



University of Bahrain
College of Business Administration
Department of Management and Marketing

Influence of Digital Marketing on Online shopping Behaviour of Millennials in the Kingdom of Bahrain

Thesis submitted in partial fulfilment of the requirements for Master of
Business Administration

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2023

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The student is awarded a grade A in the thesis subject.

- ☐ Without making any changes to the thesis.
- ☒ After making the modifications attached with this decision.

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Abstract

Purpose: The goal of this study is to examine the variables that affect Millennials' inclinations to buy fashion products online in the Kingdom of Bahrain. Using the deconstructed theory of planned behaviour, this study seeks to assess the relationship between behavioural intention and elements including attitude, subjective norm, perceived behavioural control, trust, peer influence, and self-efficacy.

Design/Methodology/Approach: A quantitative approach was used to tackle the study's research topics. A standardised questionnaire was utilised to help answer the research questions for the study. The poll included an online questionnaire to gather data. A Likert scale with a 5-point rating system is included in the survey. The survey was conducted in the Kingdom of Bahrain with a sample size of about 318 participants from the Gen X, Gen Y, and Gen Z generations. The random sampling technique was used to select the respondents at random. SPSS and Microsoft Excel were used to clean, analyse, and interpret the sample data.

Finding: The findings of the research showed that millennials' behavioural intentions in the Kingdom of Bahrain are influenced by perceived ease of use, self-efficacy, and peer pressure. While it was discovered that trust, subjective norm, perceived behavioural control, and attitude had no appreciable impact on Millennials in Bahrain.

Originality/value: Previous research on online shopping have not placed much emphasis on examining generations' behavioural intents towards the adoption of online fashion, however this study explores these elements and discovers fresh information regarding the factors influencing Bahraini purchasing intentions.

Keywords: Millennials, Trust, Perceived Behavioural Intention, Attitude, Peer influence, Buying Intention, Online Fashion, Subjective Norm, Self-Efficacy

المخلص

الغرض: هدف هذه الدراسة هو فحص المتغيرات التي تؤثر في ميول جيل الألفية لشراء الأزياء عبر الإنترنت في مملكة البحرين. من خلال تفكيك نظرية السلوك المخطط، تسعى هذه الدراسة لتقييم العلاقة بين نية القيام بعمل والمتغيرات المؤثرة فيه بما في ذلك الاتجاه، المعيار الشخصي، الاعتقاد بالقدرة على التحكم بالفعل، الثقة، تأثير الأقران، والكفاءة الذاتية.

التصميم/ المنهجية/ نهج البحث: تم استخدام المنهج الكمي للإجابة على أسئلة البحث في الدراسة. وتم استخدام استبانة موحدة للمساعدة في حل أسئلة البحث في الدراسة. وتضمن المسح استبياناً عبر الإنترنت لجمع البيانات. واشتملت الاستبانة على مقياس ليكرت (Likert Scale) بمقياس تصنيف من 5 نقاط. وتم إجراء الاستطلاع في مملكة البحرين، مع حجم عينة يبلغ حوالي 318 مشاركاً من مجموعات أجيال مختلفة: الجيل X ، والجيل Y ، والجيل Z على التوالي. حيث تم اختيار أفراد العينة بطريقة عشوائية باستخدام طريقة أخذ العينات العشوائية. وتم استخدام برنامج SPSS و Microsoft Excel لترتيب وتنسيق وتحليل وتفسير نتائج بيانات العينة.

النتائج: تشير نتائج البحث إلى أن نية القيام بالعمل لدى جيل الألفية في مملكة البحرين تتأثر بسهولة الاستخدام، والكفاءة الذاتية، وتأثير الأقران. في حين لم يكن للثقة والمعايير الشخصية، والاعتقاد بالقدرة على التحكم بالفعل ، والاتجاه السلوكي تأثير كبير على جيل الألفية في مملكة البحرين.

الأصالة/ القيمة: في الدراسات السابقة لما يتعلق بالتسوق عبر الإنترنت لم يكن هناك إهتمام كبير بدراسة نية القيام بالعمل لدى جيل الألفية تجاه الشراء عبر الإنترنت. بينما تبحث هذه الدراسة في هذه العوامل وتوصلت إلى حقائق جديدة حول العوامل المؤثرة على نوايا الشراء لدى جيل الألفية في مملكة البحرين.

الكلمات المفتاحية: جيل الألفية، الثقة، نية القيام بالعمل، السلوك، تأثير الأقران، نية الشراء، الأزياء عبر الإنترنت، المعايير الشخصية، الكفاءة الذاتية.

Dedication

To my late father,

I dedicate this thesis to you, my beloved father. You were my inspiration and my role model. You taught me the importance of hard work, perseverance, and dedication. You always believed in me, even when I didn't believe in myself. I know that you would be proud of me for completing this thesis.

I miss you every day, but I know that you are always with me in spirit. This thesis is a testament to your love and support.

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I'd like to thank everyone who was with me during the completion of my thesis and supported me along the way.

Thanks, and Regards,

Fatima Wahab Uddin

Table of contents

Abstract.....	B
الملخص	C
Dedication.....	D
Acknowledgments	E
List of Tables	I
List of Figures.....	J
List of Abbreviations	K
<i>Chapter ONE: Introduction.....</i>	<i>1</i>
1.1 Overview.....	2
1.2. eCommerce in the MENA region	5
1.3. Demographic Segmentation.....	6
1.3.1. Characteristics of Gen X and Gen Z.....	8
1.4. Research Problem	10
1.5. Research Questions.....	12
1.6. Research Objectives.....	13
1.7. Significance of the Research.....	13
1.8. Research steps.....	14
1.9. Thesis Structure	15
1.10. Research Terminology	16
1.11. Summary of the Chapter	16
<i>Chapter TWO: Literature Review</i>	<i>18</i>
2.1. Introduction.....	19
2.2. The Technology Acceptance Model (TAM).....	21
2.3. Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB).....	22
2.4. Proposed Model	24
2.5. The Decomposed Theory of Planned Behaviour	25
2.6. Behavioural Intention	26

2.7. Decomposing attitude towards behaviour.....	27
2.8. Decomposing Subjective Norm	31
2.9. Decomposing Perceived behavioural control	33
2.10. Research Hypothesis.....	36
2.11. Summary of the Chapter	36
<i>Chapter THREE: Research Methodology</i>	<i>38</i>
3.1. Introduction.....	39
3.2. Research Design	39
3.3. Research Framework	41
3.4. Research Variables	42
3.5. Research Instruments.....	43
3.6. Data Collection	44
3.7. Validity and reliability of the Questionnaire	45
3.7.1. Validity	45
3.7.2. Reliability	46
3.8. Data Analysis.....	46
3.9. Population and Sampling	47
3.10. Research Flowchart.....	49
3.11. Summary of the Chapter	50
<i>Chapter FOUR: Data Analysis</i>	<i>51</i>
4.1. Introduction.....	52
4.2. Response rate	52
4.3. Reliability Analysis and Validity Test.....	53
4.4. Demographic Analysis.....	55
4.4.1. Gender.....	55
4.4.2. Age and Generational Cohort	56
4.4.3. Level of Education.....	57
4.4.4. Shopping Experience	58
4.4.5. Respondent Profile Summary	61
4.5. Crosstabulation of Demographic Variables	62

4.6. Descriptive statistics	64
4.7. Factor Analysis	65
4.8. Correlation Matrix	68
4.9. Model Summary	72
4.10. Research Hypothesis Results	74
4.11. Research's Results Preview	76
4.12. Discussion.....	80
4.13. Summary.....	83
<i>Chapter FIVE: Results and Discussions</i>	<i>84</i>
5.1. Conclusion	85
5.2. The Theoretical and Managerial implications	89
5.2.1. Theoretical Implications	89
5.2.2. Managerial Implications	89
5.3. Limitations	91
5.4. Suggestions for Future Research	91
5.5. Recommendations.....	92
<i>Bibliography.....</i>	<i>93</i>
<i>Appendix -1 Questionnaire.....</i>	<i>98</i>

List of Tables

Table 1: Degree of Agreement of Likert Scale	43
Table 2: Rule of Thumb for interpreting the size of Correlations Coefficient	44
Table 3: Response Rate.....	53
Table 4: Cronbach's Alpha for study Constructs	54
Table 5: Demographic Analysis: Gender.....	55
Table 6: Demographic Analysis: Age.....	57
Table 7: Demographic Analysis: Level of Education.....	58
Table 8: Demographic Analysis: Shopping Experience	60
Table 9: Respondent Profile Summary	61
Table 10: Crosstabulation of Demographic Variables.....	63
Table 11: Descriptive Statistics	65
Table 12: Factor Analysis	67
Table 13: Descriptive Statistics and Correlation Matrix.....	70
Table 14: Results of Multiple Linear Regression Analysis	71
Table 15: Research Hypothesis Results	75

List of Figures

Figure 1: Relationship between TRA and TPB	24
Figure 2: Decomposed Theory of Planned Behaviour Conceptual Framework	42
Figure 3: Research Flowchart	49
Figure 4: Demographic Analysis: Gender	55
Figure 5: Demographic Analysis: Age	56
Figure 6: Demographic Analysis: Level of Education	58
Figure 7: Demographic Analysis: Shopping Experience.....	60

List of Abbreviations

Abbreviations	Full Form
MENA	Middle East and North Africa
MoICT	Ministry of Industry, Commerce, and Tourism
GCC	Gulf Cooperation Council
TRA	Theory of Reasoned Action
TAM	Theory of Acceptance model
DTPB	The Decomposed Theory of Planned Behaviour
TPB	Theory of Planned Behaviour
SPSS	Statistical Package for the Social Sciences
PEOU	Perceived Ease of Use

Chapter ONE: Introduction

1.1 Overview

Today's progressive digital environment with technological innovation, and globalization has revolutionized the way companies and consumers interact with each other, creating a boundary-less world and paving way for e-commerce. E-commerce has contributed to a spike in the number of online merchants and buyers as well as intense competition among sellers to advertise and market their goods. With an overflowing number of consumers online, it is very important to attain a deeper awareness of the customers' needs and wants to stand out among the competition. One of the main factors influencing consumers' online purchasing behaviour is the evolution and technological advancement of computer equipment, especially mobile applications for e-commerce, which enhances the online purchase experience for customers (Leong & Chaichi, 2021).

In developing countries, e-commerce has given notable economic and social benefits though the Middle East and North African (MENA) ecommerce market is still untapped. With an internet penetration exceeding 90%, the region offers great potential to many international players such as Amazon, Ali Express, eBay etc. (Mehta & Bhandari, 2018). The consumers have become accustomed to the use of internet and have modified their lifestyle accordingly. Online shopping provides consumers with the convenience and ease of comparing the prices and products across countless suppliers from the comfort of their home. Social media platforms further encourage the user's buying behaviour through the product/brand reviews available to them. The positive reviews for the brands/products used drive the sales and vice versa (Mehta & Bhandari, 2018). However, there are still challenges involved such as, distrust in electronic processes, dependency upon face-to-face transactions due to the risk of loss involved. These circumstances highlight the necessity for research into the critical

elements that may encourage e-commerce adoption and, subsequently, its advantages on the social and economic fronts (Peña-García et al., 2020).

Online shopping has demonstrated the ability to replace in-store shopping whilst the COVID-19 pandemic has further tilted the scales in favour of the replacement of in-store shopping with online shopping due to the “stay at home” necessity enforced by countries worldwide. Within the past few years certain behaviours such as working from home, favouring on-demand streaming services, opting for home deliveries over in-store buying and dining out have been replaced. While it is expected that some of these behaviours may revert to as they were before, but people are likely to gravitate towards these habits thus expanding the role of online shopping. In 2019, a poll found that 3.53 trillion U.S. dollars, or 14.1% of all e-retail sales worldwide, came through online transactions. And these numbers are only expected to increase, with a total e-retail worldwide sale increase to 17.1% in 2021 and a forecast of 22% in the year 2023 (Colaco & E Silva, 2021; Emarketer, 2019). As the adoption of online shopping gains momentum owing to the increased smartphone usage and advancements in technology, many of the industry players have leveraged this opportunity to differentiate themselves from their competitions and drive sales further. Even traditional physical stores are focusing on providing an additional online purchasing platform to their clients in order to increase their income. To attract more customers, the LULU Group and Carrefour, two of the major retailers in the MENA region, have established shopping portals in both English and Arabic (Mehta & Bhandari, 2018).

Among the variety of goods available to the buyers online, fashion products are the trendiest items. This category includes apparel, footwear, bags, accessories, jewellery, eyewear, cosmetics, and beauty products. The tech savvy customers tend to share and seek the latest fashion trends in real life and on social media platforms.

Expectations from consumers are rising, and the fashion sector is caught in a vicious competitive cycle of fast manufacturing, constant style updates, regular brand renewal, and rapid availability of new designs (Won & Kim, 2020). This has led companies to quickly fulfil the customer expectations by gathering information about their market segment, consumers, and competitors. The fashion sector may efficiently reduce physical liabilities, information gaps, and operational perils by using online channels and the internet to facilitate international e-commerce. Due to the widespread usage of mobile devices like tablets and smartphones, marketers can promote fashion products and the delivery of those products via social media sites like WhatsApp, Facebook, Instagram, and YouTube. Traditional brick and mortar businesses are now concentrating on providing their customers with access to an additional online retail purchase platform in order to boost their earnings. Multi-brand retailers have a unique chance to build their business through international development using new platforms and technologies (Guercini, Bernal & Prentice, 2018). The Google's analytic tools allow marketers to collect information about their consumers and competitors digitally, attract new consumers and set their business model apart from the competition. To have a successful business, the skill for marketers to be digitally astute and analytically proficient has now become a desired requirement by the employers (Langan, Cowley, & Nguyen, 2019). Companies need to identify their market segment using Artificial intelligence and Big Data to connect with consumers who share an equivalent set of wants and needs, rather than reaching out to a diverse market which could be difficult and financially non-viable. Whether a service and/or product is purchased through a physical store or online, researching online is still a big part of the customers online journey towards purchase.

1.2. eCommerce in the MENA region

In the MENA region the Ecommerce market is fairly new and unexplored. The region offers great potential to the industry players with their high income per capita, a growing tech savvy youth and developed transport logistic network. Conversely, this market has the potential of high growth owing to the easing market barriers, growing internet and smartphone penetration, the ease of obtaining licenses from authorities, and high investment potential. Online shopping might be the first instinct of the tech savvy MENA consumers', but the region still faces a few barriers when it comes to ecommerce growth. The lack of trusted payment methods has slowed down the adoption. Consumers still prefer to purchase with the "Cash on Delivery" option rather than using other online payment methods (Mehta & Bhandari, 2018). This challenge is something that businesses should take into consideration before entering the market to ensure that it doesn't interfere with their operations. Furthermore, some industry players have taken advantage of this opportunity to establish themselves as the major eCommerce players in the region such as Amazon which acquired the Dubai-based Souq.com in 2017 having over 50 million users and operations. Amazon also revealed the opening of its AWS Data Centre in Bahrain to further expand its market. Luxury brands Burberry, Dolce & Gabbana have also launched their websites with targeted ads in Arabic breaking down language barriers to attract the locals.

The governments in the region have also taken an initiative to make the most of this opportunity and increase the reliability of ecommerce in the region. The Ministry of Industry, Commerce and Tourism (MoICT) launched the National eCommerce Strategy 2019-2022 which boosts ecommerce activities around the Kingdom of Bahrain and contribute towards the expansion of a digital economy whilst making Bahrain an

international hub in the eCommerce sector. This supports the accomplishment of the Bahrain Economic Vision 2030 towards building a sustainable economy. The MoICT anticipates online commercial activity in the region to exceed \$28 billion by 2022 (Ministry of Industry and Commerce, 2022). One of the projects introduced by the National eCommerce Strategy is the Mall.bh, which promotes local ecommerce and allows SMEs to move their sales from traditional brick-and-mortar to an online gateway, allowing citizens and residents to shop online locally. To offer a safe payment mechanism to locals and residents. The BENEFIT Company, which is licenced by the Central Bank of Bahrain, operates a nationwide payment gateway that processes online transactions for all locally issued debit cards as well as VISA, JCB, and American Express credit cards (International trade administration, 2022).

