

Impact of Social Media on Online Consumer Behaviour in Relation to Apparel Products in Kuwait

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Abstract

The consumption of social media seems to be a new fad. The World Wide Web has seen a proliferation of user-generated internet technology such as social networks, blogs, and social media sites over the past decade. Social media has birthed online platforms such as Twitter, Instagram, and YouTube, where users can interconnect with other individuals and circulate ideas and information. Thus, social media has a variety of impacts on online consumer behaviour, but it is uncertain how it impacts on Kuwaiti consumers. This quantitative study that explores the relationship between the independent variables e-WOM, Information source, Convenience, and Privacy, and the dependent variable Online consumer behaviour. The assessments were carried out using SPSS software. The questionnaire was released via varying social media sites to 140 participants ranging in age from below 18 to over 32.

Keywords: *Social Media, Online Consumer Behaviour, E-WOM, Information Source, Convenience, Privacy*

1.0 Introduction

Consumer behaviour is an analysis of what prompts consumers to buy specific items and favour specified brands (Goswami, 2022), whereas online consumer behaviour is the showcased by consumers in exploring for, purchasing, utilizing, and evaluating products or services that would fulfil their specifications via different social media sites (Arya, 2015). Social media is an electronic platform for the interchange of perspectives, the creation of information, and the virtual propagation of all other forms of communication. Consumers are intrigued by these digital services, which give them the ability to learn about previously uncharted topics. It

heightens the consumer's desire to discover more about the product or uncover fresh data connected to it, altering their perception and behaviour when confronted with novel goods on social media sites (Chand et al., 2020). Moreover, as reported by M2PressWIRE (2011), social media has become a major player in the field of fashion. Based on the most recent study produced by digital research, an acknowledged and foremost source of digital market analysis, the engagement of fashion retailers on social networking sites (SNS) has surged enormously in comparison to other fashion retailing segments (Ahmad et al., 2015).

With respect to other Arab nations, Kuwait rates initial in Internet penetration, highest in Internet connectivity speed, and highest in smartphone penetration, resulting in it being one of the foremost Arab leads in Internet apps (Rouibah et al., 2021). The research of consumer behaviour reviews how individuals' shop, what they buy, how frequently they shop, and the reason why they shop. In accordance with a recent academic study, over 68 percent of Kuwaitis engage in online purchasing, which has evolved from a pastime to an obligation for consumers. The survey conducted by administration professor Randa Deyab of Kuwait College of Science and Technology (KCST) on internet-based purchasing patterns of local consumers revealed that more than 90% of Kuwaitis have Instagram profiles, 63% have Twitter profiles, and 58% use online shopping programs instead of exploring websites. In addition, the research indicated that 52% of online products and services are ordered at least five times every month, and that more than 60 percent of online shoppers decide on apparel and footwear. The study also found that cosmetics are least often purchased online (Saleh, 2019).

1.1 Emergence of e-WOM

Electronic-Word of Mouth (e-WOM) is the mechanism by which knowledge and opinions are transmitted between users in a digital environment, like on social media sites such as Twitter, Facebook, Instagram, so on, which range from products to services, in this instance apparel products. The term e-WOM pertains to an interaction between online users about a product or encounter that is primarily favourable or adverse (Devderea & Toader, 2018).

While shopping online, consumers in Kuwait could view various types of reviews be it positive or negative pertaining to different apparel products on different social media platforms as via e-WOM. For favourable e-WOM to spread, it must be essential for apparel firms to ensure that every consumer feedback is optimistic. Thus, this study intends to find out whether e-WOM has a significant relationship with online consumer behaviour.

1.2 Information Source

Users of social media obtain information from a wide range of sources, including Instagram, Twitter, Pinterest, online websites, Facebook, and YouTube, and use this knowledge in deciding whether to purchase a certain product, in this case apparel products. Currently, consumers check social media prior to completing a purchase. Directly or indirectly, these social media platforms have an enormous effect on consumer purchasing decisions (Roesler, 2015; Dr & Dilip, 2022). Social media platforms are a prevalent means for individuals to express their thoughts, undertake product evaluations, and formulate opinions by building up product knowledge (Kozinets et al., 2010; Tashtoush, 2021).

According to a Kuwait-based study, individuals do not place complete faith in online social media content (Al-Enezi et al., 2018). When consumers seek content about apparel products, they may receive misleading data. Therefore, the sources of information are vital components

in developing online communication through social media networks as they could have an immense effect on consumers' trust and decisions when making online purchases (Wen, 2009; Tashtoush, 2021). Consumers need to ensure that the social media channels from which they receive the data are trustworthy. This study aims to evaluate whether there is a significant relationship between Information source and online consumer behaviour.

