COVID-19: Online Fashion Purchase Intention among Millennials

Lim Kah Boon a, Yeo Sook Fern b, Tan Cheng Ling c, Ong Yiin Chii d

a Faculty of Business, Multimedia University, Melaka, Malaysia
b Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia

https://doi.org/10.35609/gcbssproceeding.2021.1 (57)

ABSTRACT

Due to COVID-19 pandemic and the development of technology, online shopping has become a part of daily life activities to many people around the world. Many of the business and physical stores have been ordered to shut down due to the implementation of movement control order (MCO). Social media is one of the networking platform which influence consumer spending their time during the MCO periods. Hence, online shopping for fashion products is also getting more popular and essential activity for consumer in their daily life. These may result most of the consumers include millennials to change their shopping behaviour through online. Millennials or generation Y constitute a large proportion of consumers across the global digital space. Lim, Heng, Ng and Cheah (2016) mentioned that most of the Generation Y or millennials where about 96% of them are spending more than 4 hours per days to search information of fashion product before purchase through online stores. Furthermore, Mongillo (2021) also stated that 90.4% of the Generation Y are actively in using social media. Millennials often have high purchasing forces and are more motivated to participate in impulse buying or enjoyment. Hence, the main objective of this study is to examine the purchase intention of millennials towards online fashion stores during COVID-19 pandemic.

Keywords: Online Fashion, Purchase Intention, COVID-19, Millennials