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Determinants of Online Clothes Shopping Intention in Phnom Penh City: The Adoption of the Theory of Planned Behavior

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ABSTRACT

Although online shopping has become increasingly popular, the study of online shopping for clothes is still limited in Cambodia. Thus, this research aims to identify factors influencing consumer purchase intention to shop for clothes online in Phnom Penh city. The study employed a quantitative method by conducting a survey questionnaire with 242 respondents who were experiencing online clothes shopping. After conducting multiple regression analysis, the study found that attitude, subjective norm, perceived behavioral control and brand image have significant and positive effects on behavioral intention to adopt online clothes shopping. However, brand ambassador and brand awareness do not have a significant effect on behavioral intention. The findings offer valuable insights for retailers using behavioral intention research to engage consumers and enhance the consumer experience.

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1. Introduction

Background of the study

Online shopping has become a powerful force in the retail industry around the world (Go-Globe, 2025). According to Forbes Advisor (2024), it is expected to make $6.3 trillion in sales, which is over 20% of all retail online purchases in 2024; and this number keeps growing (Brad, 2024). Most people use their smartphones to shop online, with 91% of online purchases happening through mobile devices (Tomislav, 2025). Consumers purchase clothes, cosmetic products, shoes, bags, food and beverage, books, and others via online shopping (Chandara et al., 2023).

Among the products consumer purchased online, clothes shopping is becoming popular (Angela, 2023). At the supply side, there are several websites that sell clothes online in Cambodia as shown in Table 1.

Table 1: Top 10 of Online Clothes Shopping E-commerce in Cambodia

App	Company	Store Rank
Taobao	Taobao	1
Alibaba.com - B2B marketplace	Alibaba Mobile	2
Lazada	Lazada Mobile	3
Smile Shop-Leading Super App	Khmi(Cambodia)Technology Co., Ltd	4
Khmer24	K24 digital (Cambodia) CO., LTD	5
LODA	Anhetech	6
169 Mall	CDL Technology	7
DRSB Express	DRSB	8
Zando	Zando Co., Ltd	9
L192 Online Shopping Cambodia	Little Digital (Cambodia) CO., LTD	10

Source: Adapted from Similarweb (n.d.)

However, Chandara et al. (2023) found that 17.1 percent of all online shoppers purchased clothes. There are several reasons that consumers are reluctant to purchase online clothes. According to Batool and Mou (2024), customers cannot physically try on clothes before buying, leading to concerns about size discrepancies, material quality not matching

expectations, and overall fit issues. Additionally, online images may not accurately capture the true color of a garment, which can lead to disappointment, and factors like inconsistent white balance and lighting can cause color casts, further distorting the appearance of a product (Nitse et al., 2004). Besides these practical issues, studies about online shopping for clothes are still limited in Cambodia, if we conduct a literature search Google Scholar, ScienceDirect, and Web of Science. Therefore, this study attempts to shed light by highlighting the gap between the convenience and selection offered by online shopping and the limitations that influence consumer behavior. This research attempts to analyze the factors influencing consumer behavior toward online clothes shopping by extending the Theory of Planned Behavior (TPB) with brand image, brand ambassador and brand awareness. Two research questions are posed for the study:

1. Do factors of TPB, namely attitudes, subjective norm and perceived behavioral control influence consumer purchase intention?
2. Do brand image, brand ambassador, and brand awareness influence consumer purchase intention?

2. Literature review

To broaden the understanding of online clothes shopping so that a conceptual model can be developed, the study first defines online shopping for clothes. The study then reviews related theories and research before developing hypotheses.

Definition of online shopping

In recent years, technological advancements have changed the shopping pattern dramatically (Ladhari et al., 2019). Consumers use both websites and smart devices to purchase products (Martins et al., 2019). The process whereby consumers purchase products or services over the Internet is called online shopping (Sunitha & Gnanadhas, 2014). Consumers buy different types of products and services online, and the term online clothes shopping pops up as consumers choose to buy clothing items through Internet-based platforms (Zhang, 2019).