1.3 Convenience

The convenience of online apparel buying is an additional reason why people choose to buy online, as it aids them in preserving a great deal of time by allowing them to explore so many clothing items in one location. As consumers devote less time to shopping and more time to other endeavours, they are frequently drawn to the conveniences of online purchasing (Shaqman et al., 2022; Lina et al., 2022).

When shopping online for apparel products, consumers in Kuwait could face inconveniences such as in getting wrong apparel size, and unavailability of online payment function. Several respondents in a survey held in Romania claimed to have had disappointing experiences such as issues with measurements and, in some cases, the odor of the garments (Devderea & Toader, 2018). This study tends to uncover the relationship between convenience and online consumer behaviour.

1.4 Privacy

Individuals must have certainty that the privacy of their data, which includes credit card numbers, and other personal details are protected while performing online purchases. Consumers are obliged to offer up their birth date, identification number, home phone number, and credit card data to complete a purchase (Gurung & Raja, 2016).

According to Huang and Chu (2010), internet data security and privacy pose critical challenges to online shopping. Rapp et al. (2009) found that most consumers are not conscious of how their sensitive data would be treated and utilized, and Sheehan and Hoy (1999) found that individuals disdain websites which demand private details for registration, leading some to share incorrect or untrue data (Tsai & Chao, 2018). Consumers in Kuwait could have privacy concerns while shopping for apparel products through different social media apps, for instance, if the store online they are trying to purchase from lacks a clear privacy policy. Hence, apparel companies ought to safeguard the privacy of all consumer data. This study endeavors to determine whether online consumer behaviour is significantly influenced by privacy.

2.0 Literature Review

2.1 Online Consumer Behaviour

Whether consumers purchase online or in-store, their behaviour appears unaltered. Identical to conventional consumer behaviour, online consumers yield a need or desire, discover, examine their choices, and conclude whether or not to purchase the product(s) (Kinney & Close, 2009; Silva, 2022). With the proliferation of internet usage and a surge in the quantity of corporations that serve goods online, a trend has surfaced to value online retail outlets.

2.2 Electronic-Word of Mouth (e-WOM)

e-WOM signifies online material depicted by consumers about a product or service that other consumers make use of to make decisions about buying (Hennig-Thurau et al., 2004; Bhat, 2020). e-WOM advertising contributes to not only the behaviours and attitudes of consumers, but also their initial view of the brand. According to Mangold (2010), effective e-WOM marketing must exist because happy consumers may pass along positive word of mouth while dissatisfied consumers can extend the adverse (Bhat, 2020). When purchasing a product or service, consumers perpetually scour various SNS for relevant information submitted by prior purchasers. Thus, consumers often rely on social media platforms to converse and harness e-WOM regarding products and services (Cheung and Thandani, 2012; Bhat, 2020).

e-WOM data disseminated via social media covers a great deal of consumers who could apply the findings to make purchasing decisions (Erkan and Evans, 2014; Bhat, 2020). The quantity and veracity of online reviews influence consumers' perceptions. When consumers think about a purchase, positive or negative reviews signify whether they would enjoy or loathe the product. As the volume of exceptional reviews expands, consumers favour is bound to rise. As the number of low-quality reviews goes up, consumer confidence shrinks. Therefore, the following hypothesis is:

H1: There is a relationship between e-WOM and online consumer behaviour in relation to apparel products in Kuwait.

2.3 Information Source

The Internet is undoubtedly the initial and foremost source of information for a great deal of Internet users, thereby eliminating the value and utilization of more traditional information sources (Peterson & Merino, 2003; Huang & Lin, 2022). In accordance with the results from Mukhaini et al. (2014), social media sites such as Instagram is used primarily when buying apparel. The choice of social media as a purchasing stimulus by consumers in a particular market segment could be affected by both factual and visual factors (Chand et al., 2020). Before making a purchase decision, it is prevalent among consumers to look for and retain pertinent details from various social media sites in the manner of product reviews and criticism left by past consumers (Adjei et al., 2010; Bhat, 2020).

Consumers who are extremely fascinated by an item or purchasing activity are free to conduct extensive information searches. They would have the tendency to seek out comprehensive details from a multitude of sources and to accumulate knowledge through trial-based encounters (Beatty & Smith, 1987; Andrew et al., 2021). In high engagement scenarios, consumers are more likely to converse closely with future influencers such as leaders of opinion, close friends, sellers, and other consumers for more product information (Andrew et al., 2021).

Consumers may openly articulate their thoughts and opinions about products, services, and enterprises while being anonymous in the online world. They will seek to ascertain the veracity of contributors to take up or overlook the suggested information. When a consumer recognizes that the source of the information is appropriately credible, they perceive the information as handy (Wang et al., 2007; Ismagilova et al., 2019). Therefore, the following hypothesis is :

H2: There is a relationship between information source and online consumer behaviour in relation to apparel products in Kuwait.

