Women Preference Towards Purchasing Fashion and Beauty Products Through E-Commerce in Selangor

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Abstract - **Substantial rise in internet access and e-Commerce is a tendency for people to purchase online. Malaysia has become one of the fastest growing in emerging e- commerce markets in Southeast Asia. With the emergence of big e-commerce firms, this somehow reflects that Malaysian women consumers are quite inclined to buy fashions and beauty products through the e-commerce. According to Internet User Survey Report 2017 by Malaysian Communication and Multimedia Commission (MCMC), purchasing online has become an important activity for internet user in Malaysia. Realizing this, the e-commerce organization need to identify what are the women preference towards purchasing fashion and beauty products through e-commerce in Selangor. This study is conducted to determine the factors that influence the preference of woman to purchase fashion and beauty products through e-commerce in Selangor. The factors that influence the preference of woman to purchase fashion and beauty products in Malaysia through e-commerce were studied. The findings of this paper will benefit the online retailer, e- commerce organization and also to the e-commerce user in in Selangor.**

Keywords – *cost incurred, convenience of purchase, E-Commerce, fashion and beauty purchasing, product availability, website quality and women purchasing preference.*

l.   Introduction

E-commerce is evolving faster than ever. With growing internet access and e-commerce, the implication is a tendency for purchasing online. E-Commerce corporations rely on people visiting their sites, getting their merchandise and, additional significantly, changing into repeat customers. Web site and shopping mobile apps that do not provide positive experience and satisfaction may cause customers to decide that it is easier to go to brick and mortar stores rather than purchase online or through e-commerce. This study was conducted to determine the factors that influence the preference of woman to purchase fashion and beauty products through e-commerce in Selangor.

Malaysia has become one of the fastest growing emerging e-commerce markets in Southeast Asia. GlobalData's E-Commerce Analytics reveals that e-commerce sales in Malaysia will increase at a compound annual growth rate (CAGR) of 16.1% between 2022 and 2026 to reach MYR69.3 billion ($16.6 billion) in 2026. The sales were MYR31.9 billion ($7.6 billion) in 2021, growing at a CAGR of 22.4% between 2017 – 2021.

According to Global Data, the e-commerce growth rate in Malaysia is expected to grow by 19.9% in 2022. According to Internet User Survey Report 2017 by Malaysian Communication and Multimedia Commission (MCMC), purchasing online has become an important activity for internet user in Malaysia. The percentage of online shoppers among Internet users in Malaysia increased, from 48.8% in year 2016 to 53.3% Malaysian purchasing online as one of their main online activity in year 2018.

II. Literature Review

Women Preference towards Purchasing Fashion and Beauty Products through e-Commerce

The e-Commerce industry has become the fastest-growing market in Southeast Asia, where Malaysia is contributing about 2% of the total sales. Still, there is an expectation that the figure will increase further in the coming years. Nonetheless, the e-commerce market in Malaysia is one of the most attractive in the region due to its maturity. (Abdul Manan, et al., 2020). The percentage of online shoppers among Internet users in Malaysia increased, from 48.8% in year 2016 to 53.3% Malaysian purchasing online as one of their main online activity in year 2018.

Study revealed that 4.7% revealed that the participants decided to stay with their current service providers due to better services and the effectiveness of their service person or salesperson (Putit & Abdullah, 2019). According to SimilarWeb, the current top 10 leaders of Malaysian e-commerce websites in 2018 based from their estimated monthly traffic are Lazada (45,000,000 visitors) 11street (13,000,000 visitors), Shopee (12,500,000 visitors), Lelong.my (9,050,000 visitors), Carousell (2,450,000 visitors), Zalora (2,350,000 visitors), Qoo10 (1,800,000 visitors), eBay (1,600,000 visitors), Fave (1,250,000 visitors) and Hermo (1,200,000 visitors).