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a human behavior theory which seeks to explain the factors that shape the intention of individuals to engage in specific behaviors and how those intentions translate into actual actions (Ajzen, 1991). It is an extension of the Theory

of Reasoned Action (TRA), which explains the willingness of individuals to perform a certain task caused by attitude and subjective norm (Fishbein & Ajzen, 1975). TPB integrates perceived behavioral control into TRA; therefore, the individuals' intention is then influenced by attitude, subjective norm and perceived behavioral control. According to Norng (2022), TPB is very useful in explaining a person's intention to adopt technology. Specifically, TPB is widely adopted in the study of online shopping (Bangun & Handra, 2021; Sutisna & Handra, 2022; Tang et al., 2021). TPB has also been extended with brand image and brand awareness in a meta-analysis approach (Wu et al., 2020) and with brand ambassador (Tampi & Anefi, 2024). Therefore, this study proposes a causal effect of factors such as attitude, subjective norm, perceived behavioral control, brand image, brand awareness and brand ambassador on the intention to purchase clothes online.

Hypothesis development

Behavioral intention refers to a consumer's conscious plan to engage in a specific behavior in the future (Ajzen, 2015). Online purchase intention refers to a consumer's willingness and readiness to buy a product or service through an online channel. It encompasses the entire online shopping process, from initial browsing and product selection to the final purchase (Nguyen et al., 2022). Understanding online purchase intention allows businesses to target their marketing efforts more effectively (Nguyen et al., 2022).

Attitude and Intention

Attitude is a complex concept that includes mental readiness to respond, with correlational consistency with behavior and evaluation of the heartbeat (Shrigley et al., 1988). In psychology, attitude refers to a learned tendency to evaluate an object, person, event, or concept with a certain degree of favorableness (Cherry, 2024). In the context of online shopping, attitude refers to an individual's feelings and beliefs about buying products or services online (Al-Khateeb et al., 2023). Attitude acts as the foundation for a consumer's behavioral intention (Ajzen & Fishbein, 2000). Consumer tends to form positive attitude which strengthens their behavioral intention to make a purchase (Ajzen, 1991). Attitude significantly influences the intention to adopt mobile banking (Norng, 2022) and to shop online (Ramadania & Braridwan, 2019). Therefore, the study proposes the following hypothesis.

H1: Attitude significantly impacts the intention to do online clothes shopping.

Subjective Norm and Intention

According to Norng (2022, p. 26), "subjective norm is the belief that an important person approves and supports a particular behavior". It is a social pressure such as family, friends, colleagues and others who are important to them (Norng, 2022). Subjective norm is a predictor of online purchase intention (Ramadania & Braridwan, 2019; Noor et al., 2020) and online shopping intention (Nguyen et al., 2022). Thus, this study proposes another hypothesis as follows.

H2: Subjective norm significantly impacts the intention to do online clothes shopping.

Perceived Behavioral Control and Behavioral Intention

Perceived behavioral control "is a perception of individuals of how easy or hard it is to enact a specific behavior based on their past experience, resources, and capabilities" (Li et al., 2023, p. 4). It is the belief about whether individuals can control their performance of a behavior; that is, they may feel motivated if they believe they can do it (Zheng et al., 2017). For online shopping, it is a consumer's belief in their ability to successfully complete a purchase online, influenced by factors like financial resources, knowledge, and skills (Noor et al., 2020). Previous studies have showed that perceived behavioral control influences the intention to use mobile banking (Norng, 2022) and to do online shopping (Noor et al., 2020). Thus, this study proposes the following hypothesis.

H3: Perceived behavioral control significantly impacts the intention to do online clothes shopping.

Brand Image and Behavioral Intention

Brand image refers to the mental representation or perception that consumers have of a particular brand (Wijaya, 2013). It is the sum of everything a consumer thinks and feels about a brand, including their perceptions, emotions, and associations (Wijaya, 2013). Brand image is a critical factor in online clothes shopping, as it can influence consumer attitudes and behavior toward a brand (Aghekyan-Simonian et al., 2012). Previous studies have found brand image has a significant positive relationship on behavioral intention (Kim & Chao, 2019; Chandramohan, 2024). Thus, this study proposes another hypothesis as follows.