1.3. Demographic Segmentation

Demographic segmentation allows marketers to define their consumers based on their gender, income, nationality, race, religion, age, or generation to identify their size and behaviour, these variables are the easiest to measure. Markert (2004) has insighted one benefit of grouping consumers based on age, the needs of the people change as they age, i.e., Boomers had different needs when they were younger than those needs now in 2021 for the Gen Z. Marketers can use this information to develop and market the service and/or product that meets the interests or needs of a generation or cohort. Kotler & Keller (2021) have further discussed that the individuals in each generation or cohort are influenced by the times they grow-up including but not limited to the music, politics, or any other defining moment in their time and share similar political, economic, and social events while developing similar set of beliefs, ideas, and values (Thach, Riewe & Camillo, 2020). This concept also known as the

generational cohort theory that was first introduced and developed by sociologist, Mannheim in 1952 in an essay titled “***The problem of Generations***” which emphasised the role that social forces play in influencing generations throughout significant periods of human development (Ting et al., 2018). Furthermore, Thach, Riewe & Camillo (2020) have pointed out that the country and cultural environment also create differences between the individuals of same age in a particular generation. For this particular study, the Millennials are the key consumer demographic under study. According to Kotler & Keller (2021), Within the U.S alone the Millennials constitute of about 78 million people with a \$200 billion purchasing power and influence behind them. Whereas in the Kingdom of Bahrain the percentage of people under 19 amounts to 25.9% of the population, those between the ages of 20-64 amount to 71.1% and those over the age of 60 form only 2.1% of the population in the Kingdom (Ministry of Information Affairs, 2022). These numbers make the Millennials a very attractive group for the marketers in the Kingdom of Bahrain. Growing up opinionated and tech-savvy these “digital natives” or “Technology enthusiasts” were the force behind the technological growth over the past decades. They have grown up using social media and texting pals, browsing the internet, and playing video games on computers. They are more likely to use numerous devices, multitask on social media and mobile, and own multiple gadgets. They are most inclined to share their thoughts and experiences with others and add to the context created by users. They are more likely to believe recommendations from friends i.e., word of mouth than from official corporate sources of information. Ting et al., (2018), further pointed out that Millennials are more cause-oriented and idealistic than their parents, Generation X. They believe that businesses should have a strong social responsibility towards their community. According to Brosdahl & Carpenter (2011) Millennials are socially

conscious, receptive of marketing efforts towards environmental issues and other causes. Millennials are often discouraged by overt branding practices and “hard sell” marketers trying to persuade and reach them with different approaches. According to Bakewell & Mitchell (2003), the Millennials are surrounded by opportunities and reasons to shop compared to the generations previously. Which has given rise to a new form of shopping style referred to as “smart shopping”. Bakewell & Mitchell (2003) define this phenomenon as, “*a tendency for consumers to invest considerable time and effort in to seeking and utilizing promotion-related information to achieve savings*”. The adoption of digital media has expanded Millennials' possibilities even further, enabling them to interact with individuals all over the world and empowering the age group to capitalise on the importance and influence of knowledge. Approximately two-thirds of Generation Ys in the United States with internet access buy or investigate products online, and the e-commerce dollar effect of Generation Y is predicted to be \$4.28 billion by 2023, with \$38.5 million online users. In literature, the exact start and end of a generation are not universally agreed upon and are subjective to change; hence, this study takes into account all individuals born between (1981-1996) as defined by Kotler & Keller (2021) to be the Millennials. Kotler & Keller (2021) was chosen as an authentic source as books from these authors are used within the curriculum of the University of Bahrain.

1.3.1. Characteristics of Gen X and Gen Z

As defined by the authors Kotler and Keller (2021), individuals born between the years of (1965-1980) represent the Gen X and the individuals born between the years of (1997-2012) represent the Gen Y. Similar to the Gen Y, the characteristics of Gen X and Gen Z are shaped by the events and the environment they are present in.

The Gen X, comprise of about 20% of the population in the Kingdom of Bahrain, shaped by the economic turmoil, being raised in a more challenging time and the latchkey kid childhoods (Ministry of Information Affairs, 2022). Witnessing their parents hustle, these individuals have a strong work-ethic and able to prioritize work-life balance and value spending time with their loved-ones. They were also the first generation to have passed the standard of living set by their parents. Unlike the Gen Y these individuals avoid and stay away from products or services that create a hysteria and show scepticism towards marketing methods that doesn't seem authentic to them. These individuals are known for their brand loyalty, which makes it essential for marketers to build strong relationships with them and be transparent with their agendas and ideas. They seek value at the lowest costs and discounts when making purchases, rather than considering a purchase to be an investment unlike the Gen Y (Kotler & Keller, 2021). They have gained an experience and become familiar with online shopping because of their self-sufficiency and capability to handle any circumstance. While they are not digital natives like the Gen Y and the Gen Z, they have embraced technology and adapted to the changing technological landscape (Kotler & Keller, 2021; Gangwal & Bansal, 2016). The use of traditional technology with shared cultural experiences and references with a subtle nod with the use of humour and relatable imagery may appeal to this generation more than the use of digital platforms (Ting et al., 2018).

The Gen Z, comprise roughly about 25% of the population of the Kingdom of Bahrain (Ministry of Information Affairs, 2022). These individuals are pursuing higher education and have a growing interest in fields such as STEM, entrepreneurship as well as creative industries. Like the Gen Y they have a growing interest in the social and environmental issues while also advocating for sustainability and inclusivity. Gen Z plays

a vital role in economic growth thanks to their heavy reliance on social networks such as Facebook, Instagram, TikTok, Snapchat and others, which are driven by technology (Kotler & Keller, 2021). However, their unique mindset regarding careers, spending, and values poses challenges for traditional economic policies. While they prioritize experiences and user-generated content, businesses often struggle to fully utilize advanced technologies like AI to engage them. Their rejection of conventional success models may disrupt the labor market with high turnover and impact savings due to a shorter planning horizon (Weke & Owoade, 2022). Since their consumer habits are vastly different from their predecessors, marketing towards the Gen Z require a specialised skill set. For marketers to appeal to this generations the use of social media platform is one of the most impactful ways. Social media is a powerful tool to encourage and build a relation between the brand and the Gen Z consumers. Marketers should align their marketing goals with the use of communication strategies and use personalized messages targeting the Gen Z to drive higher audience engagement and offer cost-effective solutions. These relationships between the consumers and the businesses influence the consumers behavioural intention to purchase products or services from that platform. The marketers should adapt themselves to these digital natives that have set the bar high for technology use (Thach, Riewe & Camillo, 2020).

1.4. Research Problem

Millennials as a generation form a large portion of a consumer group making them a crucial base to be studied and closely monitored by businesses and brands for their marketing and advertising platforms aiming to attract their desired consumer base. Whether a service and/or product is

purchased online or through a physical store researching online is still a big part of the customers online journey towards purchase. Social media and technology have been embraced by consumers in surprising numbers as a source of information and as a means of unrestricted communication of their feelings and opinions. This has led to the local and international businesses adopting e-commerce to gain some competitive advantage in the turbulent market, with many businesses increasing their budget for online marketing. The governments initiatives to encourage a digital economy has allowed businesses to stay afloat during these uncertain times by giving them a platform to promote their products and services online locally. While this may seem like the ideal solution to bring in more revenue, the marketers are tasked with the job of overcoming the barriers that might delay or prevent the adoption of e-commerce. Hence, learning about the aspects that lead to the implementation of e-commerce is very important for managers as it promotes and helps them to effectively place ads for their products, services or even promotions.

The study focuses on understanding and analysing the buying behaviour across different age groups in the Kingdom of Bahrain with the Millennials being the focus group of the study i.e., respondents born between the years of 1981-1996. At the same time the constructs and relationships between the adoption of online platforms for shopping and the generational cohort will also be observed. Technological acumen of the individuals to use the latest information and telecommunication technologies, data searching, analysing and decision-making will be considered when analysing the buying behaviour of the Millennials. The study would analyse the influence of factors such as trust and peer influence on the buying behaviours and provide insights to online retail strategists to understand how the internet usage varies across the age groups and what factors influence their buying behaviour.

1.5. Research Questions

The present study tries to address several questions in order to meet the research's goals and objectives. The research seeks to solve the following major question:

What are the characteristics that impact Millennials' purchasing behaviour towards online fashion platforms in the Kingdom of Bahrain?

Whereas the minor research questions that will be answered are as follows:

- a)** Is there a significant relationship between trust and attitude towards the adoption of online shopping?
- b)** Is there a significant relationship between perceived ease of use and attitude towards the adoption of online shopping?
- c)** Is there a significant relationship between the attitude to adopt online shopping and behavioural intention?
- d)** Is there a significant relationship between the self-efficacy and perceived behavioural control?
- e)** Is there a significant relationship between subjective norm and the behavioural intention to adopt online shopping?
- f)** Is there a significant relationship between the perceived behavioural control and the behavioural intention to adopt online shopping?
- g)** Is there a significant relationship between peer influence and the behavioural intention to adopt online shopping?

1.6. Research Objectives

In addition to the study question, the research attempts to achieve the following goals:

- a) To compare generational cohorts and their online purchasing behaviour in the Kingdom of Bahrain.
- b) To explore the perception of Millennials in the Kingdom of Bahrain towards online purchase
- c) To identify the key elements that influence Millennials' buying behaviour towards e-retailers in the Kingdom of Bahrain.
- d) To identify the factors that motivate the Bahraini customers to adopt online buying behaviour.
- e) To investigate the impact of factors such as trust, perceived ease of use, peer influence, and self-efficacy on the buying behaviour of Millennials in the Kingdom of Bahrain.
- f) To examine the association between age and Millennial buying behaviour in the Kingdom of Bahrain.
- g) To analyse the effect of demographic variables on the young consumers attitude regarding online fashion platforms

1.7. Significance of the Research

Consumers have embraced social media sites in startling numbers as a trustworthy source of information, with free communication and the capacity to convey emotions and ideas. Understanding the elements that influence e-commerce adoption in the Kingdom of Bahrain is critical for understanding Bahraini customers. Bahraini customers' attitude may not differ significantly from that of other consumers, and reports of online platform adoption in the MENA region are scarce. This study would benefit businesses and firms who understand how social media platforms

and the internet influence consumers' purchasing decisions. It would also enable them to assess the extent to which people use the Internet to buy goods and services. Secondly, the study would also benefit the marketers by gaining insight into the minds of the Bahraini consumer base as well as expose if any cultural barriers that might prevent the purchasing decisions. Lastly, the study would benefit academicians by elucidating an explanation of the relationship between the online fashion industry and the consumer purchase decisions. Future scholars would also benefit from this study as they continue to pursue future studies on this topic. Additionally, the research will be helpful to the public and customers when they make judgements about what products to buy, which brands to choose, which dealers to use, when to make purchases, and how much to spend.

1.8. Research steps

To accomplish the research goals, the subsequent research procedures have been devised:

- a)** Reviewing the existing published studies and literature in buying behaviour topics and concepts that are pertinent to the research objectives.
- b)** Investigating the decision-making process of millennials in the Kingdom of Bahrain and determining the essential components involved in the decision-making process.
- c)** Collecting data to determine the relationship between the elements that influence the purchasing behaviour of millennials in the Kingdom of Bahrain, as well as comparing the statistics acquired between the various generational cohorts in the Kingdom of Bahrain.
- d)** Analysing and interpreting quantitative and qualitative data obtained
- e)** Formulating and writing findings, recommendations, and areas for future study.

1.9. Thesis Structure

The following thesis is divided into five chapters, as follows:

Chapter	Description
One	Introduction: This chapter summarises and briefly describes research on Millennial buying habits, including the goal of the research, research problem, research significance, and the primary objectives of the research. This chapter will also go through the research steps and the research niche.
Two	Theoretical context with Literature Review: This chapter discusses numerous studies connected to the deconstructed theory of planned behaviour and its application to understanding Millennial purchasing behaviour in the Kingdom of Bahrain.
Three	Research Methodology: This chapter digs deeper into the methodology and covers the stages involved in carrying out the study, such as laying out the study approach and questions, gathering data, analysing the data, survey responses population, validity and reliability, and sampling.
Four	The questionnaire with behavioural purchase intention of Millennials in the Kingdom of Bahrain is included in the Appendix of the report. It comprises data analysis and collecting, as well as qualitative and quantitative analysis, in order to answer the study objectives and questions.
Five	Conclusion, Recommendation and Future studies. The results, suggestions, and ideas for possible future research in the topic are presented in the chapter, which resolves the thesis.

1.10. Research Terminology

The study's suggested framework compares and contrasts important components associated with the decision-making process for purchases and the results they produce. These components are pre-existing factors that can influence online purchasing intention and, as a result, online buying behaviour in both advanced and emerging economies. Among the characteristics evaluated are attitude, subjective norms, self-efficacy, peer influence, perceived ease of use, and perceived behavioural control. Following a review of the literature, the variable online purchase intention was selected as the foundation for various purchasing behaviour research. According to the literature, intention can be used to predict any activity (Fishbein & Ajzen, 1977); consequently, this dissertation uses online buying intention as the primary predictor for buying actions. To discover which aspects influence the online purchase intention, an examination of the important social psychology theories that have influenced the prediction of human behaviour was conducted. These principles, which include the spread of innovation theory, the theory of planned behaviour, and the technology adoption model, have been shown to be particularly effective at forecasting human behaviour in a variety of situations (Pea-Garca et al., 2020).

1.11. Summary of the Chapter

To wrap up the first chapter of the thesis, the chapter presented a quick review of the research's focus topic, which is the adoption of online fashion in the Kingdom of Bahrain. It is followed by the research purpose, which is to identify factors that influence individuals' buying habits. The chapter finishes with a detailed discussion of the study

challenge and aims. This chapter also emphasised the significance of the research and the research steps.

Chapter TWO: Literature Review

2.1. Introduction

Over the past two decades a young consumers' life has been heavily affected by the fast progression of interactive digital technology. Historically, media such as radio, television, newspapers, and magazines have long influenced consumer choices and mindsets, but in the twenty-first century, social media has begun to supplant conventional media's long-standing and significant influence on young consumers. This shift presents the firm with both an opportunity and a difficulty. The effect of e-commerce on human behaviour is still lacking literature and research to be well-understood. Marketers are increasingly depending on social and mobile ICT platforms to advertise and market their businesses to youth. Although social networking sites are still in their infancy as marketing communication tools, they have had a huge impact on how businesses connect with their customers. Social media according to Kaplan & Heinlein (2010) is *“a group of internet-based appliances allowing fabrication and generation of operator-generated substance by providing forums for sharing the very content without the need of coming into contact with the handlers”* (Kaplan & Heinlein, 2010). Because of the rise of cooperative online platforms, marketers may now reach millions of young consumers with information about their products, dramatically increasing the impact of interaction between consumers in the marketplace (Duffett, 2017). This element places a stronger emphasis on marketing by organisations, which leads to increased sales, market share growth, and revenue. In its most basic form, online marketing communication consists of illustrations that are hyperlinked and presented on a website. More recently, audio, video, and various other cutting-edge technologies have also been used. Online marketing communication's primary goals are typically to increase awareness of the

brand, ignite consumer demand, disseminate information, increase traffic, develop relationships, encourage two-way communication, provide customer service, foster brand loyalty, generate word-of-mouth, develop leads, and boost revenue (Duffett, 2017). E-commerce related to fashion research must be addressed since it offers a new form of marketing with features that differ from the conventional form, ushering in a new age of digitalization. This requirement for a new model is related to the various factors that comprise the digital environment and are widespread in the fashion market and business (Guercini, Benral, & Prentice, 2018; Leong & Chaichi, 2021). In order to retain online consumers, it is important to initially understand the consumer behaviour and the factors that lead to the growth of e-commerce such as trust, ease of use, enjoyment, privacy etc. recognizing these factors and their effects on the consumers behaviour is crucial in retaining the customer and determining the behavioural outcomes. An analysis of literature led to the finding that there have been multiple disciplines that have researched the online consumer behaviour for example, science, information systems, marketing, social psychology to name a few (Kaplan & Haenlein, 2010; Lim, Omar & Thurasamy, 2015). A considerable amount of research has been conducted to predict the human behaviour and many theories have been proposed by authors, studying this provides an insight into the consumer characteristics (Gangwal & Bansal, 2016). For the purposes of predicting online consumer behaviour researchers have utilized theories such as the transaction cot theory (TCT), Diffusion of Innovation, motivational model, and social cognitive theory to name a few. However, the research and understanding behind their capabilities to predict are very limited and not much research had been found. Henceforth, the theories such as the Technology Acceptance model (TAM), theory of reasoned action (TRA) and theory of planned

behaviour (TPB) was utilized. These theories are backed by much research with focus groups consisting of people from different ages, cultural backgrounds and societal values (McKnight & Chervany, 2001; Colacxo & Silva, 2021). This section will discuss each of these theories in detail.