With the emergence of these big e-commerce firms, this somehow reflects that Selangor women consumers are quite inclined to buy fashions and beauty products through the e-commerce. Women are more likely to shop online for clothing than male (Goldsmith and Flynn, 2004). Statistic by Malaysian Communication and Multimedia Commission (MCMC) shows that women were more likely to shop online at 57.4% than men (42.2%). This shows that women shoppers have greater preference to purchase through e-commerce.

Attractive appearance is very important for women. People are willing to spend money on appearance-related products, which will enhance their self-concept and make them feel, look, and smell good (Wan, et al., 2001). Fashion plays an important factor in affecting current consumers' lifestyle (McColl & Moore, 2011; Tungate, 2005). With this concern, the main relevant question being investigated in this study is pertaining to what factors affect the women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

Cost Incurred

As studied by Chen and Ngwe (2018), providing free shipping will encourage some consumers to increase their order sizes to meet the minimum order value and this will significantly minimize their purchasing cost. Online shopping customers can get the same product as they buy at store at a lower price, since they are often offered a better deal and lower price (Rox, 2007). According to Byramje (2007), purchasing costs are categorized into 3 elements which are economic, transaction, and switching costs. Economic costs are basically what consumers have to give up or sacrifice to obtain a product or a service. Two types of economic costs are conceptualized, monetary and non-monetary costs such as service time, i.e. the amount of time during which a service is provided. Huber, Herrmann, and Morgan (2001) propose that the relevant costs of a purchase considered by consumers include the following: monetary costs; time costs; search costs; learning costs; emotional costs; and, cognitive and physical effort coupled with financial, social, and psychological risks.

Burnham, Frels, and Mahajan (2003) reviewed on switching cost typology that examine three types of switching costs: procedural switching costs, involving the loss of time and effort. Second is financial switching costs, which involved in the loss of financially quantifiable resources. Third is a relational switching cost, involving emotional discomfort due to the loss of identity and the breaking of bonds. Porter (1980), switching costs here are defined as the one-time costs that customers associate with the process of switching from one provider to another. In summary about cost incurred, consumers may perceive obstruction ranging from search costs, transaction costs, learning costs, loyal customer discounts, customer habit, emotional cost and cognitive effort, coupled with monetary, social, and psychological risk on a part of the customer. The researcher uses an independent variable which is cost incurred to study whether this variable gives impact to women preference to purchase fashion and beauty product through e-commerce.

Availability of Products

As studied by Moutinho and Bian (2011), Goldsmith (2002), Sawyer and Howard (1991), Shamdasani, Stanaland and Tan (2001) and Zaichkowsky (1986), to enhance the involvement levels and purchasing intention, there must have the availability of products. There will be loss of sales and customers, if there are low quality in terms of availability of products as being studied by Salam et al., (2016); Ehrenthal and Stölzle. In order to trigger and increase sales, product availability is a primary element to be focused on, as studied by Hausman and Siekpe (2009) Jamieson and Bass (1989) Lee et al. 2008; Moon, Chadee and Tikoo (2008), Park (2003).

According to McKinney (2004), service that are able to access to shopping online which is available 24 hours can make consumers easily purchase anytime and anywhere they want. Based on Based on Harn, et al., (2006), online shopping website will have unlimited physical store to store their products and making the reason why there is variety of product for the customer to select on the online shopping website. This will make the customer will have variety range of product available on the website that can satisfy their needs. According to Farris, Olver and De Kluyver (1989), if there are lack of available product being offered, they willing to change to a product or brand that are available and can be purchased. As studied by product Liberman and Chaiken (1996) Sengupta and Fitzsimmons (2004), Steinhart and Mazursky (2010) consumer will have a lower intention to purchase products when there is lack of availability of products being offered to them.

In summary, availability of products is important for the customers to have range of products to be chosen and selected by their own priority to satisfy their needs and wants. The researcher uses an independent variable which is availability of product to study whether this variable give impact to women preference to purchase fashion and beauty product through e-commerce.