H4: Brand image significantly impacts the intention to do online clothes shopping.

Brand Ambassador and Behavior Intention

Chandara et al. (2023) noted that brand ambassador is a representative of the brand and company by using their reputation to gain trust and recognition from people. Brand ambassador represents and promotes a specific clothing brand or retailer through various online channels (Shopify, 2023). Brand ambassador has been found to have directly influence on purchase intention (Kuncoro & Windyasari, 2021) and online shopping (Chandara et al., 2023). Therefore, this study proposes another hypothesis as follows.

H5: Brand ambassador significantly impacts the intention to do online clothes shopping.

Brand Awareness and Behavioral Intention

Philip and Keller (2016) refers to brand awareness as the extent to which a consumer can identify a brand. Bernarto et al. (2020) noted that brand awareness is an asset affecting perceptions, likes, and even consumer behavior. Kerse (2023) found that brand awareness positively affects purchase intention. Thus, the present study proposes the following hypothesis.

H6: Brand awareness significantly impacts the intention to do online clothes shopping.

Hypothesized model

According to the above hypothesis development, this study proposes the following hypothesized model (Figure 1), involving the impact of attitude, subjective norm, perceive behavioral control, brand image, brand ambassador and brand awareness on the intention to do online shopping for clothes.
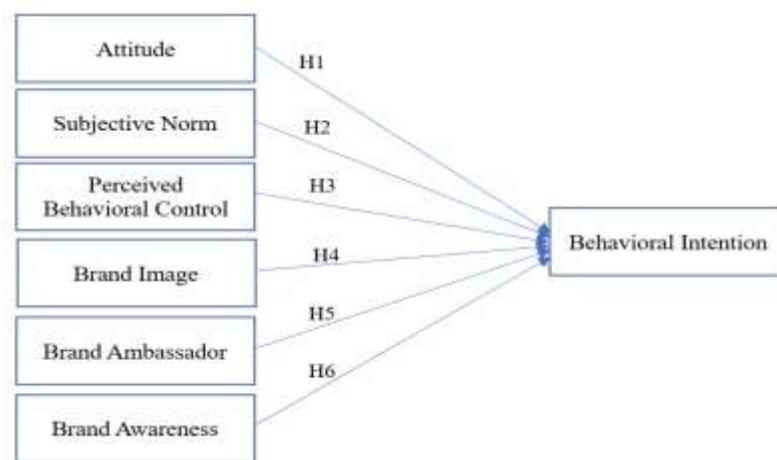

Figure 1: Conceptual Framework on online clothes shopping

3.   Methods

Research design

In order to analyze the factors influencing online purchasing intention among consumers in Phnom Penh, the study employs cause-effect relationship of a quantitative method (Sekaran & Bougie, 2016). A cross-sectional survey was used to gather data from online shoppers at a single point in time in Phnom Penh city (Stockemer et al., 2019).

Sampling and sample frame

This research focused on a specific target population in Cambodia, specifically individuals aged 18 to 45 residing in Phnom Penh city. Since the population of online shoppers in Phnom Penh was unknown, the study determined a sample size of 240 to ensure statistical validity. The sample size is reliable as Norng (2022) noted that "a case-to-IV ratio of 40 to 1" would be appropriate for running a regression analysis (p. 28).

As part of the sampling procedure, this research study used both non-probability and probability sampling methods (Schindler, 2019). Firstly, a purposive sampling technique was used to ensure a unique characteristic of the respondents; that is, online clothing shoppers who are currently living in Phnom Penh (Schindler, 2019). Secondly, a snowball sampling technique of Schindler (2019) was employed by asking the respondents who had already participated in the survey to recommend other online shoppers who are their friends or family. Finally, a simple random technique of Schindler (2019) was used to ensure that every online clothing shoppers have an equal chance of being selected.