2.3. The Technology Acceptance Model (TAM)

The Technology Acceptance model, developed in 1986 by Fred Davis, is an application of the theory of reasoned action that has been specially tailored to describe user acceptance of information technologies. (Davis, Bagozzi, & Warshaw, 1989). The purpose of the TAM theory is to identify the components that, while theoretically justified and sparse, can characterise user behaviour across a broader spectrum of the consumer computer systems and user populations. An ideal model would be one that was not only helpful in predicting the behaviour but also to understand the user behaviour, allowing the practitioners and researchers to pursue an appropriate system. As a result, TAM's major purpose is to serve as a platform for tracking the impact of external variables on internal attitudes, beliefs, and intentions (Matikiti, Mpinganjira & Roberts-Lombard, 2018). The TRA model was utilized as a conceptual framework for simulating the proposed linkages between a small number of critical variables revealed by earlier research on the affective and cognitive components of technological acceptance. TAM was developed with these objectives in mind. As explained by Davis (1989), TAM proposes that computer usage is determined by a person's behavioural intention to use technology, as well as the individual's attitude towards the system and its perceived utility. Individuals' attitudes and intentions towards utilising technology are positively related to its perceived usefulness and ease of use, which leads

to increased technology utilisation. TAM tries to explain an individual's information-use behaviour by emphasising perceived ease of use and perceived utility as key drivers. TAM specializes in the use of relatively small variables to explain and predict complex phenomenon. A review of the literature review led to the finding that it has been applied to a wide range of technologies such as the e-commerce, social media, mobile apps as well as online banking. Strongly suggesting that the model is relevant across different online contexts and consumer behaviours such as online shopping intention (Gangwal & Bansal, 2016; Guercini, Bernal & Prentice, 2018; Schindler, 2019).

2.4. Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB)

Martin Fishbein proposed the theory of reasoned action in the 1960s as a means of understanding and forecasting an individual's behaviour. According to the TRA, an individual's intentions to engage in a given activity are influenced by the function of two constructs: attitude and subjective norm. The first formed attitude, according to Fishbein, is the dependency of a person's assessment of a particular outcome and his appraisal of the outcome (Gangwal & Bansal, 2016; Matikiti, Mpinganjira & Roberts-Lombard, 2018), whilst the second construct subjective norm is the degree to which the other person's view is approved. The theory of planned behaviour (TPB) (Ajzen, 1985), is a modified version of the theory of reasoned action that was designed to broaden the original model and fill in the gaps that had previously been overlooked as shown in Figure 1. The theory takes into consideration the “behaviours of people over which they have incomplete volitional control” (Ajzen, 1985). Ajzen (1985) justified that the TPB mainly focuses on the intention behind the individual's

behaviour, as it is one of the driving forces behind an individual's motivation. That is, the stronger the intention of the individual is in engaging in a behaviour the more likelihood that it will be carried out. The TPB as an extension of the TRA integrates a third construct, perceived behavioural control, which incorporates into the theory that people act logically in view of the consequences of their actions (Ajzen, 1985; Redda, 2019). The following is a brief summary of the constructs mentioned:

The first component, attitude, refers to how much an individual person positively or unfavourably perceives the behaviour of interest. It is possible that the outcome will be either positive or negative. It is also known as the subjective evaluation of individual behaviours. As a result, it is necessary to consider the consequences of carrying out the real activity. Within the TPB, two variables determine a person's attitude towards a certain behaviour: behavioural beliefs and outcome evaluation, and the attitude construct is an immediate antecedent that predicts an individual's desire to engage in specific activities (Ajzen, 1991; Redda, 2019; Won & Kin, 2020; Wang et al, 2022).

The concept of subjective norm refers to whether the majority of people agree or disapprove of a given behaviour. Subjective norms are ideas about the acceptance or disapproval of one's actions held by others, such as family and friends. The comprehension of normative rules and the desire to conform with certain acts shape one's subjective norms. Subjective norms predict a person's intention to act in a particular way (Ajzen, 1991; Redda, 2019; Wang et al, 2022).

The third and conclusive model, perceived behavioural control, applies to a person's sense of in doing or conducting the desired behaviour (Ajzen, 1991). The degree to which the person believes the activity will be easy or difficult to finish is an important factor in determining the consumer's actual behaviour. It usually varies depending on the situation,

leading to the individual having different perspectives on behavioural control depending on the situation. Perceived power and control beliefs influence perceived behavioural control. As a result, perceived behavioural control is a direct predictor of a person's real actions and intentions (Redda, 2019; Sustina & Handra, 2022).

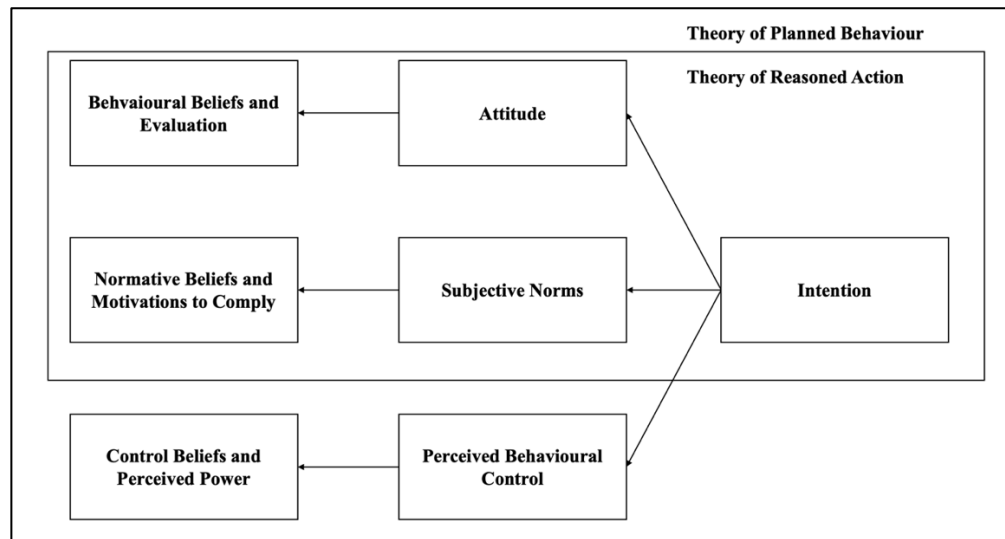


Figure 1: Relationship between TRA and TPB

2.4. Proposed Model

Several theoretical models have been proposed to describe the factors influencing the adoption of information technology or systems at the human and societal levels. The theoretical development of the proposed study is based on the theories of reasoned action (TRA), theory of planned behaviour (TPB), and the technology acceptance model (TAM). Each of these theories individually are not enough to answer the research questions posed at the beginning of our research hence, a decomposed version for the theories is adopted to analyse each component on its own and attain a better understanding. These concepts provide significant data and literature to indicate that a consumer's attitude about online shopping from a virtual store might influence his or her behaviour to shop from the virtual store.

Each of the theories provides certain factors that help to understand purchase intention. Because no theory could account for every component needed to construct a complete and in-depth model of elements influencing purchasers' behaviour when purchasing online fashion. Specific factors were selected from each theory to fit within the framework of this study. The following paper will utilize a decomposed model to appreciate the buying behaviour of consumers towards online fashion purchase in the Kingdom of Bahrain.

2.5. The Decomposed Theory of Planned Behaviour

The Decomposed theory of planned behaviour is an enlarged version of the TPB that draws on constructs from other literature and increases the concepts of subjective standards as well as perceived behavioural control by deconstructing them into particular aspects (Taylor & Todd, 1995).

The decomposed version of the TPB provides a more detailed view of IT usage since it contains additional aspects such as the effect of important people, perceived ability, and control that the TAM theory does not take into account. The decomposition of the components allows researchers to further explore and understand the relationships while providing a unidimensional belief that can be applied across a variety of situations (Gangwal & Bansal, 2016). According to Gangwal and Bansal (2016), the decomposed theory of planned behaviour has greater predictive value than the theory of planned behaviour. All of these aspects are relevant and crucial from a management standpoint since they highlight the specific elements impacting IT adoption and usage.

Taylor and Todd (1995) utilised the decomposed theory of planned behaviour to provide a broader understanding of behavioural intention by

demonstrating the factors that are likely to affect system use using both design and implementation strategies while introducing a broader range of variables that may affect how IT is used.

2.6. Behavioural Intention

Ajzen (1985), first to propose that the behavioural intention of an individual is a predictor for individual behaviour. This suggests that the stronger the desire to take action, the more likely it is that action will be taken. Behavioural intention refers to an individual's proclivity to perform a given action, as evaluated by the person's desire to exert the effort required to perform the activity (Tu & Hu, 2018). Behavioural intention can only be shown in one's behaviour if the behaviour under observation is under volitional control i.e., if the subject has the free will to choose whether to engage in the behaviour. However, there are certain non-motivating factors that play a role in predicting the behaviour as well such as skills, time, cooperation of others and money. When taken in entirety, these variables show the degree of actual control people have over their actions. To the extent that, if someone desires to carry out the behaviour and has the necessary opportunity and resources, they should be successful in doing so (Redda, 2019; Ajzen, 1991). The three antecedents of behavioural intention, according to theories of reasoned action and planned behaviour, are attitude, subjective norm, and perceived behavioural control (Gangwal & Bansal, 2016; Redda, 2019). Each of these variables is further broken down into a number of parts, with attitude being divided into trust and perceived ease of use, subjective norm into peer influence, and perceived behavioural control into self-efficacy.

2.7. Decomposing attitude towards behaviour

Attitudes and intention shape a consumers' perception towards online shopping altering their perceived experience and perception of any particular action. In 1989, Ajzen (1989) explained attitude to be an individual's assessment, feeling and the tendency to like or dislike towards an action. The attitude towards one's behaviour is the affinity to respond towards things that one feels are either favoured or unfavoured upon by an organization, individual or an object (Sustina & Handra, 2022). To measure the intention of ones' behaviour attitude of an individual is the first variable that is taken into consideration. If the attitude of the person is positive towards an action, he will most definitely have the intention to complete it.

According to Dharmesti et al. (2021), as digital natives who grew up during the internet era, millennials are considerably more computer aware and have a better understanding of the hazards and benefits of online buying. Such an attitude has made millennials to be able to dodge any risks involved and keep a positive attitude towards online shopping. An examination of literature indicated that attitude when dealing with e-commerce is often decomposed into trust, supposed usefulness, and apparent ease of use. Trust is a very significant aspect within this model as the purchase that is taking place between the buyer and seller is online and there is a physical distance between them, additionally the product is not physically present (Gangwal & Bansal, 2016; Tu & Hu, 2018). Whereas perceived usefulness is described as the likelihood that a user's job performance within the context of an organisation is improved by the use of a specific application system, perceived ease of use (PEOU) refers to the extent to which the user anticipates the system in question to be relatively simple to use (Gangwal & Bansal, 2016).

The idea of perceived usefulness (PU) refers to a user's belief that utilising a particular technology will enhance his or her ability to accomplish their work. The degree to which a customer believes that shopping online would increase his effectiveness is known as PU. The perceived effort required to learn how to use the technology is recorded by PEOU. A system won't be used until its value overcomes the work needed to understand and use it. It can be explained in terms of internet shopping as effortless purchases of things. Perceived utility, as contrast to perceived ease of use, refers to the relative advantage of the system, according to Taylor and Todd (1995).

For this research the dimension of attitude has been decomposed to only two terms trust and PEOU. Since none of our objectives align with the definition and measurement for the dimension of perceived usefulness, it made more sense to utilize the PEOU of the system rather than perceived usefulness.

The confidence discrepancy, which has been a major problem in the brick-and-click form of shopping as one of the reasons for giving up on e-commerce, was explored by Tang et al. (2021) using the theory of planned behaviour. Online apparel purchasers who were employed made up the survey's sample. The results show that the evolution of e-shopping intentions and actual behaviour is greatly influenced by website trust and e-shopping attitude. Both are important predictors of behaviour impacted by e-shopping intention. The authors also discovered that e-shopping location, website trust, and e-shopping conduct all had a significant influence on customers' e-shopping behaviour leading to online purchasing transactions.

Research conducted on studying the millennials in Malaysia, Muda, Mohd & Hassan (2016) found that although the Millennials still had some uncertainties when it came to the online sellers mainly due to lack of

trustworthy and reputable websites, they still preferred to purchase online. The authors found that the perceived trust between the seller and the buyer had a significant influence on the purchase intention of the millennials. The Millennials preferred outlets that provided them with a less traditional and more interactive platform while providing them with testimonials from their previous consumers and giving them alternative payment methods such as cash on delivery. The authors also observed that trust had the most significant impact on the purchase intention. The higher their trust on the online seller the higher was their purchase intention.

Similar results were observed in a study performed in Gauteng, South Africa by Redda (2019), Australia and USA by Dharmesti et al (2021) and India by Gangwal & Bansal (2016). Where it was found that trust determined the attitude of the individuals towards their intention. The results indicated that trust along with other factors such as security and privacy determined the individuals' attitude towards their shopping behaviour. With the increase in technology updates, advances and the accessible nature of the internet the online retailers have become keen on delivering better services to individuals all over the world. These services utilize minimal effort to learn them and are being simplified by the retailers to provide optimal customer service. Individuals who have access to these kinds of services are more inclined to use them and engage in online buying. All of these events contribute to an enjoyable purchase for the user and influence their purchasing intention. Pena Garcia et al. (2020) and Anggraini, Purnomosidhi, and Hariadi (2019) discovered that PEOU and trust have a substantial favourable effect on students' attitudes regarding purchasing online based on their needs and lifestyle choices. Nawawi, Rosalin, and Abdul Hamid (2018) discovered that attitude, along with other characteristics such as religion, health and safety concerns, and media

exposure, had a substantial effect on the intention to purchase halal personal care products.

In a research study, Matiki et al. (2018) investigated how South African tour operators and travel agencies used social media marketing. The results revealed that attitudes towards adopting social media marketing were influenced by anticipated advantages. Travel agents and tour operators' attitudes towards adoption were found to be positive if they thought that social media marketing gave them a competitive advantage. The findings additionally indicated that the perceived convenience of use of social media marketing was directly related to attitude towards social media marketing adoption, implying that digital marketing service providers ought to attempt to make their website as accessible as possible, thereby creating a positive attitude towards perceived ease of use.