2.4 Convenience

The Internet is currently a prospect for consumers who intend to conserve their valuable time. Individuals decide shopping online since their livelihoods are frequently hindered by rapid job tasks, cutting the period left for regular tasks and driving them to go with retail stores that demand the smallest amount of time (Bhatnagar et al., 2000; Lina et al., 2022). Their principal objective is to acquire the desired item with minimal effort as possible (Lloyd et al., 2014; Lina et al., 2022). Thus, the Internet is adept at preserving users both energy and time. According to Bhatnagar et al. (2000), as consumers grow in their careers, their attention gets increasingly centered on their work lives and, due to the absence of time, they seek out advantageous purchasing options. Unanimously, consumers have worries about energy and time savings. For many consumers, time conservation is just as critical as saving money (Gautam, 2018).

Prior empirical research signals that convenience is central to consumer-service provider relationships. If there are innumerable conveniences, consumers are prone to stick around. In contrast, the primary reason for why they left was a lack of convenience (Lovelock and Patterson, 2015; Lina et al., 2022). The study disclosed that the respondents deem the effort expected for online apparel shopping to be limited. In other words, they believed the sites to be user-friendly. This was noted as an important consideration that drove respondents to pursue purchasing goods online. (Devderea & Toader, 2018). The respondents claimed that online apparel purchasing offers them real advantages, the most renowned of which is saving them an extensive amount of time. Online shopping has been a tremendous plus for these time-crunched consumers, who give it top priority (Gautam, 2018). Therefore, the following hypothesis is proposed:

H3: There is a relationship between convenience and online consumer behaviour in relation to apparel products in Kuwait.

2.5 Privacy

Privacy is a privilege to know who receives one's sensitive information, why it has been captured, and how it will be overseen (Soffen & Cohen, 2015). This is indistinguishable given that every consumer purchase calls for the provision of sensitive data, such as email addresses or credit card details, in order to conclude the transaction (Yuniar & Fibrianto, 2021). According to Shinta (2009), a few percent of online purchasing sites, like e-commerce, leverage consumer private details as vast data or databases with notable economic significance, thereby augmenting the risk of breaches of privacy. When confidential data about consumers is traded to third parties for certain reasons, e-commerce violates consumers' privacy. According to the CNN report, the sale of consumer personal data is an unusual advertising approach that could have an immense effect on the growth of the digital economy. This marketing technique may take shape in the form of pop-up banners by algorithmic software, e-mails containing coupons and perks, and tailored phone-based sales of products (Yuniar & Fibrianto, 2021).

According to a report by Xiaoni Zhang and Victor Prybutok (2008), some Internet users have pessimistic perspectives of online purchasing due to probable Internet-related concerns (Devderea & Toader, 2018). Therefore, if a consumer is uncertain about an enterprise's privacy

procedure, it is inevitable that they would not perform the purchasing. Therefore, it is imperative for guaranteeing consumers that their personal details would not be disseminated to third parties for marketing purposes (Hinterstein, 2021). Therefore, the following hypothesis is proposed:

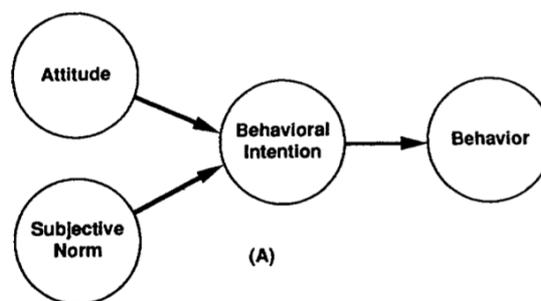
H4: There is a relationship between privacy and online consumer behaviour in relation to apparel products in Kuwait.

2.6 Theoretical Framework

2.6.1 Theory of Reasoned Action (TRA)

Fishbein and Ajzen (1975) classify the beliefs that undergird behavioural intentions into two core conceptual teams: behavioural and normative. It is hypothesized that behavioural beliefs are the primary predictor of an individual's attitude toward carrying out the behaviour, whereas normative beliefs contribute to the individual's subjective norm pertaining to carrying out the behaviour. Consequently, facts or outstanding beliefs influence intentions and subsequent behaviour via attitudes and/or subjective norms. According to Fishbein and Ajzen (1975), external factors will only impact intentions to the point that they affect either attitudes or subjective norms (Madden et al., 1992).