Research tool

To collect the data, the researcher used a survey questionnaire, which was designed into three main sections. The first section explored the personal data of the respondents; the second section examined the respondents' responses to the key objective; and the third one requested suggestions from the respondents. According to Table 2, the measurement questions were designed and adopted from previous studies and were measured by using a five-point Likert scale. Moreover, all the questions were designed in two languages, Khmer and English.

Table 2: Summary of the Construct Measurement

Variable	Items	Sources
Attitude	ATT1: Shopping for clothes online is more convenient than shopping in physical stores.	(Ajzen, 2013)
	ATT2: Online clothes shopping offers a wider variety of clothes compared to physical stores.	(Norng, 2022)
	ATT3: Online clothes shopping allows me to avoid the hassle of going to physical stores.	
Behavioral Intention	BI1: I intend to shop online for clothes in the future.	(Ajzen, 2013)
	BI2: I plan to use a mobile app to buy clothes online in the near future.	(Norng, 2022)
	BI3: I will continue shopping online for clothes in the future.	
	BI4: I will do online shopping for clothes whenever I wish.	
Subjective Norm	SN1: I think my friends and family members would recommend I do online shopping for clothes.	(Ajzen, 2013)
	SN2: Someone who is important to me recommends I do online shopping for clothes.	(Norng, 2022)
	SN3: My close friends recommend I do online shopping for clothes.	
	SN4: My idol recommend I do online shopping for clothes.	
Perceived Behavioral Control	PBC1: I am capable of doing online shopping for clothes.	(Ajzen, 2013)
	PBC2: I have the knowledge to do online shopping for clothes.	(Norng, 2022)
	PBC3: I feel confident in my ability to make online purchases for clothes.	
	PBC4: I am able to navigate through website or apps in doing online shopping for clothes.	
Brand Image	BIM1: I am offered high-quality clothes in online shopping.	(Doung et al., 2024)
	BIM2: The brand of clothes in online is known for its stylish and trendy clothes.	
	BIM3: I trust the brand of clothes which provide a good online shopping experience.	

(To be continued)

Table 2: Summary of the Construct Measurement (continued)

Variable	Items	Sources
Brand Ambassador	BAm1: Celebrity endorsements online influence my choice of online clothes stores.	(Chandara et al., 2023)
	BAm2: Celebrity brand ambassadors have good interaction when delivering messages of clothes online shopping.	
	BAm3: Celebrity brand ambassadors have the ability to convey the intent of the message during promoting clothes online.	
	BAm4: Trustworthy brand ambassadors increase my confidence to do online shopping for clothes.	
Brand Awareness	BAw1: I am familiar with several online clothes stores in Phnom Penh city.	(Chandara et al., 2023)
	BAw2: I am aware of the brand I do online shopping for clothes.	
	BAw3: I recognize the logos of many online clothes stores when I see them online.	
	BAw4: I know what the brand looks like when I do online shopping for clothes.	
	BAw5: I can associate specific online clothes stores with particular styles or types of clothing (e.g., trendy, affordable).	

Data collection

For ease of data collection, the study used communication as suggested by Schindler (2019). The questionnaire, designed in Google Forms, was sent to the target respondents by using a random-selected list. Before sending the survey link, a short greeting was introduced to each respondent. Only the respondent who replied to the message will proceed to the conversation about the study, and the survey link was then sent to them for participation.

Data analysis

The data obtained from the survey were transformed into Excel file and were analyzed by using quantitative techniques in IBM SPSS 26 software. Descriptive statistics, namely frequency, mean, minimum, maximum, and standard deviation, were summarized and presented in a table format. To test the hypotheses, inferential statistics such a multiple regression analysis was employed. By examining a causal relationship between variables

outlined in the hypothesized model, the study assigned attitude (ATT), subjective norm (SN), perceived behavioral control (PBC), brand image (BIM), brand ambassador (BAm) and brand awareness (BAw) as predictors and intention to do online clothing shopping as an outcome (Schindler, 2019).

In order to run the multiple regression analysis, the following formula was used.