A study conducted by Zolait et al. (2018), puts forward three differences between men and women when it comes to habit, trust, satisfaction, risk involved, and perceived ease of use when examining Bahraini men and women's online shopping behaviours and the factors influencing their purchasing decisions. Participants in the study ranged in age from 18 to 28. Risk, contentment, perceived ease of use, trust, and habit were also emphasised in the article as important determinants of online shopping decisions. The results of this study show that when conducting online transactions, men and women view ease of use, trust, habit, satisfaction, and risk differently. It was additionally found that habit has a favourable effect on trust. Furthermore, perceived simplicity of access influences purchasing intention and satisfaction. The researchers found that there was a difference between men and women in terms of perceived ease of use, with women ranking higher. Men have a higher average level of contentment than women, and women have a

higher level of variable risk than men. These are the main ways that variable satisfaction differs from variable risk. The other variables did not differ statistically significantly from one another.

2.8. Decomposing Subjective Norm

Ajzen (1985) describes subjective norm as the influence of acceptance decision by the “important others”. He defined the term important others as including friends, family member, classmates, relatives, and colleagues. A person is more probable to engage in a specific behaviour if social expectations direct that person to do so. An individual's viewpoint is formed as a result of societal pressure to perform or refrain from performing specific behaviours. Each referral's viewpoint carries some weight with the one under influence. According to Sustina and Handra (2022), social ability to influence someone is part of subjective norms, and these social influences originate from co-workers, partners, family, relatives, and other persons involved in the activity.

The relevant others have been split into two reference groups based on these arguments: interpersonal and external impact. External influences refer to expert judgements, mass media coverage, and other non-interpersonal effects. Interpersonal impact, on the other hand, refers to the effects of verbal testimonies by peers, superiors, and those who have adopted modernisation. Taylor and Todd went on to argue that if the two influences are integrated into a single dimension, the effects may be mutually neutralised or diminished, making it impossible to distinguish the effects of subjective norm on behavioural intention. As a result, subjective norm has been deconstructed into two variables: peer influence and superior influence (Ajzen, 1985; Taylor & Todd, 1995; Tu & Hu, 2018).

Consumers are more inclined to make purchases from businesses that have been suggested by their peers, according to (Barkhi et al., 2008). The comfort levels when interacting with internet retailers are raised by the assurance or "Word of mouth" from peers. People who frequently observe their peers making purchases from a virtual store are more likely to carry out the same behaviour themselves. Even seasoned internet users are more likely to ask around for information about products or services before making an online purchase, according to Barkhi et al. (2008). As a result, peer influence is probably a good indicator of whether someone will make a purchase from a virtual store. The relationship between subjective norm and behavioural intention is positive.

In their study, Ndiema and Munyoki (2020) found a favourable correlation between respondents' social media use and purchasing behaviour. They came to the conclusion that it took both internal and external inputs to recognise the necessity for a product purchase. The survey also found that consumers who were having problems may get information from social media. Peers and friends can relate their experiences with the product or brand by sharing, liking, and commenting. It also acted as a means of collecting and distributing user feedback. The study also found that social media significantly affects Nairobi university students' purchasing decisions. Tu and Hu (2018) discovered that interpersonal influence had a substantial influence on consumers' readiness to accept garment rental, indicating that buyers today pay significantly more attention to friends' information sources.

Gangwal and Bansal (2016) discovered that the subjective standard has a major effect on an individual's behavioural intention, further explaining how the decision to use digital commerce is affected by the perceptions of others in the group. It was found that the opinions given

by their parents, colleagues and friends held importance and significantly influenced their decision to perform or adopt a particular behaviour. Similar results have been validated by the research of Roslin & Abdul Hamid (2018), Redda (2019), Nawawi, Anggraini, Purnomosidhi & Hariadi (2019) and lastly Pena-Garcia et al (2020). However, Tang et al (2021) found that subjective norms have no positive or negative link with purchasing intentions. The authors discussed and justified their results by explaining that once the individual had decided upon the purchase any other input from their peers or social circle doesn't fluctuate their intention to purchase.

2.9. Decomposing Perceived behavioural control

Perceived behavioural control is the belief that an individual has in his or her capacity to carry out particular acts. In other words, it describes the degree to which a person thinks they have influence over whether a certain behaviour is displayed or not. According to Sustina and Handra (2022), it is a gauge of a person's perception of how simple or complex a task is for them to complete. In contrast to an individual who has a positive orientation and receives support from those around him but faces barriers while engaging in the behaviour, an individual will have stronger intentions to engage in the behaviour if they face the fewest barriers, have a positive orientation, and receive support from those around them. The process of e-commerce may give some people a sensation of losing control in a situation due to uncertainty created by an immaterial environment, hence perceived behavioural control is an important aspect of this study. Humans naturally prefer situations in which they have total control, hence it is crucial to include perceived behavioural control in the context of this research (Pena-Garcia et al., 2020).

The variable of perceived behavioural control is further separated into Self-efficacy for this study, as was previously defined by Tu and Hu (2018). Self-efficacy is a gauge of a person's confidence in their capacity to carry out a particular action. Although they appear to be equivalent, self-efficacy and perceived behavioural control are not (Pena-Garcia et al., 2020). When customers feel they have control over their decisions, perceived behavioural control is likely to have a favourable relationship with perceived self-efficacy. Customers may perceive they lack control over their decision-making process if, for example, they suspect that information on a supplier's website is biased and they are unable to select the best alternative. Customers want to think they can compare and make decisions, and the more power they think they have over their actions while making a purchase, the more control they think they have over that choice. A well-designed website increases the possibility that visitors will adopt the mindset of wanting to make a purchase at such a virtual business and provides users more control over their actions. For instance, if the provider is dishonest in giving the customer the information they need, this may drive customers away and have an impact on their decision to make an online purchase Tu & Hu (2018).

Tu and Hu (2018) discovered that a sense of self-worth had a substantial influence on the willingness of consumers to accept clothes lease. The perceived behavioural control's self-efficacy has a visible impact as well.

Thus, in order to keep customers from becoming dissatisfied with the ease of use of online clothing rental, relevant enterprises must take into account the functionality of this service, which will decrease the likelihood that they will make a purchase. The authors discovered that customers' perceived behavioural control over online clothes rental services influences their behavioural intention positively. The authors also discovered that

whether customers intended to replace the purchase of clothes is primarily determined by their feelings about and evaluation of online clothes renting, which is second only to the influence of the surrounding consumers' evaluation of and feelings about the same experience, followed by the influence of s reference groups, and finally the ability and resources required. While using online clothes rental services, consumers' self-efficacy had a favourable impact on their perceived behavioural control.

It should be mentioned that even though individuals who have high levels of self-efficacy strive to overcome any hurdle in order to achieve their objectives, those with low levels of self-worth often resist the use of computers and information technology. Customers who feel more confident about their ability to make purchases online should be more likely to do so (Pena-Garcia et al, 2020).

Redda (2019) conducted another study on the online shopping habits of South Africans. The author discovered perceived behavioural control to be an immediate antecedent and cumulatively significant in predicting consumer purchase behaviour in an online context. These findings are supported by Gangwal and Bansal (2016), Nawawi, Roslin, and Abdul Hamid (2018), and Anggraini, Purnomosidhi, and Hariadi (2019), who evaluated the influence of perceived behavioural control and self-esteem in different backgrounds and scenarios and found them to have a significant effect on individuals' behavioural intention. The authors further discuss that when the individual believes that they have control over what they are doing, this process encourages a greater interest in the utilization of services through e-commerce.

2.10. Research Hypothesis

After the thorough analysis of the literature seven hypotheses were developed to investigate the consumers online behavioural intention. The study's hypotheses were developed after a thorough examination of the literature and consideration of the research questions and objectives. The following are the hypotheses:

H1: Attitude has a significant positive influence on the behavioural intention towards adoption of online shopping

H2: Subjective Norm has a significant positive influence on the behavioural intention towards adoption of online shopping

H3: Perceived behavioural control has a significant positive influence on the behavioural intention towards adoption of online shopping

H4: Trust has a significant positive influence on attitude

H5: Perceived ease of use has a significant positive influence on attitude

H6: Peer influence has a significant positive influence on subjective norm

H7: Self-efficacy has a significant positive influence on perceived behavioural control

2.11. Summary of the Chapter

To sum up the chapter on literature review, a comprehensive evaluation of purchase intention provides us with an understanding of the consumers' behaviours as well as a forecast of their behaviours. The fundamental purpose of predicting a consumer's purchasing intention is to predict whether the introduction of a specific type of technology would be beneficial to both the company and the consumer. Many elements influence the consumer's behavioural intention, including attitude, subjective norm, perceived behavioural control, trust, perceived ease of use, peer influence, and lastly self-efficacy. The consumers come across at least one of these

factors and are either positively or negatively influenced by them. A thorough examination of the previous studies has shown that these factors have proven to influence the consumers and are important towards understanding the online fashion purchases of consumers.

Chapter THREE: Research Methodology

3.1. Introduction

The research techniques used in this study are described in this chapter. The purpose of this section is to pinpoint the variables that affect millennials' behavioural intentions and to look into the connections between attitude, subjective norm, and perceived behaviour control and millennials' behavioural intentions in relation to online fashion shopping in the Kingdom of Bahrain. This section of the research covers the most essential measures made towards reaching the research objectives and resolving the study's research questions. According to Schindler (2019), research methodology offers the research with a form of blueprint for achieving the research objectives. A research methodology should always be focused on the research questions and give a framework for detailing the relationships among the variables involved in the study. Within the research methodology choosing the appropriate data collection technique is most crucial and affects the efficiency and accuracy of the research. All these factors support throughout the data analysis process and to interpret the results.

3.2. Research Design

This section of the chapter represents one of the most important blueprints towards answering the research questions with effectiveness and efficiency. The research design incorporates three tasks: sampling design, data collecting design, and measurement device creation. For the research design to be effective it is important to plan and execute all these activities in a timely manner while tackling them separately and providing a framework for specifying the relationships among the variables under study (Schindler, 2019). This study investigated the behavioural intentions of Millennials in the Kingdom of Bahrain towards online fashion, and the

study's research methodology indicates whether the inquiry is heading in the right path.

In order to compare and contrast the generational cohorts, an exploratory research design was selected. The exploratory research design focuses on gaining insights and familiarity for later investigations to be undertaken. This research design is best to be used when there are limited number of earlier studies to rely on to predict the outcome. An exploratory study provides the user with an understanding of basic details and concerns regarding the situation. They give an insight into background information of the particular topic under study as well as giving an opportunity to clarifying the existing term and defining new ones. Formal hypotheses and more specific research topics are frequently developed during exploratory research (Lambaree, 2023). Hence it is decided for this research exploratory research will be utilized.

The next step was to choose a data collection design, which involves choosing the methods of measurement and how to gather or recruit the sources. The survey design method chosen as the sampling design because of its simple and inexpensive nature. This design allows the researcher to be accessible towards a larger population of its target audience. The researcher is able to gain insight and collect information from their respondents by administering a well-structured survey that includes questions that have been carefully crafted, chosen or selected to measure the variables under consideration (Schindler, 2019). With the increase in technology usage, the survey research has been heavily influenced easing the researchers' burden by having them conducted online rather through other means like mail surveys or telephone surveys. This method allows the researcher to connect directly to the respondents while maintaining their anonymity. It should also be noted that during the time of this study, the safety regulations of COVID-19 were applicable, hence this was the

only safe and socially distant method available to the researcher because of its increased efficiency and speed.

3.3. Research Framework

This study looked into the behavioural intents of Millennials in the Kingdom of Bahrain towards online fashion, and the research technique reveals whether the investigation is on the right track. Nevertheless, the research methodology used in this study comprises of six characteristics that are thought to be important in the behavioural intention to purchase online in the Kingdom of Bahrain. This study's research framework is a conceptual model comprised of seven components, as shown in Figure 2:

- a)** Attitude
- b)** Subjective Norm
- c)** Perceived behavioural control
- d)** Perceived Ease of use
- e)** Trust
- f)** Peer influence
- g)** Self-Efficacy

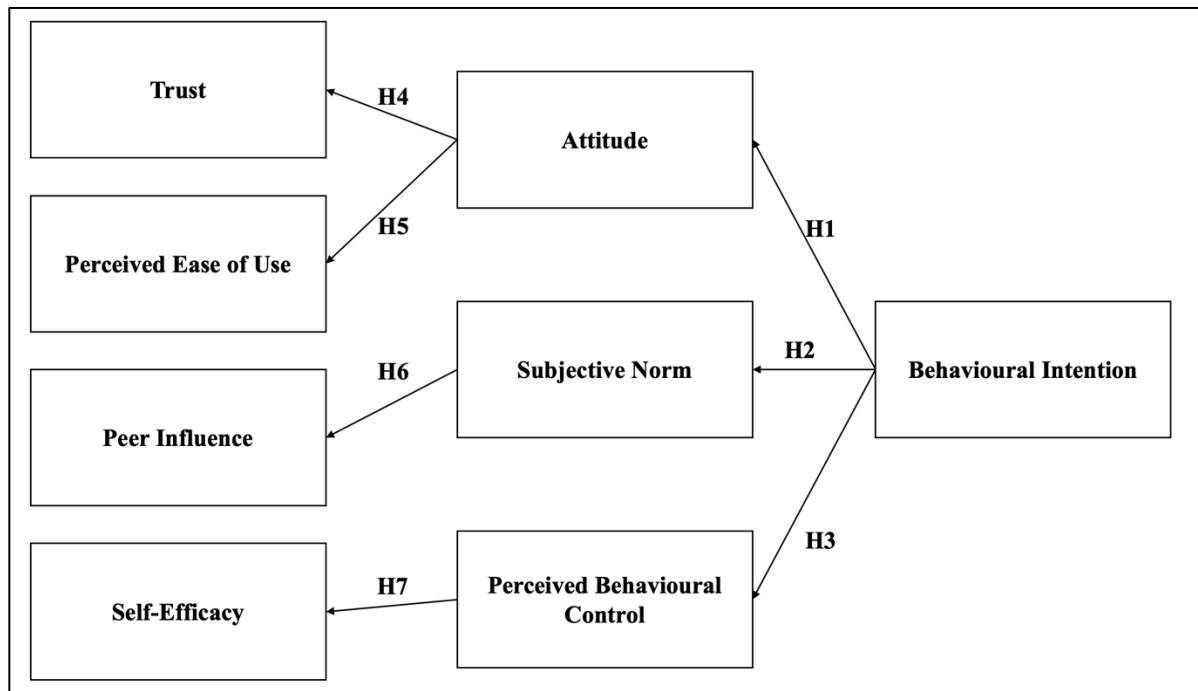


Figure 2: Decomposed Theory of Planned Behaviour Conceptual Framework

3.4. Research Variables

A. Independent Variables: Following a review of existing studies, the following characteristics were chosen to explore Millennials' behavioural intentions towards online shopping adoption: The independent variables considered in this study are attitude, subjective norm, perceived behavioural control, perceived ease of use, trust, peer influence, and self-efficacy.

B. Dependent Variables: Behavioural Intention is the dependent variable for the following study.

3.5. Research Instruments

After collecting the data from the questionnaire, the arithmetic means were calculated for the 5-point Likert scale using the score interval (Sagir, 2017). The formula to calculate the score interval is as follows:

$$\begin{aligned} \text{Score interval} &= \frac{\text{Range (Maximum Score} - \text{Minimum Score)}}{\text{Number of points in the Likert scale}} \\ &= \frac{5 - 1}{5} = 0.8 \end{aligned}$$

This value of the score interval was used then to identify the degree of agreement of the Likert scale, as shown in Table 1.