Figure 1 TRA Framework norms (Madden et al., 1992)



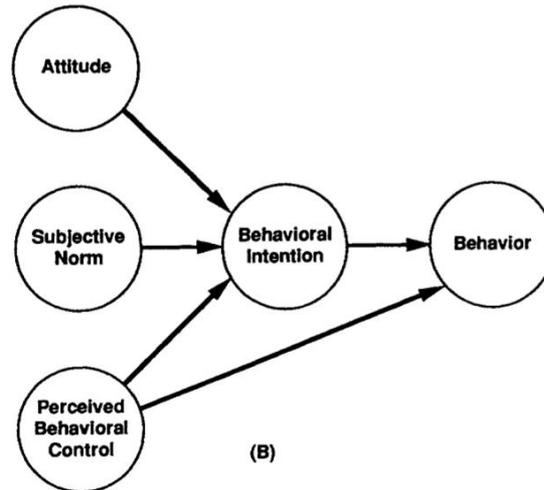
As per Ajzen & Fishbein (1980) and Fishbein & Fishbein (1975), validated psychological and consumer behaviour framework dictates the likelihood to conduct online purchases. As per the research done by Chuchinprakarn (2011) The attitudinal aspect chosen was trust and that consumers are more inclined to decide on an online purchase if they view online merchants to be trustworthy, dependable, and reputable. Comparable to the notion of behavioural intention, past studies have demonstrated that trust enhances dedication to relationships or long-term perspective (Chuchinprakarn, 2011).

2.6.2 Theory of planned action (TPB)

According to the TPB, behaviour is clarified by the behavioural intent and perceived behavioural authority. The behavioural intent depicts the factors that prompt the action and portrays an extent to which the individual is concerned to exert effort in order to carry out the behaviour. The perceived behavioural regulation, which is a distinct feature of the TPB as opposed to the TRA, is the individual's perception of the convenience or complexity of executing the examined behaviour (Fortes & Rita, 2016).

The above-mentioned theory, beliefs about how influential subjects view internet purchasing, and wanting to align oneself to the thoughts of influential others ought to influence the intention to make online purchases. Lastly, thoughts of having the essential options and resources for taking part in online shopping should influence both purchasing intent and actual consumer behaviour (George, 2004).

Figure 2: TPB Framework norms (Madden et al., 1992)



2.6.3 Conceptual Framework

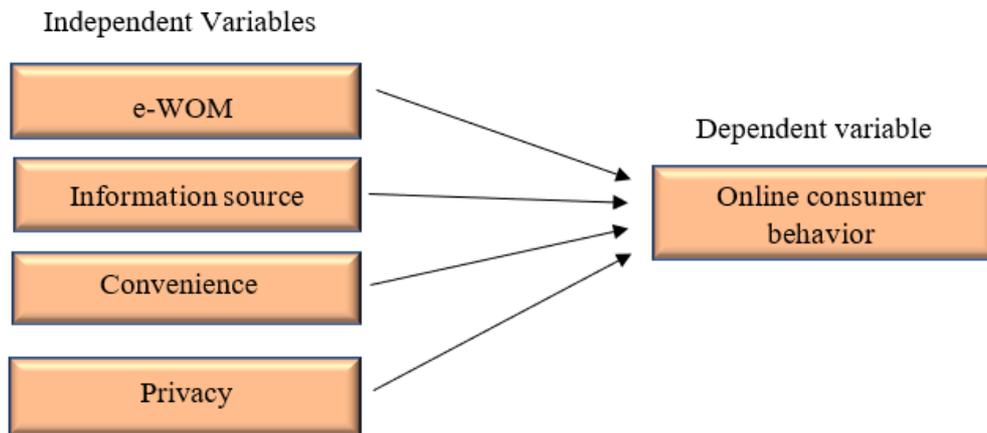
To corroborate the relationship between dependent and independent variables, this theoretical framework has been utilized. This research would involve some respondents, and the outcome would simplify a comprehensive grasp of the fact that if the independent variables influence the dependent predictor in Kuwait, thereby influencing the online consumer behaviour of consumers in Kuwait in relation to apparel products.

According to the TRA, there must be an attitudinal aspect to affect the behavioural intention, in this case, to do online shopping. So, in relation to this study, trust could be one attitudinal aspect. So, if reliable information online (Information source) is posted by apparel corporations about their apparel products on social media and their websites and if they guarantee a strong privacy policy (Privacy) for their consumers. Another attitudinal aspect, active, could be noted. Individuals who have a very active lifestyle and could not gather their time to go shopping physically, could opt for online shopping from whenever they are (Convenience). So, the consumers would be inclined to do online shopping for apparel products. As for subjective norms, in relation to this study, when consumers check out the online reviews (e-WOM) on apparel products of people they follow, and if the online reviews tend to be positive, consumers would be more prompted to engage in online shopping of apparel products influencing their online consumer behaviour.