$Y = \beta 0 + \beta 1 X 1 + \beta 2 X 2 + \beta 3 X 3 + \beta 4 X 4 + \beta 5 X 5 + \beta 6 X 6 + \epsilon$

Where:

- Y represents intention to do online clothes shopping as the outcome.
- $X1$, $X2$, $X3$, $X4$, $X5$ and $X6$ represent predictors such as ATT, SN, PBC, BIM, BAm and BAw, respectively.
- $\beta 0$ is the intercept (value of Y when all $X=0$).
- $\beta 1$, $\beta 2$, $\beta 3$, $\beta 4$, $\beta 5$, $\beta 6$ are the coefficients of the independent variables
- ϵ represents a random error

Ethical considerations

This research prioritized ethical conduct through honesty in acknowledging sources with proper citations and a reference list (Schindler, 2019). Participant confidentiality was ensured by anonymous surveys and secure data storage with limited access. Finally, the researchers maintained objectivity and transparency in presenting findings, disclosing any potential conflicts of interest or biases to enhance the validity of the research.

4.   Results and Discussion

Demographic information of the respondents

Among 300 respondents who's received the survey link, only 270 of them responded. After screening, the usable data was 242. According to Table 3, 56 individuals identified as male equaling 23.1%, while 186 individuals identified as female equaling 76.9%. The age distribution revealed that 95.5% of them fell within the 18-24 age range. In terms of their occupational status, the data showed that 75.2% of the respondents were students and 19.8% of them were full-time employees. For their highest qualification, 80.6% of them earned a bachelor's degree. In terms of online shopping habits, 52.9% of them shopped occasionally and 28.5% engaged in monthly shopping.

Table 3: Respondents' demographic information

Item	Categories (n = 242)	Frequency	Percentage
Gender	Male	56	23.1
	Female	186	76.9
Current Age	18-24 years old	231	95.5
	25-34 years old	10	4.1
	35-44 years old	1	0.4
Occupation	Student	182	75.2
	Employed (Full-Time)	48	19.8
	Employed (Part-Time)	5	2.1
	Unemployed	4	1.7
	Other	3	1.2
Education Level	High school	14	5.8
	Associate's Degree	32	13.2
	Bachelor's Degree	195	80.6
	Master's Degree	1	0.4
Frequency of Shopping Online	Daily	8	3.3
	Weekly	18	7.4
	Monthly	69	28.5
	Occasionally	128	52.9
	Rarely	19	7.9

Analysis of agreement levels

Following the level of agreement of Armstrong (1987), all variables shown in Table 4 ranges from "Agree" to "Strongly Agree". Subjective norm received the lowest mean score of 3.7624 while attitude received the highest mean of 4.3292.

Table 4: Level of Agreement

Variable	Minimum	Maximum	Mean	SD	Level of Agreement
ATT	1.00	5.00	4.3292	0.87139	Strongly Agree
SN	1.00	5.00	3.7624	1.06717	Agree
PBC	1.00	5.00	4.1178	1.03996	Agree
BIM	1.00	5.00	4.0551	1.00561	Agree
BAm	1.00	5.00	4.0630	1.04510	Agree
BAw	1.00	5.00	4.1628	0.98475	Agree
BI	1.00	5.00	4.1353	1.02663	Agree

***Note: Strongly Agree: 4.30-5.00, Agree: 3.50-4.20, Neutral: 2.70-3.40, Disagree: 1.90-2.60, Strongly Agree: 1.00-1.80 (Armstrong, 1987)

Correlation analysis, validity and reliability test

A correlation analysis as a key component of its quantitative approach, aiming to identify a strength of relationship among the seven proposed constructs (Siegel & Wagner, 2016). According to Table 5, all the test variables are significantly correlated at 0.01 level of significance. Subjective norm (SN) and attitude (ATT) had the lowest correlation of 0.425, whereas brand awareness (BAm) and brand image (BIM) had the highest correlation of 0.621.