Table 1: Degree of Agreement of Likert Scale

Level	Score Interval
Strongly Disagree	1-1.8
Disagree	1.81-2.6
Neither Agree nor Disagree	2.61-3.4
Agree	3.41-4.2
Strongly Agree	4.21-5

The strength and direction of the relationship between the variables was measured using the correlation coefficient where the result varies between -1 and +1. Positive values show a positive relationship whereas, negative values are an indication of a negative relationship. A value of +1

indicated a perfectly positive relationship and -1 indicated a perfectly negative relationship whereas 0 showed that there was no relationship in existence. According to Azizam et al (2020) to interpret a correlation coefficient the general rule of thumb is shown below in Table 2 as follows:

Table 2: Rule of Thumb for interpreting the size of Correlations Coefficient

Strength of the Relationship	Size of Correlation
Very Strong	± 0.91 and ± 1.00
Strong	± 0.71 and ± 0.90
Moderate	± 0.41 and ± 0.70
Weak	± 0.21 and ± 0.40
<i>No Significant Relationship</i>	± 0.00 and ± 0.20

3.6. Data Collection

While designing a data collection method, a number of decisions are taken into consideration leading to the accurate measurement of the variable and their respective relationships or presence thereof. This decision relating to how often, how, where and when the data will be collected are the building blocks involved in the designing of a data collection design (Schindler, 2019).

The data-gathering process is an important aspect of the research approach because any errors in the information may not give the desired findings. Although there are two methods of data gathering, primary and

secondary, this study focuses exclusively on the primary method. A researcher can work with a data pool that is regarded up to date and accurate because it was acquired in a controlled environment using the primary method of data collecting. Since this data is collected directly from the population that is under observation it is considered as the most accurate and reliable sample. Some of the most popular forms of data collection include interviews, questionnaires, field observations, experiments and focus groups (Schindler, 2019). For this research primary method of data collection was chosen as the desired methods. A standardized questionnaire was made using Google Form to distribute to the study sample online as the COVID-19 guidelines were still in practice and also through the online distribution process it was possible to reach a larger population in the desired time. The questionnaire primarily included questions on the Likert scale with a rating from 0 to 5 points (i.e. Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree). The structured questionnaire was divided into two parts, with the first including all demographic questions such as age, gender, level of education, and so on. The second section of the questionnaire comprised questions drawn from past studies to assess the study's dependent and independent variables. The questionnaire was delivered to people of the Kingdom of Bahrain via WhatsApp, LinkedIn, Instagram, and other channels.

3.7. Validity and reliability of the Questionnaire

3.7.1. Validity

Validity was conducted to determine the ability of the questionnaire and the statements to measure what was intended to measure for the research. The statements for the questionnaire were

designed after comprehensively studying previous literature and their data. The statements were chosen so that they can be minimally altered to measure the variables under observation for understanding the behavioural intention of Millennials towards adopting online shopping. The validity of the questionnaire was further tested by giving a sample of the questionnaire to a group of people from the different age groups selected and evaluating and observing their feedback of the objectives of the study under consideration. The individuals were also asked to provide feedback whether any statement of the questionnaire posed similarity in meaning or was incomprehensible.

3.7.2. Reliability

Testing for reliability is important as it gives a measurement for how consistent the results are supplied by the questionnaire. In other words, the reliability gives us the variance of the data, i.e., how close or scattered the data sets are. To ensure uniformity, the questionnaires were distributed and delivered to participants in the same manner. Cronbach's alpha was employed for assessing internal consistency in order to confirm the reliability of the questionnaire as well as the consistency of the respondents in answering the statements in the questionnaire. The values range from 0 to 1, with 0 indicating poor internal consistency and 1 indicating strong internal consistency. For the statements to be regarded credible, the minimum acceptable score is 0.6 (Anggraini et al, 2019).

3.8. Data Analysis

Following the collection of data from the internet-based questionnaires, the next stage was to conduct an analysis using the SPSS programme, commonly referred to as the Statistical Package for the

Social Sciences. The SPSS programme was used to identify any patterns or relationships in the data as well as to determine the link between the dependent and independent variables. Because of its simplicity, recognizability, easy to-follow command language and years of well-documented research SPSS has become one of the most popular and successful software that has been used by educational institutes, companies, market researches as well as government entities to analyse data. (George & Mallery, 2019). This makes SPSS a trusted source for interpreting the results of the research.

For this study, the author was able to use the SPSS programme to assess the reliability and validity of the acquired data as well as filter it for any outlier data sets. The researcher was able to use this program to conduct a factor analysis for the research to look for any underlying variables and data reduction. In addition, the researcher managed to conduct a correlation study to analyse the association between the elements influencing millennials' behavioural intentions towards online buying in the Kingdom of Bahrain. A demographic analysis was also performed in order to better comprehend the sample under study. Finally, all the information obtained through SPSS had been compiled for easy understanding and simplification into figures and tables.

3.9. Population and Sampling

Citizens of the Kingdom of Bahrain are the study's target respondents. The sample was drawn at random from a mixed-gender community that included persons from several demographic groups. The sample size formula was used to compute the sample size. The number of respondents came out to be around 318 respondents. The surveys

created in Google Forms were distributed through various methods such as emails, through WhatsApp, and other social media channels.

As explained by Schindler (2019), the term random is defined as having no pattern or without pattern but in the context of statistics probability sampling which is based on the concept of random selection involves the assurance of each chosen case being given a non-zero chance of selection. With this form of probability an error range can be estimated within which the population parameter is expected to fall. As a result, we can lessen the likelihood of sampling error and determine the range of probable sample error that is present. Only probability sampling provides a precision estimate. An estimate of precision is crucial when a researcher is making a choice that could affect millions of dollars' worth of investment. Under these criteria, we can be quite certain that the sample is accurately representing the population from which it was obtained.

Many studies involve populations that can be linked to a specific geographic area. Cluster sampling divides the population into internally heterogeneous subgroups, which are then randomly selected for further investigation. This sampling technique offers the researcher a sample set that is not only precise but also accurate, giving the researcher a more accurate depiction of the population under study.

3.10. Research Flowchart

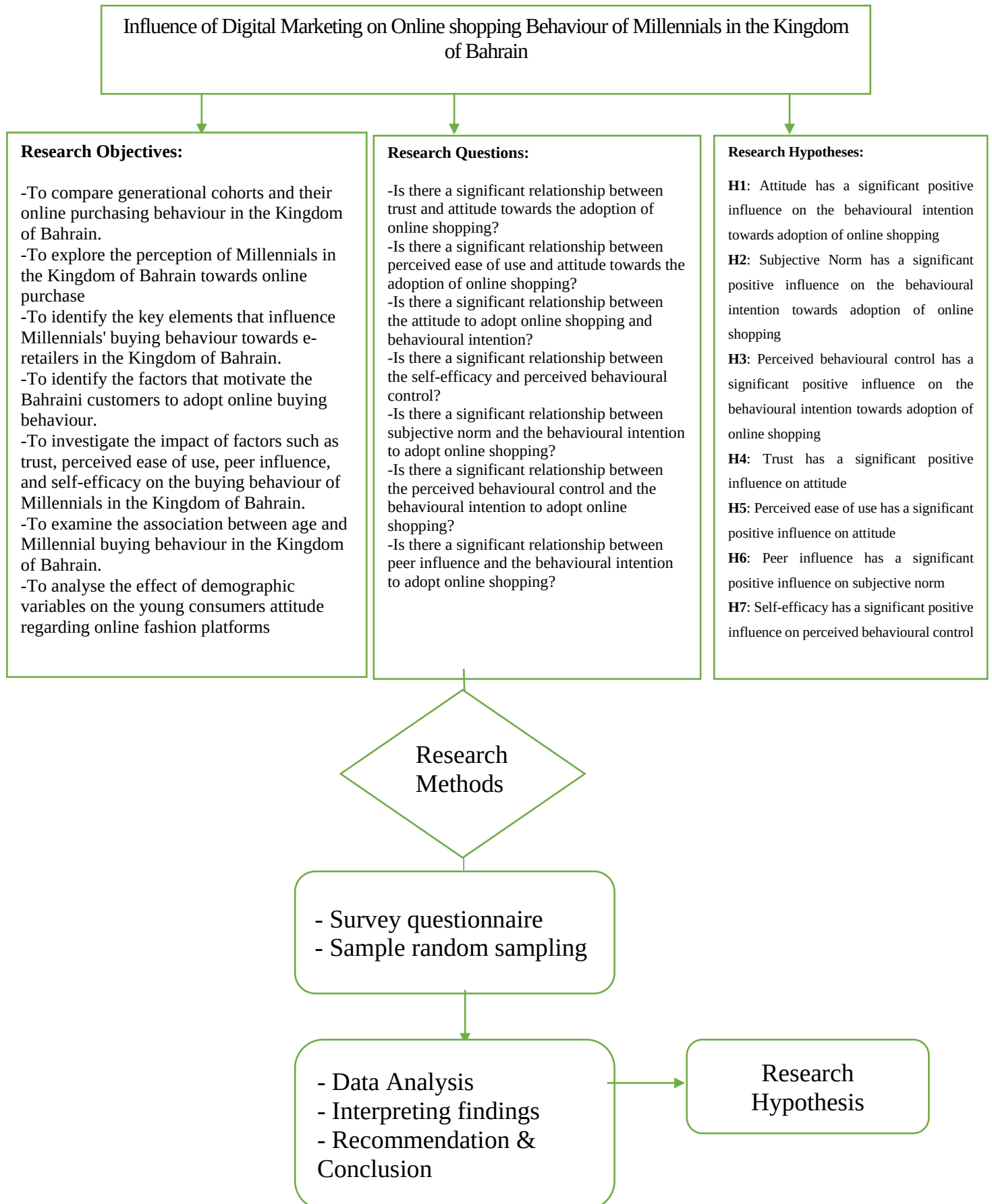


Figure 3: Research Flowchart

3.11. Summary of the Chapter

To review this chapter, in order to study the behavioural intention of Millennials towards their online shopping behaviour in the Kingdom of Bahrain every step taken towards the achievement of results has been explained in detail. To investigate the results and maintain the level of accuracy and proficiency the qualitative method was chosen, questionnaire questions were taken from verifiable sources through the literature along with the choice of using the random sampling method to maintain a high level of precision. All these specifics build towards the deductive way towards dealing with the hypothesis of this model and reducing the data sets. The software SPSS is utilized to investigate the obtained information from the respondents' responses through questionnaire. The software helped in investigating and verifying the legitimacy of the results and the use of the different tests during the investigative process. The anonymity, wellbeing and security of the respondents was maintained to uphold the moral obligation.

Chapter FOUR: Data Analysis

4.1. Introduction

The data sample was collected using questionnaires and evaluated using SPSS software. The surveys given yielded 318 responses, including both male and female respondents from different demographic cohorts and educational backgrounds living in the Kingdom of Bahrain. The information was gathered through an online questionnaire created in GOOGLE Forms and disseminated to the Kingdom of Bahrain's many residents. First the reliability and validity test were completed on the data to measure the internal consistency of the data. Moreover, the data has been simplified and is arranged in tabulated results for easier understanding and interpretation using SPSS software. Likert scale with a rating scale of 5 points has been used for the questionnaire to gather the information from the respondents. The researcher used descriptive statistics, model summary, factor analysis and correlation matrix to interpret the responses of the sample size. The results and their analyses from this chapter will reveal whether the hypothesis developed during the growth of this research will be accepted or rejected based on the obtained sample size.

4.2. Response rate

Table 3 below depicts the response rate calculated for the study sample. The sample size of the research was 385, out of which around 318 responded through the Google Form questionnaire. These values were then used to find the response rate using a formula and is listed in the Table 3 respectively.

Table 3: Response Rate

Total Survey Distributed	Responses Received	Response Rate%
385	318	82.60%

4.3. Reliability Analysis and Validity Test

The Cronbach's alpha or the index of reliability was used to measure the reliability co-efficient which ranges between 0 to 1. Co-efficient that are closer to 1 are supposed to have a greater internal consistency whereas, the. Ones closer to 0 supposed to have the lowest consistency. The general rule of thumb for the Cronbach's alpha values is as follows (George & Mallery, 2019):

Cronbach's Alpha > 0.9 excellent

Cronbach's Alpha = 0.8 good

Cronbach's Alpha = 0.7 acceptable

Cronbach's Alpha = 0.6 questionable

Cronbach's Alpha = 0.5 poor

Cronbach's Alpha < 0.5 unacceptable

The Cronbach's alpha was calculated and are listed in detail in Table 4:

Table 4: Cronbach's Alpha for study Constructs

Constructs	Cronbach's Alpha	N of items
Behavioural Intentions	0.821	4
Perceived ease of use	0.816	4
Trust	0.731	4
Peer Influence	0.889	4
Self-Efficacy	0.881	4
Attitude	0.761	4
Subjective Norm	0.903	4
Perceived Behavioural Control	0.877	4

According to Table 4, the Cronbach alpha values are (0.821) for the variable of Behavioural intention, (0.861) for the variable of perceived ease of use, (0.731) for the variable of trust, (0.889) for Peer influence, (0.881) for Self-Efficacy, (0.761) for Attitude, (0.903) for Attitude and lastly, (0.877) for the variable of Perceived behavioural control. All the values when compared to the rule of thumb discussed before are (>0.7), i.e., they are at an acceptable level of internal consistency and reliability. Overall, this suggests that the variables are reliable and a valid measure of their respective constructs.

4.4. Demographic Analysis

This part contains information about the respondent's profile, such as gender, age, level of education, and purchasing history. Each category has a pie chart and a table that shows the category as well as its frequency.

4.4.1. Gender

Figure 4 and Table 5 demonstrate, respectively, the frequency and percentage distribution of gender in the study sample. The overall number of people that answered to and completed the questionnaire was 318, with 56.9% of the respondents being female and about 43.1% being male.

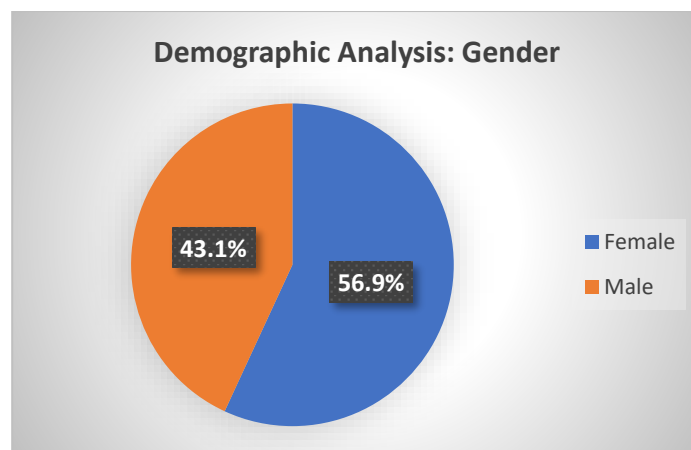


Figure 4: Demographic Analysis: Gender

Table 5: Demographic Analysis: Gender

Category	Frequency	Percent
Female	181	56.9
Male	137	43.1
Total	318	100.0

4.4.2. Age and Generational Cohort

As shown Figure 5 and Table 6, the age and percentage distribution of the study sample is displayed. The age of the respondents was distributed into three categories corresponding to their generational cohort. With “18-24 years old” representing the Gen Z, “25-40 years old” representing the Gen Y or Millennials and lastly “41-56 years old” representing the Gen X. It was found that “18-24 years old” comprised of around 24.5% of the study sample, whereas the “41-56 years old” comprised of around 25.2%. A majority of the respondents fell in the age group “25-40 years old” representing around 50.3% of the sample. The age distributions of the sample provide important information about the characteristics of the study. The fact that a majority of the participants fell into the age range of 25-40 years old suggests that the sample may be representative of a younger adult population. However, it is also important to note that a significant proportion of participants fell into the other age ranges, which may have implications for the generalizability of the study findings.