Convenience of Purchase

Shopping convenience has been one of the principal motivations underlying customer inclinations to adopt online purchasing (Jiang, L., et al, 2013). There are 4 elements of convenience which are access, search, pay, and possession convenience as being mentioned by Ponder and Beauchamp (2010). When consumer want to consider the customer's perception of convenience in the traditional and online shopping environments, these 4 elements is very important to be included.

As being reviewed by Berry et al. and Seiders et al., the literature on convenience for people who regularly use service economy and mentioning the "service convenience" as consumers' time and perception that related to purchasing or using a service. Consumer is very concern on delivery time when making a purchase from a website (Collier and Bienstock, 2006; Goetzinger et al., 2006). Schaupp and Bélanger (2005) defined delivery time as "the total time between order placement and delivery. This will include dispatch, shipping, and delivery". Meanwhile, other studies have found that, the major complaint from consumers when purchasing through online is to wait for a long delivery time, and they need to wait their parcel to be received once they purchase the items (Goetzinger et al. 2006; Schaupp and Bélanger, 2005). Consumer will feel increase in anxiety and unhappiness when they need to wait for a longer time after making the order but not received the item (Collier and Bienstock, 2006; Schaupp and Bélanger, 2005). In a summary, convenience of purchase is closely related to decision, access, search, transaction, benefit, and post-benefit such as delivery time of the products as the consumers are really concerned about time once they have submitted their order. The researcher uses an independent variable which is convenience of purchase to study whether this variable give impact to women preference to purchase fashion and beauty product through e-commerce.

Quality of Website

Over the last three decades, websites have become one of the most important platforms on the Internet for disseminating information and providing services to society. Shortly after their first appearance, the need to evaluate website quality became evident. (Vargas, et.al (2023).

Wolfinbarger and Gilly (2003) mentioned that perceived quality, satisfaction, and positive behavior toward the website can be rise, if there have a good website design.In order to increase the customer satisfaction, a good website design is an important element to be considered, as studied by Cyr (2008); Shergill and Chen (2005), Szymanski and Hise, (2000); Wolfinbarger and Gilly, (2003).

In order to understand the quality and type of information provided by the retailer is meaningful or not by the customers, evaluations and measurement of the website quality is highly recommended to know the level of website quality provided by them (Kim and Lennon, (2013). To have a good impact on consumers' pleasure and ease, web site designs need to concentrate on some elements such as, layout, display and signage, Flavián et al. (2006) found that feelings of anxiety can be removed and feeling of confidence when consumers shopping or purchase online can be increase if there have a good website information design.

In order to make a customer satisfied, there are elements of website design need to be emphasized when creating or designing a website such as browsing design, visual design, and information design Cyr (2008). In a summary, quality of website also become priority to consumer when purchasing through e-commerce as it gives significant benefits to the women consumer as well as to the firm by providing a virtual website for consumer to explore and purchase. The researcher uses an independent variable which quality of website to study whether this variable give impact to women preference to purchase fashion and beauty product through e-commerce.

Research Hypothesis

H1: There is significant relationship between cost incurred and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

H2: There is significant relationship between availability of products and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

H3: There is significant relationship between convenience of purchase and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