Table 5: Pearson Correlation Matrix

	ATT	SN	PBC	BIM	BAm	BAw	BI
ATT	1						
SN	0.425**	1					
PBC	0.502**	0.517**	1				
BIM	0.455**	0.584**	0.555**	1			
BAm	0.427**	0.517**	0.471**	0.564**	1		
BAw	0.516**	0.575**	0.607**	0.621**	0.570**	1	
BI	0.541**	0.594**	0.545**	0.556**	0.446**	0.563**	1

**Correlation is significant at the 0.01 level (2-tailed).

The study used Cronbach alpha to check the internal consistency of each construct and the cut off score should be greater than 0.7, as suggested by Cheung et al. (2024). However, a Cronbach alpha score that exceeds 0.6 is still accepted for some situation (Raharjanti et al., 2022). As indicated in Table 6, the Cronbach alpha for all constructs exceeded 0.6 in both the pilot test (n = 30) and the actual study (n = 242), demonstrating that all variables are well-suited for studying the intention of online clothes shoppers.

Table 6: Reliability Test of Cronbach Alpha

N	Items	Cronbach alpha in the pilot test (n = 30)	Cronbach alpha in the actual study (n = 242)
1	Attitude	0.627	0.656
2	Subjective Norm	0.779	0.819
3	Perceived Behavioral Control	0.867	0.819
4	Brand Image	0.731	0.761
5	Brand Ambassador	0.815	0.854
6	Brand Awareness	0.894	0.868
7	Behavioral Intention	0.906	0.863

Model summary

Table 7 showed the results of a linear regression model used to analyze the relationship between a set of independent variables (ATT, SN, PBC, BIM, BAm, BAw) and the dependent variable, BI (behavioral intention). The R square (R^2) value of 0.508 revealed that approximately 50.8% of the variance in the dependent variable could be explained by the six independent variables.

Table 7: Model Summary

Model	R	R Square (R^2)	Adjusted R Square	Std. Error of the Estimate
1	0.713	0.508	0.495	0.72934

a. Predictors: (Constant), ATT, SN, PBC, BIM, BAm, BAw

b. Dependent Variable: BI

Analysis of variance

The analysis of variance (ANOVA) table indicated that the model framework was highly statistically significant, as evidenced by the F-statistic of 40.417 and the p-value of 0.000 which is lower than the common threshold of 0.05. This means that at least one independent variable, namely ATT, SN, PBC, BIM, BAm or BAw influences the dependent variable (BI).

Table 8: Analysis of Variance (ANOVA)

Model	Sum of Square	df	Mean Square	F	Sig.
Regression	128.999	6	21.5	40.417	0.000
Residual	125.007	235	0.532		
Total	254.005	241			

Multicollinearity test

Collinearity statistics, particularly the Variance Inflation Factor (VIF), are used in multiple regression to assess the extent of multicollinearity among independent variables (Shrestha, 2020). The value of VIF should be lower than 5 (Shrestha, 2020). As cited in Doung et al. (2024), there would be a problem with multicollinearity if the value of VIF exceeds 5. According to Table 9, none of the variables in the model showed problematic levels of multicollinearity, as all VIF values were below the threshold of 5.

Table 9: Collinearity Statistics

Model	Tolerance	VIF
ATT	0.655	1.528
SN	0.549	1.823
PBC	0.534	1.872
BIM	0.482	2.073
BAm	0.573	1.745
BAw	0.442	2.261

Note: Dependent Variable: BI

Multiple regression analysis

Table 10 presents the results of a multiple regression analysis assessing the influence of six independent variables on behavioral intention (BI) to adopt online clothes shopping. According to the table, all predictors influence the intention to do online clothing shopping, except brand ambassador (BAm) and brand awareness (BAw). Among the predictors, subjective norm (SN) exhibited the highest Beta (β) value of 0.279 with a p-value of 0.000 ($p < 0.05$), followed by attitude (ATT) with Beta (β) = 0.232, brand image (BI) with Beta (β) = 1.44 and perceived behavioral control (PBC) with Beta (β) = 1.40. In contrast, brand ambassador (BAm) and brand awareness (BAw) do not influence the intention to shop online since the p-value of BAm = 0.874 ($p > 0.05$) and BAw = 0.101 ($p > 0.05$).