According to TBA, consumer must have attitude, subjective norms as well perceived behavioural control which would induce an intention to engage in online shopping as to perform online shopping. Perceived behaviour control encompasses all consumer tasks, involving the buying, utilizing, and discarding of items and services, as well as the mental, behavioural, and emotional reactions that come before, establish, or accompany these tasks (Kardes et al., 2010). So, if all the IVs (e-WOM, information source, convenience, and privacy)

affect the consumer's behavioural, emotional and mental reaction in a positive sense, the perceived behavioural control would influence the consumers to do online shopping.

Figure 3: Research Framework (Author's Own)



3.0 Research Methodology

This study is based on quantitative approach that emphasises on survey research strategy. The questionnaires are distributed to respondents through online platforms WhatsApp, and e-mails. The questionnaire are constructed using Google forms where respondents replied through the stated link. This survey focused on the consumers in Kuwait who do online shopping. Respondents are high school students, university students, self-employed people and employees who are residing in Kuwait. According to the most updated WorldBank statistics from 2021, Kuwait's population is 4,250,114 individuals (WorldBank, 2022). According to the Raosoft website, a sample size of 120 is generated from the listed population in to attain an error margin of 8% and level of confidence of 92%.

4.0 Data Analysis and Interpretation

There was a total of 140 Kuwaiti respondents to the questionnaire developed with Google forms. The calculated response rate is 116.66 percent, exceeding the required minimum criteria of 120 responses. In general, an instrument about a response rate of at least 50 percent or more is viewed effective. A response rate of 116.66% is an adequate sample size for additional study.

4.1 Mean and Standard Deviation

In Table 12, it can be observed that the mean is 3.50 with the standard deviation being 0.96 for Online consumer behaviour (CBTotal), the mean is 3.83 with the standard deviation being 0.97 for e-WOM (ETotal), the mean is 3.67 with the standard deviation being 0.94 for Information source (ISTotal), the mean is 3.69 with the standard deviation being 0.96 for Convenience (CTotal), and lastly, the mean is 3.72 with the standard deviation being 1.03 for Privacy (PTotal). The data acquired from the questionnaire denotes that the participants agree to the

given statement to some sort of extent, since the means of different variables range from average to high.

Table 1: Descriptive Statistics for DV and IVs

Descriptive Statistics											
	N Statistic	Range Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Variance Statistic	Skewness Statistic	Std. Error	Kurtosis Statistic	Std. Error
CBTotal	140	4.00	1.00	5.00	3.5043	.96484	.931	-.596	.205	.107	.407
ETotal	140	4.00	1.00	5.00	3.8339	.97892	.958	-.933	.205	.397	.407
ISTotal	140	4.00	1.00	5.00	3.6768	.94188	.887	-.791	.205	.295	.407
CTotal	140	4.00	1.00	5.00	3.6964	.96372	.929	-.529	.205	-.383	.407
PTotal	140	4.00	1.00	5.00	3.7268	1.03008	1.061	-.597	.205	-.471	.407
Valid N (listwise)	140										

4.2 Reliability Test

Cronbach's alpha is a statistic consistently cited by authors to showcase that scales and tests devised or approved for research projects meet criteria for their intended use (Taber, 2017). As per Nunnally and Berstein (1994), an internal uniformity of more than 0.70 is appropriate and reliable (Wen et al., 2018). In order to ascertain the extent of affinity and relationship between the predictors, reliability tests occurred. To set up the veracity of Taherdoost's (2020) research, it was valuable for guaranteeing the reliability and legitimacy of each answer obtained through the questionnaire.

When the reading of Cronbach Alpha is closer to 1, it reflects an elevated degree of internal consistency, pointing to that the data are more credible. This sort of approach seems especially well-suited to questionnaires with questions based on Likert scales (Koo & Li, 2016). In this current study, independent as well as dependent variables have undergone reliability testing. As per Table 2 below, which displays the outcomes of the Cronbach's Alpha coefficients for the dependent variable as well as the independent variables, the Cronbach's Alpha value for the DV Online consumer behaviour is 0.872, while for the IVs- e-WOM is 0.889, Information source is 0.883, Convenience is 0.887 and lastly, Privacy is 0.931. Since Cronbach's Alpha value for all the variables is more than 0.7, all the variables are highly reliable and trustable.