H4: There is significant relationship between quality of website and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.
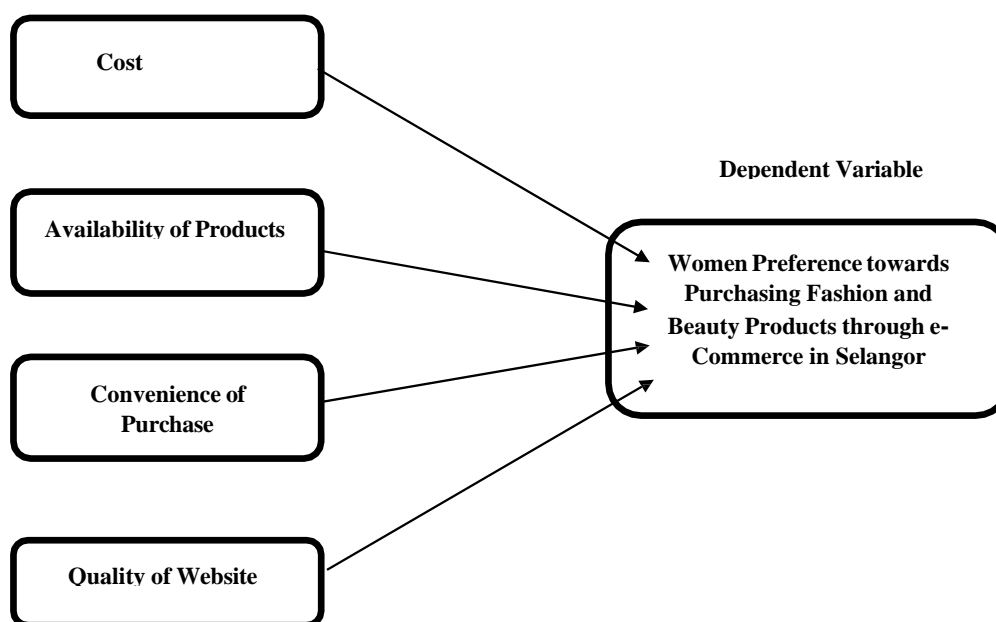
Independent Variables

Figure 1: Research Model Developed for the Study

III. Methodology

Research Instruments

The study used quantitative technique to know whether the independent variables (cost incurred, availability of products, convenience of purchase and quality of website) will result in women preference towards purchasing fashion and beauty products in Selangor through e-commerce. 200 samples were selected, and data were obtained. that affecting women preference towards purchasing fashion and beauty products through e-commerce. The research method used is research design, data collection method and technique, sampling design process, time frame study, unit of analysis, data analysis method and questionnaire design.

As mentioned earlier, the main objective of this study is to examine the women preference towards purchasing fashion and beauty products in Selangor (dependent variable). In order to achieve this objectives, a set of questionnaire was developed. The questionnaire was be divided into 6 sections which were:

Section A: Respondents Demographics,
Section B: Women Preference towards Purchasing Fashion and Beauty Products through e-commerce,
Section C: Cost Incurred,
Section D: Availability of Products,
Section E: Convenience of Purchase, and
Section F: Quality of Website

To analyse the data for this study, the software used was *(SPSS), Version 25 For Windows*.

Sampling and Data Collection

This study has adopted a stratified sampling method in determining its targeted sampled respondents. These women respondents were qualified to participate upon answering the initial screening questions of their residence in Selangor.

The target population of this study are people who live in Selangor. Based on Roscoe's rule of thumb, in determining a proper research, the sample size is between 30 and 500 respondents (Roscoe, 1975). As such, a minimum sample size of 100 was sufficient based on Roscoe's idea. The sample size of this research is 200 women respondents who were from Selangor (Petaling Jaya, Puchong, Shah Alam and Puncak Alam).

IV. Data Analysis and Findings

Demographic Profile of Survey Respondents

Age: Based on age, there were 11 (5.5%) respondents who were less than 20 years old. 84 (42%) respondents between 21 to 30 years. 79 (39.5%) of respondents were between 31 to 40 years old. Meanwhile, there were 26 (13.0%) respondents between 41 to 50 years. Overall, majority of respondents are between 21 to 30 years and the minority of the respondents <20 years.

Ethnicity: There were 115 (63.2%) Malay respondents and followed by 25 (12.5%) Indian respondents. Chinese respondents consisted of 56 (28.0%) and while Bumiputera respondents were only 4 (2.0%) . Overall shows that the highest numbers of respondents were Malay and the lowest were Bumiputera.

Marital status: 124 (62.1%) of the respondents are single and 75 (37.5%) of them married. While, only 1 (0.5%) woman was divorced. Overall, majority of respondents are single and minority are divorced.