Table 10: Result of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.319	0.266		1.201	0.231
ATT	0.274	0.067	0.232	4.108	0.000
SN	0.268	0.059	0.279	4.511	0.000
PBC	0.139	0.062	0.140	2.244	0.026
BIM	0.147	0.067	0.144	2.191	0.029
BAm	-0.009	0.059	-0.010	-0.159	0.874
BAw	0.118	0.072	0.113	1.648	0.101

Note: Dependent Variable: Intention to shop online

Results of hypothesis testing

The findings of the regression analysis summarized in Table 11, reveal that among all the seven proposed hypotheses, only four were supported.

Table 11: Results of Hypothesis Testing

Hypothesis	Sig.	Results
H1: Attitude significantly impacts the intention to do online clothes shopping.	0.000	Supported
H2: Subjective norm significantly impacts the intention to do online clothes shopping.	0.000	Supported
H3: Perceived behavioral control significantly impacts the intention to do online clothes shopping.	0.026	Supported
H4: Brand image significantly impacts the intention to do online clothes shopping.	0.029	Supported
H5: Brand ambassador significantly impacts the intention to do online clothes shopping.	0.874	Not Supported
H6: Brand awareness significantly impacts the intention to do online clothes shopping.	0.101	Not Supported

Discussion

The hypothesized model which integrates brand image, brand ambassador and brand awareness with the Theory of Planned Behavior (TPB) is statistically significant in the study of the intention to do online clothes shopping. It is in line with the study of Wu et al. (2020) which extended TPB with brand image and brand awareness and the study of Tampi and Anefi (2024) which integrate TPB with brand ambassador.

Attitude

For H1, this study found that attitude positively influences the intention to adopt online clothes shopping. Similarly, the study found that participants had a positive view of online shopping for clothes, believing it to be a convenient and beneficial option. The finding of this study supports previous research such as (Ajzen, 1991; Norng, 2022; Ramadania & Braridwan, 2019).

Subjective norm

For H2, this study found that subjective norm positively influences the intention to adopt online clothes shopping. This suggests that both personal beliefs and social influences play a role in consumer behavior. People are more inclined to engage in online clothing purchases when they feel encouraged by their close family, friends, and colleagues. This finding is in

line with (Nguyen et al., 2022; Noor et al., 2020; Norng, 2022; Ramadania & Braridwan, 2019).

Perceived behavioral control

For H3, the present study found that perceived behavioral control positively influences the intention to adopt online clothes shopping. The finding suggests that participants felt confident and prepared to engage in online shopping, equipped with the necessary knowledge, skills, and self-assurance to make informed decisions and manage their shopping behaviors effectively. Additionally, their belief in their ability to adhere to a budget contributed to a more satisfying and secure online shopping experience. This finding aligns with findings by (Noor et al., 2020; Norng, 2022).

Brand image

For H4, this study found that brand image positively influences the intention to adopt online clothes shopping. This indicates that a stronger and more favorable brand image positively influences consumers' intentions to engage in online shopping. Consumers who have a positive perception of a brand are more likely to form a behavioral intention to shop with that brand online. This finding is in line with studies by (Aghekyan-Simonian et al., 2012; Kim & Chao, 2019; Chandramohan, 2024).

Brand ambassador

For H5, this study found that brand ambassador does not have a significant impact on the intention to adopt online clothes shopping. The finding is consistent with (Jayusman et al., 2023; Nisa & Pramesti, 2020) which found similar results. However, it contradicts the studies of Kuncoro and Windyasari (2021) and Chandara et al. (2023). The lack of a predictive relationship in this study raises important questions about the efficacy of brand ambassadors in the digital shopping environment. It suggests that factors other than brand representation may play a more critical role in shaping consumer behavior in online clothes shopping in Phnom Penh.

Brand Awareness

For H6, the present study also found that brand awareness does not have a significant impact on the intention to adopt online clothes shopping. The finding is in line with the study of

Hameed et al. (2023) and Azzari and Pelissari (2020) which found similar results. Nonetheless, this study contradicts the study of Bernarto et al. (2020) and Kerse (2023). This indicated that increased brand awareness did not lead to higher purchase intentions in online retails. This lack of correlation suggests that, despite consumers recognizing a brand, this awareness alone may not be sufficient to influence their decision-making processes when shopping for clothes online.

