764	Acceptable

Table 2 displays the results of the reliability test on both independent and dependent variables, namely brand image, site design, service quality, and consumer buying intention, in Zalora's Malaysia. The range of Cronbach Alpha is between 0.727 to 0.764. This is described as having high dependability and meeting the Cronbach's Alpha criterion since the researcher used a Likert scale to assess the 20 questions used to examine these factors as stated by Hair, Page, and Brunsveld (2019).

*Hypotheses Testing*

Depending on the factors, Pearson Correlation Analysis will determine if the independent variables, namely brand image, site design, and service quality, are statistically significant with consumer purchase intention in the Zalora Malaysia application. In this example, the researcher employed Pearson Correlation Analysis (two-tailed test) to investigate the link between factors impacting client purchasing intentions in the Zalora Malaysia application. The table below interprets the strength of the coefficients concerning the variables.

**Table 3: The Path Coefficient**

	Hypothesis	Direct Effect	p-value	Comment
BI > PI	H1	-0.002	0.987	Rejected
WD > PI	H2	0.244	0.000	Accepted
SQ > PI	H3	0.095	0.143	Rejected

*Noted: BI: Brand Image; WD: Website Design; SQ: Service Quality; PI: Purchase Intention*

Table 4 explained the relationship between all independent variables towards purchase intention in this study. The table displays the Pearson correlation coefficient for the significant value as well as the number of respondents (237). According to the findings of the study, the link between brand image and consumer

intention to buy in the Zalora Malaysia application is  $r = -0.002$ . According to these findings, the value of  $p$  is 0.978, which is more than 0.01. As a result, in the Zalora Malaysia application, there is no significant association between brand image and customer intention to buy. As a result, in the Zalora Malaysia application, the hypothesis of a link between brand image and client buy intention is rejected. Moreover, according to the findings, the link between site design and consumer purchasing intent in Zalora's Malaysia application is  $r = 0.244^{**}$ . The findings reveal that  $p$  is 0.000, which is less than 0.01. As a result, in Zalora's Malaysia application, there is a considerable association between site design and client purchasing. As a result, the premise of the link between online design and client purchasing is approved in Zalora's Malaysia application. Lastly, the results showed the  $p$ -value is 0.143, which is more than 0.01. As a result, in the Zalora Malaysia application, there is no significant association between service quality and client buy intention. As a result, in the Zalora Malaysia application, the hypothesis of a link between service quality and consumer purchase intention is rejected.

## Discussion

According to the findings of the study, the link between brand image and consumer intention to buy in the Zalora Malaysia application is  $r = -0.002$ . According to these findings, the value of  $p$  is 0.978, which is more than 0.01. As a result, in the Zalora Malaysia application, there is no significant association between brand image and customer intention to buy. Hypothesis 1 is not accepted based on the findings of our investigation. According to Sari et al. (2020), the influence of country of origin (COO) and brand on intention to buy is similarly less than its effect on quality perception, which supports the findings of our study. Furthermore, the impact of the COO and brand on purchase intent differs depending on the product. The COO and the brand have a significant influence on purchasing intentions in the case of shirts, but not in the case of phones or wallets. However, as demonstrated by Agmeka, Wathoni, and Santoso (2019), this study does not take attitude into account as another antecedent of purchasing intention. As a result, the discovery of a significant influence of COO and brand image on purchase intent is questionable. As we can see, the brand image does not impact clients' purchasing intentions in the Zalora Malaysia application.

Furthermore, the findings regarding the link between site design and consumer purchasing intent in Zalora's Malaysia application is  $r = 0.244$ . The findings reveal that  $p$  is 0.000, which is less than 0.01. As a result, in Zalora's Malaysia application, there is a considerable association between site design and client purchasing. As a result, the premise of the link between online design and client purchasing is approved in Zalora's Malaysia application. Previous researchers' hypotheses (Aznor et al., 2021), which confirm the findings of our study are that when customers perceive high-quality site design, they are more likely to purchase. The quality of a website has a direct influence on behaviour intention. Users' behavioural goals included recurrent purchases, repeat visits to websites, recommending websites to others, and good site evaluations. As we can see, site design is a significant element affecting clients' purchasing intentions in the Zalora Malaysia application.

Last but not least, the study's findings indicated the association between service quality and consumer purchasing intention is  $r = 0.095$ . According to the



results, the p-value is 0.143, which is more than 0.001. As a result, in the Zalora Malaysia application, there is no significant association between service quality and client buy intention. As a result, in the Zalora Malaysia application, the hypothesis of a link between service quality and consumer purchase intention is rejected. Previous researchers' (Wahyono & Nurjanah, 2020) support our study's findings that service quality and customer satisfaction are two major antecedents of consumer intention. This study does not support the indirect influence of service quality on behavioural intentions since the authors did not uncover a significant association between service quality and customer satisfaction. As we can see, service quality is not a factor affecting users' purchasing intentions in the Zalora Malaysia application.

## **Conclusion**

In this study, website design only one significant factor in this study to trigger purchase intention for online consumers shops in Zalora Malaysia. Hence, this study will also influence the major Malaysian corporation Zalora directly or indirectly because the data obtained by the researcher comes from the consumer or customer, thus it would be a good idea for them to satisfy the customer's demands and desires. In terms of practical implications, online appeals retailers capable to identify that website design is main consideration to trigger online purchase to do purchase through study this research thus indirectly as guideline for online appeals retailers to choose the right platform for their products in terms of website design. Furthermore, this study is essential as a reference or guide for researchers to do a study or study connected to the desire to purchase consumers in Malaysia in the future. This will aid them in better analysing for future research as a reference for this study.

This research has certain drawbacks. First and foremost, this study's target audience is only Malaysian. They are all between the ages of 21 and 50 years old. The research is limited to Malaysian consumers who have purchased in the Zalora Malaysia application about the researcher's title, which is the element affecting customer purchasing intention in the Zalora Malaysia application. This study is also not only focused on young people, but also persons of all ages. Moreover, this research will also be delivered via online questionnaires, and the time constraints listed below will apply. As a result, to identify and comprehend the question, some responders want someone to ensure that they grasp all of the questions presented by the researcher. Furthermore, as the researchers were aware, not all respondents were able to cooperate in answering the questions. Furthermore, the researcher was unable to assess the sincerity of the respondents when responding to online questionnaires in this study. This is because respondents may answer the survey in some ways based on their perceptions or views after reading all of the questions.

With this, the researcher advises that in the future, researchers look for relevant elements other than those utilised to support the hypothesis in affecting consumer purchase intentions in the Zalora Malaysia application. Furthermore, in the recommendation for future studies, the researcher advised that various ways be used to acquire data from respondents. The quantitative technique was utilised by the researcher in this study to collect data from the respondents using an online questionnaire. As a result, another approach offered is to conduct interviews and observations to acquire respondent data, such as interviewing Zalora Company

supervisors to obtain information on consumers who have purchased from Zalora Malaysia, and this method is known as the qualitative method.

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