Educational level: 7 (3.5%) of the respondents were school leaver or certificate followed by 29 (14.5%) of them have Diploma. Additionally, 162 (81.1%) of the respondents have Bachelor Degree and only 2 (1.0%) have Post Graduate degree. Overall, majority of respondents have Bachelor Degree.

Occupation: 66 of them or 33.0% were students followed by 9 of them which represent 4.8% were from the government sector. Besides that, 115 of the respondents with 57.5% are from private sector and followed by 2 (0.9%) respondents who own business. While the housewife showed 8 respondents or 4.0%. Overall, the highest number of respondents are from the private sector and the lowest is own business.

Monthly income: 66 respondents or 33.0% get RM1,000 and below. 53 respondents or 26.5% between RM1,001 to RM3,000. Then, the respondents who are between RM3,001 to RM5,000 are 67 respondents or 33.5% and followed by between RM 5,001 to RM7,000 are 9 respondents or 4.5%. While the respondents RM 7,001 and above showed 5 respondents or 2.5%. Overall, the highest numbers of respondents are between RM3001 to RM 5,000 and the lowest allocated by the respondents RM 7,001 and above.

Respondent Behaviours

Frequency of purchasing fashion and beauty products through e- commerce per month: Majority of the respondents choose "when required or desired" with 101 (50.5%) respondents, followed by "1 time" with 50 (25.0%). Besides that, frequency between "2 to 3 times" shows 43 (21.5%) respondents and between "4 to 5 times" with 5 (2.5%). Overall, it shows that, the highest number of respondents chose "when required or desired" while the lowest chose "more than 6 times".

Number of item(s) purchased per month: Majority of the respondents purchased "1 item" with 109 (54.5%) respondents, followed by "2 to 3" items with 83 (41.5%). Besides that, respondents purchased "4 to 5 items" with 7 (3.5%) respondents and "6 to 7 items" with 1 respondent or 0.5%. Overall, the highest is "1 item and the lowest is respondents choosing to purchase "6-7 items" per month.

Amount of expense to purchase fashion and beauty products through e-Commerce per month: Majority of the respondents spend less than RM100 with 126 (63%) respondents and followed by "RM101-RM200" with 51 (25.5%) respondents. Besides that, 21 (10.5%) respondents spend "RM 201 to RM 300". Overall the highest is "<RM100" and the lowest is "RM301-RM400" per month.

Fashion apparel usually purchased by the respondents: For this question, respondent may choose more than 1 answer. Majority of respondents usually purchased "tops shirt" with 132 (28.1%) respondents, followed by "blouses" with 76 (16.5%). Overall, majority respondents purchased "tops shirt" and minority of respondents purchased "others" fashion apparel respondents.

Beauty items usually purchased by respondents: For this question, respondents may choose more than 1 answer, based from the beauty items that they usually purchased. Majority respondents usually purchased skin care with 124 (32.1%) respondents, followed by makeup with 98 (25.4%) and "beauty tools" 86 (22.3%) respondents. Overall, majority of respondents chose "skin care", while minority of respondents purchased "others" beauty items.

Table 1: Distribution of e-Commerce Firm Based on Frequency of Usage

E-commerce Firm	1	2	3	4	5	Mean	SD
Shopee	**10 (5.0%)**	**9 (4.5%)**	**20 (10%)**	**114 (57%)**	**47 (23.5%)**	**3.895**	**0.979**

Lazada	14 (7.0%)	16 (8.0%)	40 (20.0%)	96 (48.0%)	34 (17%)	3.60	1.079
Zalora	42 (21.0%)	34 (17.0%)	29 (19.5%)	60 (30.0%)	25 (12.5%)	2.960	1.348
Qoo10	114 (57%)	46 (23%)	10 (5%)	20 (10%)	10 (5%)	1.830	1.203
Eleven Street	118 (59%)	49 (24.5%)	27 (13.5%)	6 (3%)	0 (0%)	1.605	0.832
Lelong	120 (60%)	54 (27%)	22 (11%)	4 (2.0%)	0 (0%)	1.550	0.768
Ebay	144 (72%)	35 (17.5%)	17 (8.5%)	4 (2.0%)	0 (0%)	1.405	0.730
	Overall					2.406	0.989

E-commerce website usually used to purchase fashion and beauty products: For this question, respondents may choose more than 1 answer. Majority choose Shoppe with 156 (36.9%) respondents, followed by Lazada with 125 (29.6%) and Zalora 81 (19.1%) respondents. Overall, majority respondent chose Shopee and while the minority of respondents chose Ebay and Lelong.

