

# ATTITUDINAL INFLUENCE ON THE APPAREL PURCHASING INTENTION IN THE C2C E-COMMERCE MARKET

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## ABSTRACT

The consumer-to-consumer (C2C) market is a relatively new form of business model in e-commerce. Since its inception around 1995, the C2C market has been growing rapidly worldwide. Due to the ease of establishing an e-business, not only individuals but more and more entrepreneurs operating small businesses or home-based businesses are entering into this market every day with various merchandises to sell. For a more profitable business, it will be necessary for them to understand the consumers' purchasing behavior in the market.

The purpose of this study was to investigate the attitudinal factors influencing consumers' apparel purchasing intentions in the C2C e-commerce market, and then to develop conclusions using the findings to predict consumer purchasing behavior in the C2C e-commerce apparel market. To accomplish the objectives of this study, Fishbein's behavioral intention model was used as a guiding theory. Following the methodology of the guiding theory, a research instrument was developed to measure the attitudinal factors that were proposed to influence consumers' apparel purchasing intention in the C2C e-commerce market. In the previous studies of direct marketing and in-home shopping, twenty-one patronage attributes were identified and were used to develop the research instrument. Sample data for this study were obtained from 393 students of a major Midwest university who were 19 and older.

Exploratory factor analysis was conducted on these 21 variables and five attitudinal factors were extracted using the principal component factor analysis with varimax rotation. Five attitudinal factors were assigned the names according to the content of the variables making considerable contributions to each factor. They were *convenient shopping, safe transaction, hedonic shopping, money saving, and wide selection*. Using the multiple regression with forward method, among the identified five attitudinal factors, *convenient shopping* and *safe transaction* were found as the significant predictors in explaining consumers' apparel purchasing intentions in the C2C e-commerce market. Also, it was found that *safe transaction* played a more important role than *convenient shopping* in determining apparel purchasing in the C2C e-commerce apparel market.

In conclusion, convenience and time saving, the well-known advantages of in-home shopping, were found as a major role to attract consumers into the C2C e-commerce apparel market; however, the biggest obstacle was consumers' concerns toward payment security and easy return. To reduce these concerns, online businesses and sellers in the C2C e-commerce market should collaborate with each other. Online businesses need to establish more secure payment methods and privacy policies while sellers provide alternative off-line payment options and buyer-friendly return policies. These collaborations will enhance the consumers' confidence in apparel purchasing in the C2C e-commerce market that will be essential for the market's potential growth.