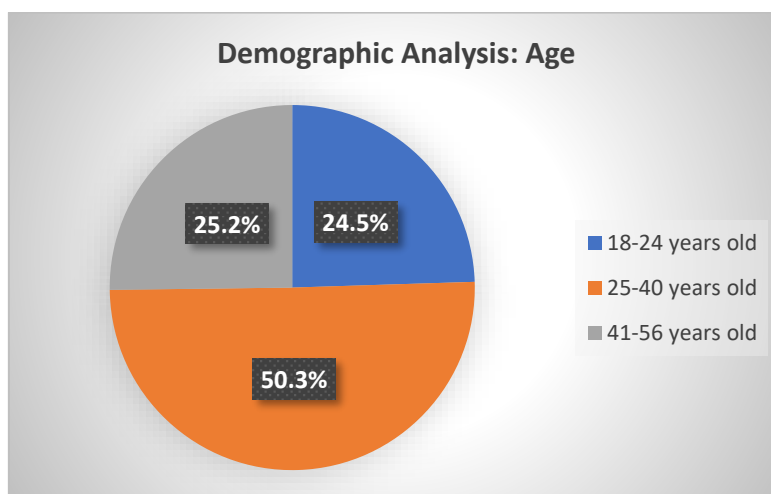


Figure 5: Demographic Analysis: Age

Table 6: Demographic Analysis: Age

Category	Frequency	Percent
18-24 years old	78	24.5
25-40 years old	160	50.3
41-56 years old	80	25.2
Total	318	100.0

4.4.3. Level of Education

Table 7 and Figure 6 shown below display the frequency and percentage distribution of the level of education among the participants of the study sample. The category was divided into three groups, Diploma and below, Bachelors and master's and above. It was observed that a majority of the participant that responded to the survey had attained a bachelor's degree i.e. 51.3%. Whereas only 17.3 % of the respondents had an educational level of Diploma and below, with 31.4 % of the respondents having attained a master's degree or above. The results presented in above table provide important information about the educational background of the study population. The fact that the majority of participants had attained a bachelor's degree suggests that the sample may be relatively well-educated. However, it is also important to note that there was a significant proportion of participants who reported having attained a lower level of education, which may have implications for how the findings are interpreted.

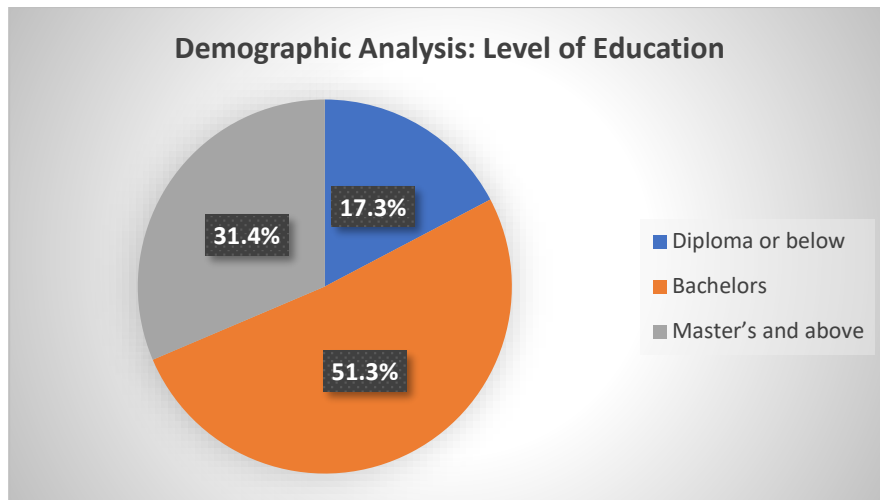


Figure 6: Demographic Analysis: Level of Education

Table 7: Demographic Analysis: Level of Education

Category	Frequency	Percent
Diploma or below	55	17.3
Bachelors	163	51.3
Master's and above	100	31.4
Total	318	100.0

4.4.4. Shopping Experience

Table 8 and Figure 7 below, indicate the frequency and percentage distribution of the respondents online purchasing history with fashion goods. The statement was divided into three categories, “1 to 3 years”, “4 to 5 years” and “More than 5 years” respectively. The majority of the respondents i.e., 40.3% of the participants had been shopping online for 4-5 years, whereas only about 23% of the respondents had started shopping online for fashion good for 1 to 3 years. Approximately one third of the respondents i.e., 36.8% had reportedly been shopping online for fashion

goods for more than 5 years. These results provide important information about the purchasing behaviour and history of the sample participants. The fact that a majority of them have been purchasing items for 4 to 5 years may suggest that the uprise of COVID-19 and the regulations that came with it had pushed people to shop online. The fact that the majority of participants had been purchasing items online for several years suggests that the sample may be relatively experienced in online shopping. This may also show that during that time many fashion store were forced to transfer from the regular brick and mortar to and e-commerce business driving in more customers while providing them with the ease of shopping online. However, it is also important to note that there were participants who had only been purchasing items online for 1 to 3 years, which may have implications for how the findings are interpreted.

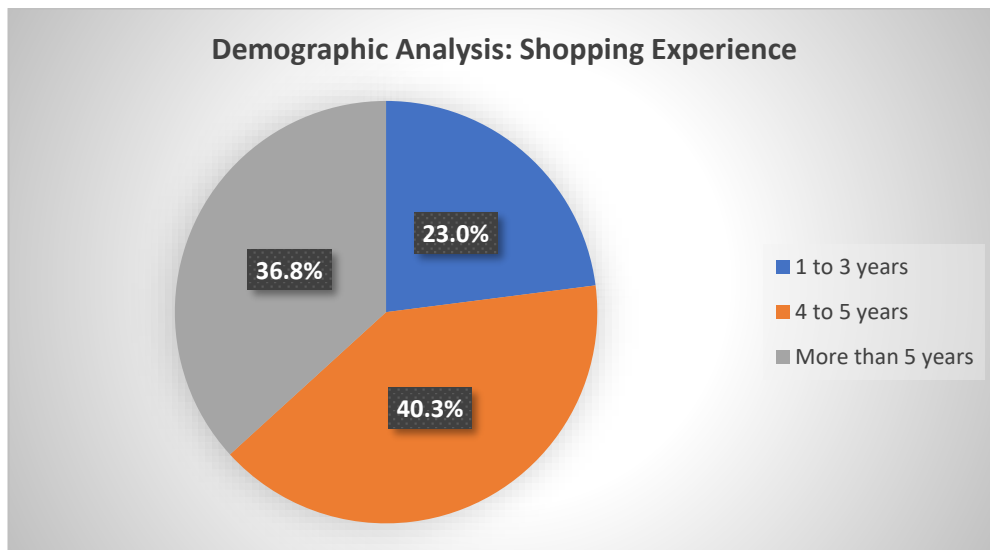


Figure 7: Demographic Analysis: Shopping Experience

Table 8: Demographic Analysis: Shopping Experience

Category	Frequency	Percent
1 to 3 years	73	23.0
4 to 5 years	128	40.3
More than 5 years	117	36.8
Total	318	100.0

4.4.5. Respondent Profile Summary

Shown below in Table 9, is a summarized respondent profile for this research.

Table 9: Respondent Profile Summary

<i>Variable</i>	<i>Category</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Gender</i>	Male	56.9	56.9
	Female	43.1	43.1
	Total	318	100.0
<i>Age</i>	18-24	78	24.5
	25 – 40	160	50.3
	41-56	80	25.2
	Total	318	100.0
<i>Highest Level of Education</i>	Diploma or below	55	17.3
	Bachelors	163	51.3
	Master's and above	100	31.4
	Total	318	100.0
<i>Shopping Experience</i>	1 to 3 years	73	23.0
	4 to 5 years	128	40.3
	More than 5 years	117	36.8
	Total	318	100.0
<i>Purchasing Fashion Goods</i>	Yes	276	86.8
	No	42	13.2

4.5. Crosstabulation of Demographic Variables

Table 10 represents a crosstabulation of the demographic variables shopping experience, generational cohorts, and level of education of the consumers. The results indicate that among the Gen Z individuals with an education of diploma or below showed a growing shopping experience with 50% of the consumers having a shopping experience of 1 to 3 years. This is likely due to the COVID-19 restrictions because of which these young consumers are pushed into purchasing fashion products online. As the level of educations of the Gen Z increases so does the increase in the shopping experience. With individuals (50%) having a master's degree showed a shopping experience of more than 5 years.

Upon a comparison of the variables, it was found that for the Gen Y consumers a high rating in shopping experience irrespective of the level of educations was seen i.e., 41.7% (Diploma or Below), 38.3% (Bachelors), and 40.3% (Master's). Overall, the Gen Y showed a higher shopping experience compared to the other two generations. However, some individuals (14.8%) with a bachelor's degree showed a recent shopping experience of only 1 to 3 years. Overall, the higher the level of education was seen the more shopping experience they had.

Finally, Gen X showed that the higher their education level was the more shopping experience they had. The data showed that individuals with a Diploma or below showed a shopping experience of 1 to 3 years (41.2%) and 4 to 5 years (41.2%) only. Whereas individuals with a Bachelor's degree showed a shopping experience of 4 to 5 years (42.1%) and individuals holding a master's degree had the highest shopping experience of more than 5 years (68%).

Table 10: Crosstabulation of Demographic Variables

<i>Age Groups</i>	Shopping Experience	Level of Education		
		Diploma or below	Bachelors	Masters
<i>Gen Z</i>	1 to 3 years	50%	29.5%	0%
	4 to 5 years	30.8%	47.7%	50%
	More than 5 years	19.2%	22.7%	50%
	Total	100	100	100
<i>Gen Y</i>	1 to 3 years	16.7%	14.8%	23.9%
	4 to 5 years	41.7%	46.9%	35.8%
	More than 5 years	41.7%	38.3%	40.3%
	Total	100	100	100
<i>Gen X</i>	1 to 3 years	41.2%	18.4%	12%
	4 to 5 years	41.2%	42.1%	20%
	More than 5 years	17.6%	39.5%	68%
	Total	100	100	100

4.6. Descriptive statistics

The descriptive statistics give important details about the population sample that is being studied as shown in Table 11. The sample set's variance or dispersion from the mean value is quantified by the standard deviation values. According to George and Mallery (2019), a high standard deviation value denotes higher scattering from the mean, whereas a low standard deviation value denotes less scattering from the mean. Table 10 displays the means and standard deviations for the variable's behavioural intention, perceived ease of use, trust, peer influence, self-efficacy, attitude, subjective norm, and perceived behavioural control. The average for all constructs spans from 3.300 for behavioural intention to 4.2981 for perceived behavioural control.

Table 11: Descriptive Statistics

Variables	N	Minimum	Maximum	Mean		
				Gen Z	Gen Y	Gen X
Behaviour Intention	318	1.00	5.00	3.7051	3.300	3.5531
Perceived Ease of Use	318	1.00	5.00	4.1538	4.1094	4.0281
Trust	318	1.00	5.00	3.7340	3.6047	3.4969
Peer Influence	318	1.00	5.00	3.9391	3.9188	4.0875
Self-Efficacy	318	1.00	5.00	4.2244	4.1781	4.0875
Attitude	318	1.00	5.00	3.8494	3.4484	3.5188
Subjective Norm	318	1.00	5.00	4.1474	3.8703	3.9406
Perceived Behavioural Control	318	1.00	5.00	4.2981	4.1188	3.9781
Valid N (listwise)	318					

4.7. Factor Analysis

By applying statistical methods to investigate the underlying traits that account for the correlations between the numerous variables/items, factor analysis is used to minimise a group of complicated variables or items. To put it another way, factor analysis is used to identify the underlying factors responsible for the observed connections among a set of variables. It is a powerful statistical tool that can be used to simplify data, explore the underlying structure of a dataset and construct scales. It

is a very versatile techniques that can and is used in various research settings (George & Mallery, 2019). Table 12 below shows the results of factor analysis completed for this research. The following codes are used to indicate the items: BI = Behavioural Intention, PU = Perceived Ease of Use, T = Trust, PI = Peer Influence, SE = Self-Efficacy, At = Attitude, SN = Subjective Norm, and finally PBC = Perceived Behavioural Control. The Cronbach alpha for all items was equal to or greater than 0.7, indicating that the reliability is satisfactory. No underlying variables were identified during the factor analysis. Hence, it was decided to proceed towards multiple regression.

Table 12: Factor Analysis

<i>Components</i>	Items	Factor Analysis	Cronbach's Alpha
<i>Behavioural Intention</i>	BI1	0.814	0.821
	BI2	0.874	
	BI3	0.838	
	BI4	0.461	
<i>Perceived Ease of Use</i>	PU1	0.657	0.816
	PU2	0.723	
	PU3	0.812	
	PU4	0.716	
<i>Trust</i>	T1	0.758	0.731
	T2	0.296	
	T3	0.828	
	T4	0.725	
<i>Peer influence</i>	PI1	0.785	0.889
	PI2	0.857	
	PI3	0.835	
	PI4	0.793	
<i>Self-Efficacy</i>	SE1	0.811	0.881
	SE2	0.841	
	SE3	0.908	
	SE4	0.677	

Attitude	At1	0.877	0.761
	At2	0.875	
	At3	0.745	
	At4	0.390	
Subjective Norm	SN1	0.811	0.903
	SN2	0.858	
	SN3	0.871	
	SN4	0.808	
Perceived Behavioural control	PBC1	0.810	0.877
	PBC2	0.768	
	PBC3	0.819	
	PBC4	0.814	

4.8. Correlation Matrix

The descriptive statistics and correlation matrices for each of the specified factors are shown in Table 13. The direction and strength of the relationship between two variables are measured by the correlation matrix. It is a crucial tool for analysing the connections between various factors. Strongly correlated variables can be found using this method, which can help us understand how to find relationships. The correlation coefficient's value can be anything between -1 and +1. Indicating a perfect negative correlation is a value of -1, while a value of 1 denotes the existence of a positive association. A value of 0, on the other hand, denotes the absence of any correlation. A mild positive correlation exists

between 0.1 and 0.3, a moderate positive correlation exists between 0.3 and 0.5, and a high positive correlation exists between 0.5 and 1.0 (George & Mallery, 2019). All of the factors in this study were found to have a positive association with one another. A weak association was identified between trust and buying intention (29.7%), attitude (27.8%), and self-efficacy (29%). Perceived Behavioural Control significantly correlated with Subjective Norm (76.6%) and Self-Efficacy (73.6%). The relationships between the other factors were moderate.

Table 13: Descriptive Statistics and Correlation Matrix

<i>Variables</i>	Mean	SD	Behavioural Intention	Attitude	Subjective Norm	Perceived Behavioural Control	Perceived Ease of use	Trust	Peer Influence	Self- Efficacy
<i>Behavioural Intention</i>	3.4631	0.96998	1							
<i>Attitude</i>	3.5645	0.92937	0.477**	1						
<i>Subjective Norm</i>	3.9560	0.92675	0.450**	0.636**	1					
<i>Perceived Behavioural Control</i>	4.1274	0.88198	0.462**	0.602**	0.766**	1				
<i>Perceived Ease of Use</i>	4.0998	0.81007	0.476**	0.479**	0.561**	0.645**	1			
<i>Trust</i>	3.6093	0.88319	0.297**	0.278**	0.360**	0.312**	0.394**	1		
<i>Peer Influence</i>	3.9662	0.88908	0.405**	0.496**	0.643**	0.551**	0.586**	0.440**	1	
<i>Self-Efficacy</i>	4.1667	0.85141	0.435**	0.564**	0.590**	0.736**	0.635**	0.290**	0.549**	1
**. Correlation is significant at the 0.01 level (2-tailed)										

Table 14: Results of Multiple Linear Regression Analysis

	Variables	Gen: X				Gen: Y				Gen: Z				Hypothesis
		β	t	R	R^2	β	t	R	R^2	β	t	R	R^2	
Model 1	(DV1: Attitude)			0.533	0.284			0.462	0.214			0.573	0.328	
	Constant	1.143	2.377*			1.219	3.296***			0.941	1.859			
	Perceived Ease of Use	0.591	4.906***			0.494	5.829***			0.387	3.097**			H5
	Trust	-0.001	-0.007			0.055	0.697			0.348	3.486***			H4
Model 2	(DV2: Subjective Norm)			0.728	0.53			0.644	0.415			0.628	0.394	
	Constant	0.149	0.363			1.194	4.598***			2.016	6.447***			
	Peer Influence	0.928	9.376***			0.683	10.586***			0.541	7.031***			H6
Model 3	(DV3: Perceived Behavioural Control)			0.726	0.536			0.762	0.581			0.685	0.47	
	Constant	0.673	1.858			0.969	4.457***			1.321	3.581***			
	Self-Efficacy	0.809	9.311***			0.754	14.809***			0.705	8.203***			H7
Model 4	(DV4: Buying Intention)			0.663	0.44			0.47	0.221			0.531	0.282	
	Constant	0.77	2.018*			1.151	3.437***			0.837	1.42			
	Attitude	0.206	1.789			0.222	2.337*			0.464	2.95**			H1
	Subjective Norm	0.192	1.247			0.023	0.202			0.223	1.168			H2
	Perceived Behavioural Control	0.327	2.165*			0.314	2.561*			0.036	0.195			H3
Statistical significance: * 5%, ** 1%, *** 0.1%														

4.9. Model Summary

After segmenting the survey data into the three generations being studied—Generation X, Generation Y, and Generation Z—multiple regression was carried out. Table 14 displays the results of four distinct linear regression models, broken down by Gen X (41-56 years old), Gen Y (25-40 years old), and Gen Z (18-24 years old).