Table 2: Cronbach's Alpha for the DV and IVs

Variables	Cronbach's Alpha	Amount of Item
Dependent Variable		
Online Consumer Behaviour	0.872	5
Independent Variable		
e-WOM	0.889	4
Information source	0.883	4
Convenience	0.887	4

Privacy	0.931	4
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4.3 Hypothesis Testing

In this study, the independent variables and the dependent variables were evaluated utilizing Pearson's Correlation and Multiple Regression. Before executing the Multiple Regression Analysis, correlation analysis will be carried out to acquire an initial comprehension of the relation between the variables. When the correlation among the variables has been uncovered, the Multiple Regression Analysis will be executed.

4.4 Correlation Analysis

Pearson's correlation is a statistical metric that seeks to review the significance of a bivariate relation between variables (Obilor & Amadi, 2018). As the correlation coefficient advances 1, the direct proportionality (positive correlation) grows more powerful and as it advances -1, the inverse proportionality (negative correlation) grows more powerful. Additionally, the nearer it is to zero, the less relevant it gets.

Table 3 displays the outcome for Pearson's correlations between the dependent variable-Online consumer behaviour (CBTotal) and independent variables -e-WOM (ETotal), Information source (ISTotal), Convenience (CTotal), and Privacy (PTotal).The correlation value between independent variables e-WOM, Information source, Convenience and Privacy and dependent variable Online consumer behaviour are 0.725, 0.733, 0.661 and 0.306, respectively, it can be said that all of the IVs have positive correlations with the DV. While e-WOM, Information source and Convenience have greater positive correlation, Privacy has lower positive correlation with the DV.

Table 3: Correlation Analysis of DV and IVs

		CBTotal	ETotal	ISTotal	CTotal	PTotal
CBTotal	Pearson Correlation	1	.725**	.733**	.661**	.306**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	140	140	140	140	140
ETotal	Pearson Correlation	.725**	1	.742**	.639**	.387**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	140	140	140	140	140
ISTotal	Pearson Correlation	.733**	.742**	1	.825**	.516**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	140	140	140	140	140
CTotal	Pearson Correlation	.661**	.639**	.825**	1	.498**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	140	140	140	140	140
PTotal	Pearson Correlation	.306**	.387**	.516**	.498**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	140	140	140	140	140

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

4.5 Multiple Regression Analysis

The model summary table depicts the magnitude of the model's association with the dependent variable. R-Square defines the share of the variance in the dependent variable that might be projected by the independent variables (UCLA, 2021). As per Table 4 below, the R square is 0.618 implying that the independent variables- e-WOM, Information source, Convenience and Privacy contribute about 62.6% of the variations to the Online consumer behaviour of Kuwaiti consumers while there are 37.4% of other factors that can contribute to the variations in the Online consumer behaviour of Kuwaiti consumers, but they have not been explored in this study.

Table 4: Model Summary of DV and IV

Model Summary ^b					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.791 ^a	.626	.615		.59867

a. Predictors: (Constant), PTotal, ETototal, CTototal, ISTototal
b. Dependent Variable: CBTototal

4.6 ANOVA Analysis

ANOVA is a statistical analysis deployed to assess whether there is a statistically significant variation between two or more categorical groupings by measuring their means utilizing a variance. It assists to ascertain the relationship between the dependent and independent predictors. (Ostertagova & Ostertag, 2013). The F-number denotes the ratio of the category's unbiased variation to the residuals' unbiased variation. As per Table 5 below, the F-number is 56.510 and as per the regression relation in this model, the study has a significant value of <0.001 where $p < 0.05$, indicating that this model has quite a strong significant impact on Online Consumer behaviour (DV).

Table 5: ANOVA Analysis of DV and IVs

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	81.013	4	20.253	56.510	<.001 ^b
	Residual	48.384	135	.358		
	Total	129.397	139			

a. Dependent Variable: CBTototal
b. Predictors: (Constant), PTotal, ETototal, CTototal, ISTototal

4.7 Regression Coefficient

In market research, regression analysis is one of among the most repeatedly employed techniques. In the most basic sense, regression analysis authorizes market researchers to explore the relation between a single independent variable and a dependent variable (Sarstedt & Mooi, 2014). Table 6 displays the outcome for regression coefficient analysis between the dependent variable- Online consumer behaviour (CBTototal) and independent variables -e-WOM (ETototal), Information source (ISTototal), Convenience (CTototal), and Privacy (PTototal).

Table 6: Regression Coefficient of DV and IVs

Coefficients^a

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.437	.241		1.815	.072
	ETotal	.387	.078	.393	4.994	<.001
	ISTotal	.370	.112	.361	3.312	.001
	CTotal	.170	.094	.170	1.800	.074
	PTotal	-.109	.058	-.117	-1.881	.062

a. Dependent Variable: CBTotal

It is observed that **e-WOM** has the highest beta value of 0.393 and a significance value of $p < 0.001$, implying that e-WOM has the strongest influence on Online consumer behaviour (of Kuwaiti consumers). Thus, there is a significant relationship between e-WOM and Online consumer behaviour. This additionally highlights the fact that the value of Online consumer behaviour increases by 0.387 units for every one-unit gain in the value of e-WOM.