Distribution of e-commerce firm based on frequency of usage: Most of the respondents chooses very low about *"Ebay"* (72%) and followed by *"Lelong"* (60%). However, the respondents choose high about "*Shopee*" (57%) and followed by *"Lazada"* (45.9%). As seen in Table 1, the respondents showed various reactions towards the e-commerce firm. The highest mean showed *"Shoppe" (*M=3895, SD=0.979). While the lowest mean showed *"Ebay"* (M= 1.405, SD=1.730). The overall mean for e-commerce firm is 2.417 and standard deviation is 0.402.

Women Preference towards Purchasing Fashion and Beauty Products through e-Commerce: Highest agreed about "*I like the idea of using the e-commerce to purchase fashion and beauty products" (78.0%),* followed by *"It is very likely that I will use e-commerce to purchase fashion and beauty products"* (76.0%) and *"In the future, I prefer to use again the e- commerce when want to purchase fashion and beauty products'* (66.0%).

The highest mean showed the respondents agreed about *"In the future, I prefer to use again the e-commerce when want to purchase fashion and beauty products" (M=4.275, SD=0.529)* and the lowest mean is *"I like the idea of using the e- commerce to purchase fashion and beauty products" (M=4.160, SD=0.42).* The overall mean for this dependent variable is 4.308 and standard deviation is 0.536.

Independent Variables
Cost Incurred: Highest percentage shows agreed about *"I prefer to buy through e-commerce because products have discounts available (Example: flash sale, daily deals and coupon)"* (65.5%) and followed by *"I prefer to buy through e- commerce because I can conveniently claim/refund if item lost or damaged"* (62.5%) and "*I prefer to buy through e-commerce because usually products ordered comes with free shipping charge" (62.5%).* They also agreed about "*I prefer to buy through e- commerce because products are cheaper than buying from the physical store*" (58.5%). The respondents showed various reactions towards the cost. The highest mean showed respondents agree about *"I prefer to buy through e-commerce because I can save my expenses to travel to physical store" (*M=4.260, SD=0.689). While the lowest mean showed the respondents neutral about *"I prefer to buy through e- commerce because usually products ordered comes with free shipping charge"* (M=3.885, SD=0.815). The overall mean for cost is 4.108 and standard deviation is 0.726.

Product Availability: Highest percentage shows agreed about "I prefer to buy through e-commerce because the products have variety of choices*"* (71.4%) and followed by "I prefer to buy through e-commerce because the products have the brands that i want*"* (69.0%). They also choose agree about "*I prefer to buy through e-commerce because the products have the quality that I desire*" (64.5%). The respondents showed various reactions towards the product availability. The highest mean showed respondents agree about *"I prefer to buy through e-commerce because the products have size, color, style and design that I want" (M=4.145, SD=0.627).* While the lowest mean showed the respondents neutral about *"I prefer to buy through e-commerce because the products that I want to order/desire are always in stock" (M=4.020, SD=0.789).* The overall mean for availability is 4.064 and standard deviation is 0.727.