Model 1 illustrates how attitude is impacted by perceived ease of use and trust. According to Gen X, perceived ease of use and trust accounted for 28.4% of attitude differences; for Gen Y, they accounted for 21.4%; and for Gen Z, they accounted for 32.8%. Perceived ease of use has a statistically significant impact on attitude for both Gen X and Gen Y. For Gen X, the corresponding regression coefficients for perceived usability are 0.591 and 0.494. This predicts that attitudes for Gen X and Gen Y will climb by 0.591 and 0.494, respectively, for every unit increment in perceived ease of use. Trust and perceived simplicity of use both have a statistically significant impact on Generation Z's attitude. The coefficients of regression for Gen Z's perceived ease of use and trust show that for every unit increase in perceived ease of use, attitude rises by 0.387 units, and for every unit increase in trust, attitude rises by 0.348 units.

Model 2 represents the impact of peer influence on subjective norms. For Gen X, peer influence explained 53% of variations of subjective norm; for Gen Y, 41.5% of variations of subjective norm; and for Gen Z, 39.4% of variations of subjective norm. For Gen X, Gen Y, and Gen Z, peer influence has a statistically significant effect on subjective norms. The regression coefficients for peer influence are 0.928 for Gen X, 0.683 for Gen Y, and 0.541 for Gen Z. This means that for every one unit increase in peer influence, subjective norms will go up by 0.928 for Gen X, 0.683 for Gen Y, and 0.541 for Gen Z.

Model 3 represents the impact of self-efficacy on perceived behavioural control. For Gen X, self-efficacy explained 53.6% of variations of perceived behavioural control; for Gen Y, 58.1% of variations of perceived behavioural control; and for Gen Z, 47% of variations of perceived behavioural control. For Gen X, Gen Y, and Gen Z, self-efficacy has a statistically significant effect on perceived behavioural control. The regression coefficients for self-efficacy are 0.809 for Gen X, 0.754 for Gen Y, and 0.705 for Gen Z. This means that for every one unit increase in self-efficacy, perceived behavioural control will go up by 0.809 for Gen X, 0.754 for Gen Y, and 0.705 for Gen Z.

Model 4 illustrates how attitude, subjective norm, and perceived behavioural control affect behavioural intention. For Gen X, attitude, subjective norm, and perceived behavioural control, there was a 44% variation in behavioural intention; for Gen Y, there was a 22.1% variation in buying intention; and for Gen Z, there was a 28.2% variation in behavioural intention. In both generations X and Y, perceived behavioural control has a statistically significant impact on behavioural intention. The regression coefficients for perceived behavioural control for Generation X are 0.327 and 0.314 for Generation Y. This suggests that every unit increase in perceived behavioural control increases buying intention by 0.327 for Gen X and 0.314 for Gen Y. Attitude has a statistically significant effect on behavioural intention in both Gen Y and Gen Z. The attitude regression coefficients for Generation Y are 0.222 and 0.464, respectively. This suggests that for every unit rise in attitude, behavioural intention increases by 0.222 for Generation Y and 0.464 for Generation Z.

4.10. Research Hypothesis Results

According to all the previous tests that have been conducted throughout the Data Analysis chapter, the final results for the hypothesis have been summarized in Table 15 below. Based on the data, confidence and mentality both had a positive influence on Gen Z's adoption of online purchase intention. All three generations tested found that perceived ease of use, self-efficacy, and peer influence had a favorable influence on their attitudes towards online purchase. Subjective Norm had no positive effect on behavioral intention for online shopping throughout all three generations. Table 15 below summarizes all the hypotheses that are supported or not supported by each generation.

Table 15: Research Hypothesis Results

Hypotheses	Statements	Gen X - Supported /Not Supported	Gen Y - Supported /Not Supported	Gen Z - Supported /Not Supported
H1	Attitude has a significant positive influence on the behavioural intention towards adoption of online shopping	Not Supported	Not Supported	Supported
H2	Subjective Norm has a significant positive influence on the behavioural intention towards adoption of online shopping	Not Supported	Not Supported	Not Supported
H3	Perceived behavioural control has a significant positive influence on the behavioural intention towards adoption of online shopping	Not Supported	Not Supported	Not Supported
H4	Trust has a significant positive influence on attitude	Not Supported	Not Supported	Supported
H5	Perceived ease of use has a significant positive influence on attitude	Supported	Supported	Supported
H6	Peer influence has a significant positive influence on subjective norm	Supported	Supported	Supported
H7	Self-efficacy has a significant positive influence on perceived behavioural control	Supported	Supported	Supported

4.11. Research's Results Preview

The primary goal of this research is to determine the factors that affect Millennials' behavioural intentions with regard to buying fashion products online in the Kingdom of Bahrain. The decomposed theory of planned behaviour was used to study the factors that affect behavioural intention. The following variables were chosen as factors: Trust, Peer Influence, Perceived Ease of Use, Self-Efficacy, Attitude, Subjective Norm, and Perceived Behavioural Control. After that, the relationship between these variables and the dependent variable, behavioural intention, was examined. After the data was evaluated using SPSS, the research questions posed at the beginning of the paper were addressed.

- a)** Is there a significant relationship between trust and attitude towards the adoption of online shopping?

According to the findings of the data analysis, trust was a significant element in customers' behavioural intentions to adopt online purchasing in the Kingdom of Bahrain. The overall mean outcome of the responses from the survey questionnaire associated with trust is (3.730) for Gen Z, (3.6047) for Gen Y and (3.4969) for Gen X. The results indicate that all the respondents irrespective of their age “Agree” to the questions regarding the variable of Trust in the questionnaire. This shows that Trust is an important factor for individuals purchasing fashion products online. Since the purchase of fashion products happen online and there is a physical distance between the buyer and the seller hence, trust is an important factor in terms of predicting behavioural intention of consumers. The government in Bahrain has provided its citizens with cyber security and opening public forums to educate the general public to be safe online with their information.

b) Is there a significant relationship between perceived ease of use and attitude towards the adoption of online shopping?

The results of the data analysis indicate that behavioural intention to adopt online shopping in the Kingdom of Bahrain is influenced by perceived ease of use. The mean outcome of the responses from the survey associated with perceived ease of use is (4.1538) for Gen Z, (4.1094) for Gen Y and (4.0281) for Gen X which shows that the respondents “Agree” to the questions in the survey. This is supported by other authors as discussed previously as well, since the consumer are more likely to utilize online shopping if they perceive it to be easy to use. If the consumers perceive that shopping online is more difficult than the traditional method, they will be deterred away from adopting online shopping. Many companies have made using these platforms easier to the Bahraini citizens by the addition of their local language to easy any language barrier difficulties making it easier even for the Gen X that are not as tech savvy as the Gen Y.

c) Is there a significant relationship between the attitude to adopt online shopping and behavioural intention?

The results of the data analysis shows that the mean value of the variable attitude is (3.8494) for Gen Z, (3.4484) for Gen Y and (3.5188) for Gen Z. These results show that the respondents “Agree” to the questions in the survey regarding their attitude towards their behavioural intention to adopt online shopping in the Kingdom of Bahrain. The respondents showed an overall positive attitude towards the adoption of online shopping, as the internet is growing and so is the push towards an e-commerce. Consumers have to keep up with these changes of digitalization, they are forced to purchase products online. In addition to that, with the busy schedules of

the Bahraini citizens, the ease of purchasing online without having to scour the markets for their requirements is one of the reasons for their positive attitude towards online shopping.

d) Is there a significant relationship between the self-efficacy and perceived behavioural control?

The results of the data analysis shows that the mean value of the variable Self-Efficacy is (4.2244) for Gen Z, (4.1781) for Gen Y and (4.0875) for Gen X. This indicates that the respondents on an average “Agree” to the questions in the survey related to the self-efficacy whereas Gen Z were the only ones to “Strongly Agree” to the survey questions. With the advancement in technologies, companies are quickly moving forward to introduce apps, websites or some sort of platform for consumers to promote their products. These platforms provide consumers with an ease to purchase products at the same time also give them the task of acclimating themselves to learning the new technology. If the consumers are faced with any difficulty while using these technologies, they are likely to deter away from purchasing anything online.

e) Is there a significant relationship between subjective norm and the behavioural intention to adopt online shopping?

The results from the data analysis showed that the mean value for subjective norm is (4.1474) for Gen Z, (3.8703) for Gen Y and (3.9406) for Gen X. This shows that the respondents on an average “Agree” to the questions in the survey related to the subjective norm and their behavioural intention to adopt online fashion shopping. The Millennials being the tech savvy generations have an influence on other generations as well. Currently in our society, they are the opinion leaders, sharing their experiences and influencing the opinions of others. Regardless of the shopping experience

people tend to look towards others before purchasing online. The opinion of other individuals has an impact on the behavioural intention to adopt online shopping in the Kingdom of Bahrain. The Gen X or elders in Bahrain, still learning to use technology look towards their children Gen Y or their grandchildren the Gen Z for their opinions on technology. These generations have an impact not only on their families but also their colleagues and peers.

f) Is there a significant relationship between the perceived behavioural control and the behavioural intention to adopt online shopping?

According to the data analysis's findings, Gen Z, Gen Y, and Gen X all had mean values of (4.2981) for perceived behavioural control, (4.1188) for Gen Y, and (3.9781) for Gen X. This shows that the respondents from Gen Y and Gen X on an average “Agree” to the questions in the survey related to perceived behavioural control whereas Gen Z “Strongly Agree” to the survey questions. If the consumers have confidence that they can effectively utilize online shopping, they are more likely to adopt online shopping. Hence before introducing online shopping marketers should take this point into consideration whether the consumers have confidence in their ability to effectively adopt online shopping or not. Marketers should also take into account the fact that many Bahrainis might face language barriers, English might not be their first language and they might be discourage towards online shopping due to this reason.

g) Is there a significant relationship between peer influence and the behavioural intention to adopt online shopping?

The results from the data analysis showed that the mean value for peer influence is (3.9391) for Gen Z, (3.9188) for Gen Y and (4.0875) for Gen X. This shows that the respondents on an average “Agree” to the questions

presented in the survey related to peer influence. Social media platforms like Instagram and TikTok have paved a way for influencers to share their opinions with others regarding any product or services. These influencers have a strong influence on the behavioural intention of individuals. Consumers look towards their experiences before purchasing products online. In a small country has Bahrain, influencers have taken over a large chunk of digital marketing from food to clothing. Consumers look towards these people for their opinions and experiences.

4.12. Discussion

Using Taylor and Todd's (1995) deconstructing theory of planned behaviour, the primary purpose of this study is to uncover the elements that impact Millennials' behavioural intentions towards purchasing online fashion goods in the Kingdom of Bahrain. To investigate the components that determine intention, the deconstructed theory of planned conduct was employed. This section of the chapter focuses on a close comparison of the results obtained through this study and the results that have been discussed and published by authors from previous studies.

- a) The data analysis results show that trust has a favourable influence on the attitude of Gen Z, however, the hypothesis is not backed by Gen Y or Gen X. This finding contradicted the findings of Gangwal and Bansal (2016), Zolait et al (2018), and Tang et al (2020), who discovered that trust had a substantial effect on the behavioural intention of online fashion purchase. However, Dharmesti et al (2021) addressed how, as the tech-savvy generation, Millennials have a better grasp of the hazards associated and are able to avoid these risks while maintaining an optimistic mindset regarding online

purchasing. The results of the hypothesis do support the study by Muda, Mohd & Hassan (2016) where Millennials in Malaysia were found to be uncertain when it came to online sellers due to lack of untrustworthy websites.

- b)** According to the findings of the data analysis, perceived ease of use had a beneficial effect on the attitudes of Gen Z, Gen Y, and Gen X. Matiki et al (2018), Zolait et al (2018), Anggraini, Purnomosishi & Hariadi (2019), and Pena-Garcia et al (2020) all concluded that the perceived ease of use of online purchasing had a significant impact on persons' attitudes. The authors also discovered it to be a significant predictor of online shopping uptake.
- c)** The results from the data analysis revealed that self-efficacy had a positive influence on Gen Z, Gen Y and Gen X. These results were supported by Gangwal & Bansal (2016), Nawawi, Roslin & Abdul Hamid (2018), Anggraini, Purnomosidhi & Hariadi (2019) and Redda (2019). These authors have all found that the confidence of the person has in performing the ability are all directly linked to completing the behaviour.
- d)** The data analysis results show that only the Gen Z confirmed the premise of attitude having a favourable influence on behavioural intention to adopt online purchasing. These results are not in accordance with what was found by Dharmesti et al (2021) where it is discussed that since millennials are tech-savvy and have a better understanding of the risk involved with online platforms they are able to dodge any risks and keep a positive attitude towards online shopping.
- e)** Data analysis results revealed that the hypothesis of subjective norm having an advantageous impact on behavioural intention was not

validated for all three generations. These findings contradict those of Gangwal and Bansal (2016) and Barkhi et al (2018), who found that even internet veterans are inclined to seek information about items or services from others before engaging in an e-commerce transaction. The findings, however, confirm the findings of Tang et al. (2021), who discovered that subjective norm had neither positive nor negative association with purpose. The authors have discussed that once the individual has decided to purchase any input from their peers or social circle, they were not likely to fluctuate their behavioural intention to purchase.

- f)** The data analysis revealed that none of the generations validated the hypothesis that perceived behavioural control had a favourable influence on the adoption of online purchasing. These findings contradict those of authors Gangwal and Bansal (2016), Nawawi, Roslin, and Abdul Hamid (2018), Anggraini, Purnomosidhi, and Hariadi (2019), and Redda (2019), who discovered that perceived behavioural control has an important influence on humans behavioural intentions.
- g)** Lastly, the analytical results show that the hypothesis of peer influence having a beneficial effect on subjective standards was validated by all three generations. These results are in accordance with the results obtained through Rosalin & Abdul Hamid (2018), Redda (2019), and Nawawi, Anggraini, Purnomosidhi & Hariadi (2019) who have found that peer influence has a positive influence. The social media usage provides an outlet of information for consumers where they can share, comment and like the opinions of their peers and friends.

4.13. Summary

To summarise chapter four of data analysis, various trends were observed after analysing the data acquired through the structured questionnaire. The model adopted to assess Millennials' behavioural intentions in the Kingdom of Bahrain, Decomposed theory of planned conduct, was successful in finding the components linked with behavioural intention. The study's findings stated which hypotheses were supported and which were not for the Millennials under study. Customers in the Kingdom of Bahrain thought that ease of use, self-assurance, and social support had a big impact on their decision to buy clothes online. The aforementioned elements highlight their significance in forecasting millennial behaviour in the Kingdom of Bahrain. However, it was not discovered that confidence, attitude, subjective norm, and perceived behavioural control were important.