Information source has the second highest value beta of 0.361 and significance value of $p = 0.001$, implying Information source has the second-strongest influence on Online consumer behaviour (of Kuwaiti consumers). Thus, there is a significant relationship between Information source and Online consumer behaviour. This additionally highlights the fact that the value of Online consumer behaviour increases by 0.370 units for every one-unit gain in the value of Information source.

Convenience has the second-least beta value of 0.170 and a significance value of $p = 0.074$, implying that Convenience has one of the least influences on Online consumer behaviour (of Kuwaiti consumers). Thus, there is no relationship between Convenience and Online consumer behaviour. This highlights the fact that the value of Online consumer behaviour increases by 0.170 units for every one-unit gain in the value of Convenience.

It is observed that **Privacy** has the least beta value of -0.117 and a significance value of $p = 0.062$, implying that Privacy has the least influence on Online consumer behaviour (of Kuwaiti consumers). Thus, there is no relationship between Privacy and Online consumer behaviour. This highlights the fact that the value of Online consumer behaviour decreases by -0.109 units for every one-unit gain in the value of Privacy.

4.8 Results of Hypothesis Testing

As per Table 7, which shows if a hypothesis is accepted or rejected. If the significance value is $p < 0.05$, the hypothesis is regarded. Since the significance value of e-WOM ($p = <0.001$) and Information source ($p = 0.001$) are both $p < 0.05$, H1 and H2 are accepted and since Convenience ($p = 0.074$) and Privacy (0.062) are both $p > 0.05$, H3 and H4 are rejected. Therefore, there is a relationship between e-WOM and Online consumer behaviour and Information source and Online consumer behaviour.

Table 7: Hypothesis Testing

Hypothesis	Significance	Findings	Results
<i>H1: There is a relationship between e-WOM and online consumer behaviour in relation to apparel products in Kuwait.</i>	< 0.001	P < 0.05	Accepted
<i>H2: There is a relationship between information source and online consumer behaviour in relation to apparel products in Kuwait.</i>	0.001	P < 0.05	Accepted
<i>H3: There is a relationship between convenience and online consumer behaviour in relation to apparel products in Kuwait.</i>	0.074	P > 0.05	Rejected
<i>H4: There is a relationship between privacy and online consumer behaviour in relation to apparel products in Kuwait.</i>	0.062	P > 0.05	Rejected

4.9 Analysis of Hypothesis Testing

Research Question 1: *Is there a relationship between e-WOM and Online consumer behaviour in relation to apparel products in Kuwait?*

The conclusion of hypothesis 1 is that e-WOM has the most significant influence on Online consumer behaviour. The significance value of e-WOM is less than 0.05 ($p = <0.001$), confirming a significant positive relationship between this independent variable and Online consumer behaviour. Furthermore, e-WOM has its greatest beta value, which is 0.393. This points out that e-WOM is the most effective and significant variable in this study.

A survey undertaken by Zhong-Gang et al. (2015) discloses that almost 60% of consumers examine reviews of products online a minimum of once per week, and that 93% of these consumers believe that these reviews aid them to make more precise purchase decisions, mitigate their risk of loss, and sway their purchasing options (Zhong-Gang et al., 2015). Research discloses that 93% of consumers indicate that online feedback will influence their shopping decisions, implying that the vast majority of consumers constantly read online reviews and count on reviews when making purchases (Chen et al., 2022).

In another research done by (Gupta & Chopra, 2020), the survey results signify that 46% of the participants agree that social media swayed their decision. This is due to a lot of individuals examining comments and reviews posted online about an item before determining which brand and price to purchase.

Research Question 2: *Is there a relationship between Information source and Online consumer behaviour in relation to apparel products in Kuwait?*

The conclusion of hypothesis 2 is that Information Source has the second most significant influence on Online consumer behaviour. The significance value of Information source is less than 0.05 ($p = 0.001$), confirming a significant positive relationship between this independent variable and Online consumer behaviour. Furthermore, Information source has the second greatest beta value, which is 0.361.

According to a study conducted by Al-Enezi et al. (2018), the frequency at which social media users in Kuwait spread product information with one another on social media sites has shot up considerably. These views have become increasingly influential in the field of commerce and play an integral part in various purchasing decisions. Consumers place greater stock in the reviews of a product posted by many other consumers than in any other type of advertising by (Al-Enezi et al., 2018).