5.   Conclusion

This study has shed light on the key drivers shaping the intention of consumers to engage in online clothes shopping. By employing the framework of the Theory of Planned Behavior and integrating crucial marketing constructs, the research reveals a novel understanding of consumer behavior in online clothes shopping. Finally, the study found that factors, namely attitude, subjective norm, perceived behavioral control and brand image have a positive and significant effect on the intention to engage with online clothes shopping. However, brand ambassador and brand image do not have significant impact on the purchase intention.

Implications for the Study

The significant positive influence of attitude, subjective norm, and perceived behavioral control that aligns with established TPB principles, raises the importance of individual beliefs, social pressures, and perceived capabilities in shaping online shopping intention. More importantly, the positive impact of brand image highlights the crucial role of a favorable brand perception in motivating online purchases. Conversely, the unexpected lack of influence from brand ambassador and brand awareness suggests that, within the context of online clothes shopping, these factors may operate through indirect pathways or require a more sophisticated engagement strategy to translate them into direct intentionality.

Attitude plays a crucial role in influencing the intention of online shopper for clothes. Participants who view online shopping positively are more likely to engage in it. Retailers should focus on fostering these positive attitudes by highlighting the ease, time-saving aspects, and variety that online shopping offers.

Subjective norm also shapes the intention intentions of online shoppers, especially the support from family and friends. To capitalize on this influence, retailers should implement

referral programs and social media campaigns that promote sharing online shopping experiences.

Perceived behavioral control also influences the intention of online shoppers. Retailers should enhance this confidence by providing clear product descriptions, user-friendly websites, and strong customer support. Tools like budget trackers, personalized recommendations, and easy return policies can further empower customers.

Brand image adds another value to the intention to do online shopping for clothes. Consumers are more likely to purchase from brands they perceive positively, which enhance their purchase intention. Retailers should invest in building a reputable brand that aligns with consumer values, maintain consistent messaging and leverage customer endorsements.

Surprisingly, brand ambassador and brand awareness do not significantly influence online shopping intention in this study, indicating their role may be less important in the digital apparel market. Retailers should reconsider their marketing strategies, shifting focus to user-generated content, authentic customer reviews, and relatable influencer marketing. Moreover, retailers should prioritize meaningful interactions with potential customers through incentives like discounts and personalized promotions.

Limitations and Suggestions for Future Research

This research represents an initial attempt to examine the factors influencing consumer behavior related to online clothing shopping in Phnom Penh city only. Due to time constraints, the study focused on a limited sample of customers, specifically young, female students, which may not fully represent the broader population of online shoppers in the city. Additionally, this research utilized social media platforms for data collection, which may introduce bias based on the demographic characteristics of social media users, potentially excluding those who prefer traditional shopping methods or are not active online.

It is important to note that this study integrates the Theory of Planned Behavior (TPB) with brand image, brand ambassador, and brand awareness only. This means that other potentially influential factors, such as pricing strategies, website usability, or shipping options, were not included. Future research could benefit from a more comprehensive framework that incorporates additional factors and explores a variety of data collection methods, such as interviews, to capture a wider range of consumer opinions.

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Sokha Norng was born in 1979 in Kampong Cham Province and he hold his PhD in Business Administration in 2022 from Beltei International University. He graduated his MBA in General Management from Assumption University, Thailand in 2011 and graduated his Bed. In TEFL from IFL in 2004. Dr. Norng's field of research falls into business, marketing, leadership and education technology. His main focus is on consumer's attitudes and behavior in product/service purchase by utilizing technology adoption theory. He used to be the Assistant Professor and holds his current position as a Director of Graduate School and Chief Center for Research & Innovation, at ACLEDA University of Business. From 2004 to 2015, he used to hold two the academic positions at two other universities in Cambodia. He has been teaching at higher education level for nearly 20 years in the relevant disciplines.

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