Chapter FIVE: Results and Discussions

5.1. Conclusion

In conclusion, the primary goal of the study was to better understand millennials' behavioural intentions towards buying online fashion in the Kingdom of Bahrain. The research provided crucial insights into the elements that influence the behaviour of Millennials, who and data analysis revealed the following facts.

First, one of the elements that influenced millennials' behavioural intentions towards adopting online fashion purchases was trust. According to the data analysis done on the survey replies, the Millennials did not support this notion. Authors from the past, such Gangwal & Bansal (2016), Zolait et al (2018), and Tang et al (2020), have discovered that trust has a large and advantageous effect on any intention of making an online purchase. However, Dharmesti et al. (2021) concluded that while Millennials are a tech-savvy generation born during the internet era, they are more experienced, and they have a better grasp of the hazards involved, trust is not a significant factor that affects their purchase behavior. They are better able to dodge these risks when it comes to their forefathers the Gen X. It should also be pointed out that with the advancement in technology, cyber security has become of outmost importance. Companies, banks and even social media platforms constantly ask their customers to stay vigilant of any fraudulent messages or offers. People are becoming more wary of the internet scams and with the abundance of information are very keen to dodging them. However, it was discovered that for Gen Z, trust had a favorable, considerable impact on their mindset regarding the adoption of online fashion products. It is possible that Gen Y are savvier about internet shopping, avoiding frauds, and being aware of fraudulent activities because they were raised by Gen Y parents.

Furthermore, a perception of simplicity of use was picked as one of the characteristics influencing millennials' behavioural intentions towards online fashion purchases. According to the data collected, the hypothesis was agreed upon by all generational groups. It was discovered that perceived ease of use influenced the uptake of online purchasing. Muda, Mohd, and Hassan (2016), Anggraini, Purnomosidhi, and Hariadi (2019), Pena Garcia et al (2020), and Tang et al (2021) all agreed with these findings. The extent to which an individual believes the system is simple to use is referred to as perceived ease of use. Millennials being the tech savvy generation, find it easy to learn and use the online platforms rather than the less traditional outlets that are provided to them. The alternative payment methods, option to choose delivery time and place also makes for a convenient reason for them to adopt the online fashion. With the growing technology, marketers are looking for new ways to attract consumers which can be through the use of mobile platforms since not everybody has access to the bulky laptop or PC, but a smartphone is found almost anywhere.

The variable of attitude towards the adoption of online fashion purchase by the millennials was found to have not been supported by the millennials under observation in this research study. These findings were found to not have been supported by any of the previous literature such as Gangwal & Bansal (2016), Tu & Hu (2018) and Dharmesti et al (2021). Since the variable of attitude deals with the general feeling of like or dislike towards an action a person has towards any given action, it was found through this research that the Millennials do not share a positive attitude towards the online fashion purchase. Millennials growing up in the internet era have been unwillingly thrust into the world of technology, as the technology around them grows they are forced to catch up to it. The desire to express their personalities and individuality extends to the brands and clothes they tend to buy. However, the millennials may prefer to place a

high value on the experience of shopping and the ability to physically see, touch and try on clothes before making a purchase (Son, Sun & Hughes, 2017). Another reason for their negative attitude towards online fashion purchase could also be the preference for social interaction and the desire for personal connections. Since they value experiences and enjoy the social aspect of shopping, such as going to malls or boutiques with friends, seeking opinions and recommendations from others and receiving personalized customer service purchasing online may not prove to be as wholesome of an experience as marketers may think. Furthermore, there may also be concerns over the environmental impact of online shopping. They may be aware of the excessive packaging and carbon emissions associated with shipping products, leading to a desire to support more sustainable and eco-friendly shopping practices. Hence forth online retailers such as SHEIN, Namshi or ASOS may provide Millennials with the ease to purchase but they may be straying them away due to the damaging environmental impacts that are being caused by fast fashion. This hypothesis was not supported by Gen X or the Gen Z under observation in the study.

In addition, it was reported during the course of the study that the variable subjective norm had an advantageous effect on the behavioural intention to embrace online fashion. This hypothesis was found to not be supported by the millennials understudy. These findings were found to be against the findings of Gangwal & Bansal (2016), Roslin & Abdul Hamid (2018), Redda (2019) and Pena-Garcia et al (2020). Nevertheless, the variable Peer influence chosen for this study was found to have a considerable positive impact on Millennials' behavioural intentions. The results for peer influence were found to have been in line with the previous literature that were studied before conducting the research. These results suggest that the Millennials living in the Kingdom of Bahrain look towards

their peers before any purchase intention. Being the tech-savvy users, the millennials turn towards the social media before they intent to purchase any fashion items, looking through likes, comments, reading reviews and such by their peers. Although they might feel pressured by their family and friends to avoid online shopping as they believe brick-and-mortar shopping is more convenient and to their lacking as well as the environmental impact that is caused by their purchases. But the influence of peers suggests a much deeper insight into the actions and attitudes of their purchases. The existence of fashion influencers on social media further influences the millennials to curate a unique sense of style and build a sense of community.

The variable of perceived behavioural control was found to have not been supported by the millennials whereas the variable of self-efficacy was found to have been supported by the millennials, Gen X and Gen Z. These results indicate that the perception of self-efficacy reveals the consumers buying interest even though the perceived behavioural control might show a negative perception when shopping for fashion products online. People with high self-efficacy are likely to believe and have confidence that they can overcome the challenges faced when shopping online such as finding the right size and fit, product being out of stock, a shipping delay, understanding the returns policy and protecting their personal information.

Lastly, the research is of importance to businesses and managers as it provides insight into the behavioural intention of millennials who have a huge purchasing power in the 21st century.

5.2. The Theoretical and Managerial implications

5.2.1. Theoretical Implications

This study concentrated on the behavioural intentions of millennials to adopt online fashion. A review of the prior literature revealed that relatively few studies had focused on millennials' behavioural intentions to adopt online fashion or the assessment of other generations' attitudes. But the goal of this thesis topic was to assess how well the data collected fits into the conceptual framework of the deconstructed theory of planned action, not to pinpoint the best model match. This study will offer a crucial theoretical foundation for subsequent research, explore additional aspects of millennials' online shopping behaviours, and uncover fresh information that points to the importance of Bahrainis' purchasing decisions and aspirations.

5.2.2. Managerial Implications

The managers and other company professionals can gain insight into the Bahraini market thanks to this research. The success of online fashion enterprises depends on the Millennials, who have great purchasing power and the required tech savviness. These findings will prove crucial to the decision makers on what factors to focus on regarding aspects of their online fashion businesses to build customer base and trust as well as increase online sales. All things considered, fashion enterprises that adapt to the digital trend—which was significantly accelerated by the COVID-19 pandemic—and integrate modern technologies such as investing in a user-friendly platform, utilizing social media platforms such as TikTok and Instagram to engage with the targeted audience and partnering with logistic

companies to ensure an efficient and smooth shopping experience are sure to have a business strategy that is resilient to changing market conditions. This approach not only meets the aspirations of Generation Y, but it also generates tangible benefits throughout the whole supply chain, enabling businesses to expand and enhance their capabilities. The managers can develop targeted marketing campaigns that speak directly to the Millennial's in Bahrain taking into account their values and interests while also considering the involvement of humour, authenticity and the uniqueness of the Bahraini culture. Offering consumers with a personalized shopping experience both online and offline will provide the foundations for solidifying the consumer loyalty towards the brands. As the research found that the peer influence and subjective norm have a significant influence on the intention to purchase online, marketers should take into account the role of influencers into their marketing strategy. Utilizing the local manufacturers and designers to cater to the citizens of Bahrain while implementing sustainable practices into their supply chain is a sure way to reach the heart of the patriotic eco-conscious citizens of Bahrain. Furthermore, supporting local communities and charities into their business plan will help build trust and a positive attitude towards the brand. It is recommended that in order to promote and target their audiences' marketers or enterprises can conduct a risk assessment and develop contingency plans or partner with the local government of the Kingdom of Bahrain and strengthen the cybersecurity initiatives to build trust among the citizens in Bahrain. Partnering and strengthening such technological barriers will ensure even local business to incorporate technology into their small businesses.

5.3. Limitations

The study was not without its limitations. There were a few obstacles that were faced during the length of the thesis. One of the limitations faced was the time constraint making it difficult to balance focusing on this research with work, family, and individual life. In addition to this the restrictions and limitations placed due to the COVID-19 pandemic made it very difficult to reach the required or ideal respondents. Lack of access to the local or university library hindered in finding previous studies in the same field. This made it difficult to identify the research questions, develop a hypothesis and interpret results. While gathering data through questionnaires, it was also observed that some of the respondents gave inaccurate information or missed out on answering the questions.

Despite its limitations, the study gives useful insights into the elements that influence millennials' behavioral intentions. Future study will need to be able to replicate these findings in a variety of cultural situations, with an emphasis on developing technology.

5.4. Suggestions for Future Research

The goal of this study was to pinpoint and make recommendations on factors that affect millennials' adoption of online fashion shopping in the Kingdom of Bahrain. These insights shall reveal important details to local businesses regarding their consumer base and what needs to be done to build trust and increase online sales. I recommend employing cutting-edge models for future research that address a variety of issues, including the integration of online and offline fashion marketing as well as the implications of cutting-edge IT and marketing tools like Big Data, search engine optimization, and social media marketing. Furthermore, I also

suggest studying the emerging role of digital influencers and emerging opinion leaders on the role they play in digital fashion marketing while also focusing on the emerging technology and digital platforms.

5.5. Recommendations

Undermentioned are some of the recommendations after the analysis of the research:

1. It is recommended that the study include the impact of influencer marketing for future research and how influencers are able to develop creative and innovative ways to capture the attention of their audience and keep the influencer market growing.
2. It is recommended that managers from local and international companies take advantage of this study to better understand their customer base. This research will prove to be a useful tool for their business.
3. It is recommended that for future studies the characteristics of the Gen Z and the factors affecting their purchase of online fashion products to be studied along with other unconventional factors such as, environmental impact, sustainable practices, social responsibility, shipping time, loyalty programs, personalization, and convenience to name a few.
4. Finally, it is also recommended that the impact of increasing social media platforms be studied where individuals are allowed to share, comment and like their fashion finds among their colleagues, friends etc. these actions create a sense of excitement and anticipation around new fashions finds and releases.

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Appendix -1 Questionnaire

Survey Questionnaire

Influence of Digital Marketing on Online shopping Behaviour of Millennials in the Kingdom of Bahrain

Dear Respondents,

This survey is part of a project titled 'Online Purchase Intention of Millennials using the Decomposed Theory of Planned Behaviour'. As a social media user, your views on purchasing goods and services through online platforms are invaluable in helping me complete this project. The survey will determine the consumers online purchase intention.

Your active participation and genuine response will be highly appreciated. Hereby, I assure you that the information collected from you will not be disclosed to a third party and used only for my research purpose.

Thank You

أعزائي المشاركين،

هذا الاستبيان هو جزء من بحث تحت عنوان "نية الشراء عبر الإنترنت لجيل الألفية باستخدام النظرية المتحللة للسلوك المخطط". بصفتك كمستخدم لوسائل التواصل الاجتماعي، فإن آرائك حول شراء السلع والخدمات من خلال المنصات عبر الإنترنت لا تقدر بثمن في مساعدتي على إكمال هذا المشروع. سيحدد الاستطلاع رغبة المستهلكين في الشراء عبر الإنترنت. ستكون مشاركتك واستجابتك الصريحة مقدرة. أن المعلومات التي يتم جمعها لن يتم الكشف عنها لطرف ثالث ولن يتم استخدامها إلا لغرض البحث الخاص بي.

شكراً لك

Section 1: Demographic Data

Directions: Please select option that best describes you

1. Gender

- Male
- Female

2. Age

- 18 -24
- 25- 40
- 41 - 56

3. Education

- Diploma and below
- Bachelors
- Masters and above

4. Do you purchase fashion goods (Shoes, bags, clothes, skincare etc.) through online digital platforms?

- Yes
- No

5. Which factors are important to you when you choose your online purchasing website? (May choose more than one option)

- Security
- Trust
- Experience of the purchase
- Services offered
- reputation of the online store
- ease of use

6. How long have you been purchasing online?

- 1 to 3 years
- 4 to 5 years
- more than 5 years

7. When was the last time you made a purchase online?

- Less than a month ago
- 1 to 3 months ago
- 4-6 months ago

Section 2: Perceived ease of use

Directions: Please indicate how strongly you agree or disagree with these statements.

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
Online shopping improves my shopping experience	1	2	3	4	5	(Barkhi, et al., 2008)
I would purchase online if the prices were lower	1	2	3	4	5	
Learning how to do online shopping will be easy for me	1	2	3	4	5	
I will purchase online if it takes less time than a traditional store	1	2	3	4	5	

Section 3: Trust

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
I know that vendors selling products/services using online platforms are honest	1	2	3	4	5	(McKnight & Chervany, 2001)
I know that vendors selling products/services using online platforms are opportunistic	1	2	3	4	5	
I know that vendors selling products/services using online platforms care about their customers	1	2	3	4	5	
I know that vendors selling products/services using online platforms are careful with my information	1	2	3	4	5	

Section 4: Self-Efficacy

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
I am able to use online shopping	1	2	3	4	5	(Barkhi, et al., 2008)
Using online shopping is entirely within my control	1	2	3	4	5	
I have the knowledge to make use of online shopping	1	2	3	4	5	
I have the resources (Internet connection, Computer access, devices) to use online shopping	1	2	3	4	5	

Section 5: Attitude towards online shopping

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
Changing from physical store shopping to online store shopping is a good idea	1	2	3	4	5	(Kim & Karpova, 2010)
Changing from physical store shopping to online store shopping is a wise idea	1	2	3	4	5	
Changing from physical store shopping to online store shopping is beneficial to me	1	2	3	4	5	
Changing from physical store shopping to online store shopping is useless to me.	1	2	3	4	5	

Section 6: Peer Influence

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
My friends would think I should use online shopping	1	2	3	4	5	(Tayor & Todd, 1995)
My classmates/colleagues would think I should use online shopping	1	2	3	4	5	
People who influence my behaviour would think that I should use online shopping	1	2	3	4	5	
People who are important to me would think that I should use online shopping	1	2	3	4	5	

Section 7: Subjective Norm

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
Close friends and family think it is a good idea for me to buy fashion goods online	1	2	3	4	5	(Fitzmaurice, 2005); (Taylor & Todd, 1995)
Important people in my life want me to buy fashion goods online	1	2	3	4	5	
People who influence my behaviour would think that I should buy Fashion goods online	1	2	3	4	5	
People who are important to me think that I should buy products online	1	2	3	4	5	

Section 8: Perceived Behavioural Control

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
I have complete control of purchasing fashion goods online	1	2	3	4	5	(Chang, 1998)
For me, to buy fashion goods online is easier	1	2	3	4	5	
If I want to, I could easily buy fashion goods online	1	2	3	4	5	
Given the resources, opportunities, and knowledge it takes for online shopping, it would be easy for me to use the system	1	2	3	4	5	

Section 9: Behavioural Intention

Directions: Please indicate how strongly you agree or disagree with these statements.

Kindly choose one according to your preference	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Reference
I intend to completely switch to online shopping/ e-commerce	1	2	3	4	5	(Agarwal & Prasad, 1999); (Ganwal & Bansal, 2016); (Paul & Fygenon, 2006)
I intend to increase my use of online shopping in the future	1	2	3	4	5	
Assuming I have access to online shopping, I intend to use it	1	2	3	4	5	
I intend to purchase a product before I actually make a purchase	1	2	3	4	5	

-----*Thank You* -----