Convenience 0f Purchase: Highest percentage shows agreed about *"I prefer to buy through e-commerce because I can track the expected delivery day"* (67.0%) and followed by *"I prefer to buy through e-commerce because I can conveniently to change and cancel order"* (62.5%). They also choose agree about "*I prefer to buy through e-commerce because the products ordered are delivered during the period as promised by*

e-Commerce retailer" (61.0%). There were various reactions towards the convenient. The highest mean showed respondents agree about *"I prefer to buy through e-commerce because I can purchase from anywhere and anytime 24 hours a day (example: from home, office)"* (M=4.340, SD=0.637). While the lowest mean showed the respondents neutral about *"I prefer to buy through e-commerce because the products ordered are delivered during the period as promised by e-Commerce retailer"* (M=3.990, SD=0.814). The overall mean for convenient is 4.043 and standard deviation is 0.429. In conclusion the respondents agree about convenient.

Quality of Website: Highest percentage agreed on *"I prefer to buy through e-commerce because steps in the website are easy to understand and simple to carry out"* (71.5%) and followed by *"I prefer to buy through e-commerce because the website is easy to navigate"* (68.0%). The respondents also agreed on *"I prefer to buy through e-commerce because the website provide enough information"* (62.0%). The respondents showed various reactions towards the web site. The highest mean showed respondents agree about *"I prefer to buy through e-commerce because steps in the website are easy to understand and simple to carry out"* (M=4.200, SD=0.584). While the lowest mean showed the respondents neutral about *""I prefer to buy through e-commerce because the web site provide enough information"* (M=3.835, SD=0.851). The overall mean for web site is 4.056 and standard deviation is 0.734.

Reliability and Validity

The results for reliability analysis for dependent and independent variables:

Table 2: Reliability Analysis Results

Variables	Number of items	Cronbach's Alpha	Remarks
Preference of Purchasing Fashion and Beauty Products	3	.910	Excellent
Cost Incurred	5	.600	Acceptable
Availability of Products	5	.891	Very good
Convenience of Purchase	5	.908	Excellent
Quality of Website	5	.861	Very good

The Cronbach's Alpha value for the Preference of Purchasing Fashion and Beauty Products (dependent variable) is 0.910 (91.0%) indicated that this variable is excellent. The value shows that variable is acceptable as the items correlated to each other. This variable represented by three (3) items. For Cost Incurred, the value was 0.600 (60.0%) indicated that this variable is acceptable. The value shows that variable is acceptable as the items correlated to each other. This variable represented by five (5) items.

Availability of products was 0.891 (89.1%) indicated that this variable is very good and reliable as the items correlated to one another. The value shows that variable is acceptable as the items correlated to each other. This variable represented by five (5) items.

Meanwhile for convenience of purchase was 0.908 (90.8%) indicated that this variable is excellent and reliable as the items correlated to one another. The value shows that variable is acceptable as the items correlated to each other. This variable represented by five (5) items.

Finally, Cronbach's Alpha value for Quality of Website was 0.861 (86.1%) and indicated that this variable is very good and reliable as the items correlated to one another. The value shows that variable is acceptable as the items correlated to each other. This variable represented by five (5) items.

Table 3: Regression Analysis

Dependent Variable (Women Preference Towards Purchasing Fashion & Beauty Products through e- Commerce)			
Independent Variables:	β	t	Sig. Value
Cost Incurred	.145	1.508	.133

Availability of Products	.528	5.109	.000
Convenience of Purchase	.512	3.088	.002
Quality of Website	-.647	-4.408	.000
R2	.583		

Regression Analysis: the value of R square is 0.583 (58.3%). The value shows that 58.3% of the women preference towards purchasing fashion and beauty product through ecommerce such as cost incurred, product availability, convenience of purchase and quality of website can be explained, meanwhile 41.3% is unexplained by other variables that are not included in this study. It is mean that other variables might be influence on the R square on this topic for the women preference towards purchasing fashion and beauty products through ecommerce.

Hypothesis 1: Cost Incurred
Hypothesis 1 (Cost Incurred): Based on Table 3, the Test Statistic and p-value for the variable cost incurred is T=1.508, p-value=0.133. Since p-value is 0.133, which is greater than the common alpha level of 0.05, we shall accept the null hypothesis and reject the alternative hypothesis. Therefore, there exists enough evidence to conclude that cost incurred is not statistically significant and not useful as a predictor for women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.
H0: There is no significant relationship between cost incurred and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

Hypothesis 2: Availability of Products
Based on Table 3, the Test Statistic and p-value for the variable availability of products is T=5.109, p-value < 0.001. Since p-value < 0.001, which is smaller than the common alpha level of 0.05, we shall reject the null hypothesis and accept the alternative hypothesis. Therefore, there exists enough evidence to conclude that availability of products is statistically significant and useful as a predictor for women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.
H2: There is significant relationship between availability of products and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

Hypothesis 3: Convenience of Purchase
Based on Table 3, the Test Statistic and p-value for the variable convenience of purchase is T=3.088, p-value = 0.002. Since p-value = 0.002, which is smaller than the common alpha level of 0.05, we shall reject the null hypothesis and accept the alternative hypothesis. Therefore, there exists enough evidence to conclude that convenience of purchase is statistically significant and useful as a predictor for women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.
H3: There is significant relationship between convenience of purchase and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

Hypothesis 4: Quality of Website
Based on Table 3, the Test Statistic and p-value for the variable quality of website is T=-4.408, p-value < 0.001. Since p-value < 0.001, which is smaller than the common alpha level of 0.05, we shall reject the null hypothesis and accept the alternative hypothesis. Therefore, there exists enough evidence to conclude that quality of website is statistically significant and useful as a predictor for women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.
H4: There is significant relationship between quality of website and women preference towards purchasing fashion and beauty products through e-Commerce in Selangor.

V. Conclusion

The factors that influence the preference of woman to purchase fashion and beauty products in Malaysia through e-commerce were studied. Demographic factors such as age, ethnicity, marital status, educational level and monthly income were used to describe the characteristics of respondents. 200 women respondents were involved in this study. Majority of respondents are single women aged between 21 to 30 years old with Bachelor's Degree.

In the hypothesis only three factors are positively related, which are; availability of products, convenience of purchase, and quality of website. This means that those three variables are positively affected by one another whereby when one increases or improves, the others would as well. The result also reveals that availability of products, convenience of purchase, and quality of website influence the preference of women to purchase fashion and beauty products through e-commerce.

This study has successfully achieved its research study of examining the women preference towards purchasing fashion and beauty products through e-commerce in Selangor. Based on the findings it can be concluded that availability of products, convenience of purchase, and quality of website are important factors that influence women to purchase through online. Amazingly, the research finding reveals that cost is not an important factor when purchasing via online.

Based on the study, women purchase their fashion and beauty products through e-commerce when they feel they like it. The study shows that, the majority of them (50.5%) answered "when required or desired". The average no of items purchased per month is 1 item (54.5%). Majority of the respondents (63%) would spend less than RM100 per month for fashion and beauty through e-commerce.

Majority of respondents (28%) usually purchased "tops shirt" through e-commerce and for beauty products, majority of them (32.1%) purchase skin care products. Shoppe (36.9%) is the most used e-commerce website followed by Lazada (29.6%) and Zalora (19.1%).

This study provides a valuable insight on women's preference when purchasing fashion and beauty product via e-commerce as such, they are influenced by the availability of products, convenience of purchase, and quality of website while cost incurred is not the influential factor.

In attempt to increase more usage of e-commerce platform among the women, the marketers must have high quality of website that ease the process of purchase (that provide more convenient purchase experience) and ensure the availability of products whenever they are needed. This would inevitably improve the women's e-commerce platform trust as consumers nowadays are more knowledgeable in researching a product with the help of internet of things (IoT).

The results of this study could provide useful information for marketers to understand how they can improve their brand communications and marketing strategy. Future research could be observed by including other determining factors such trust and perceived risks since they can be potentially corelated with preference when purchasing fashion and beauty product via e-commerce. It is also recommended that intra-cultural demographic studies be undertaken amongst the respective ethnic groups in this study.

Acknowledgments

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