In the study by Jothi & Gaffoor (2017), the primary intent for utilizing social media is entertainment and to acquire information about fresh products in the marketplace and more than half of the participants stated that social media initiates them to go buy a product/service (Jothi & Gaffoor, 2017).

Research Question 3: *Is there a relationship between Convenience and Online consumer behaviour in relation to apparel products in Kuwait?*

The conclusion of hypothesis 3 is that Convenience does not have significant influence on Online consumer behaviour. The significance value of Convenience is more than 0.05 ($p=0.074$), confirming an insignificant relationship between this independent variable and Online consumer behaviour. Furthermore, Convenience has the second-least beta value, which is 0.170.

It is possible that participants of this research might favour offline shopping over online shopping given that they could feel and handle clothing products while purchasing offline, making it more convenient and minimizing clothing mishaps, thus, Convenience having no influence on their Online consumer behaviour.

In relation to a research study conducted by Bhatnagar, Misra, and Rao (2000), it would prove more convenient when buying costly and complicated products such as household electronics and hardware over the Online; nonetheless, it would be inconvenient to purchase apparel and sunglasses. The participants evaluated "apparel and clothing" as an unfavourable convenience, which is an intriguing finding (Lina et al., 2022).

In the case of Darokh, Nagrath, and Gupta's (2021) research, "Traditional shopping is more convenient than online shopping" popped up as a second factor that constitutes 9.958 percent of the entire variance. It comprises five statements and makes it easily apparent that many individuals enjoy traditional shopping to online shopping since online purchasing can be tough and tedious (Darokh et al., 2021).

Research Question 4: *Is there a relationship between Privacy and Online consumer behaviour in relation to apparel products in Kuwait?*

The conclusion of hypothesis 4 is that Privacy does not have significant influence on Online consumer behaviour. The significance value of Convenience is more than 0.05 ($p=0.062$), confirming an insignificant relationship between this independent variable and Online consumer behaviour. Furthermore, Convenience has the least beta value, which is -0.177.

Contrary to the findings of previous research, the meta-analysis conducted by Baruh et al. (2017) disclosed those who are more conscious and knowledgeable about privacy likely to use limited online resources, impose more stringent safety measures, and expose fewer personal data (Baruh et al., 2017).

In this study, participants shop online for apparel products, which indicates that they make extensive use of online services and give personal data while shopping online for apparel products; thus, Privacy has no effect on their Online consumer behaviour. As per the research by Gong et al. (2022), the privacy paradox is in play, signifying that consumers are apparently mindful of their privacy while performing purchases online, nevertheless are also known to share personal data for minor rebates or incentives (Gong et al., 2022).

5.0 Conclusion and Recommendation

The conclusions of this research are contingent on the participants' transparency when filling the questionnaire. Consequently, there were certain limitations to this study. The sample size of this study is limited, so the findings should not be extrapolated to the population as a whole. Just 140 responses were obtained, and the data analysis centered solely on those responses. The larger the quantity that participated in a questionnaire, the greater the accuracy of the results. The researcher does not have possession of documents requiring making a payment, so there are cost-based obstacles on sources of information. Lastly, the study is confined to four separate factors of social media, but there may be additional social media variables influencing online consumer behaviour. Based on the findings and results of this investigation, these subsequent recommendations are vital. These suggestions will aid academics, businesses, marketers, and potential researchers in gaining an expanded comprehending of the whole study and in making sound choices and taking appropriate steps. Recommendations provide a blueprint for future outcomes that are advantageous.

5.1 For Researchers and Academic Purpose

There are only two significant variables in this study, as the other two variables have no influence on Online consumer behaviour. Convenience and Privacy (while purchasing online) were denied as they have no significant relationship to Online consumer behaviour. Future researchers may explore the causes of why both the variables were insignificant. Additionally, other variables, such as security, perceived risk, and other social media elements, can be investigated. In addition, instead of a cross-sectional approach, a longitudinal approach might be deployed to determine long-term changes in the replies of survey participants. Future researchers might also utilize qualitative research methods to attain more comprehensive insights and non-quantitative data that might contribute to a greater body of knowledge. In addition, a larger population can be reviewed to improve the veracity of the results, as this study only includes 140 respondents.

5.2 Corporations and Marketers

Two variables (e-WOM and Information source) have significant relationships with Online consumer behaviour, while two variables (Convenience and Privacy) have insignificant relationships with Online consumer behaviour, according to the study's discoveries and conclusions. A number of advantageous advices are offered in this context. First, marketers should execute a market analysis to locate their target audience, followed by the formulation of a marketing strategy with precise goals. Next, pertinent, and clear information about their apparel products should be displayed on the corporations' websites and social media platforms. Thirdly, corporations should ensure that they implement tactics to increase the number of positive reviews about themselves and their apparel products. Last but not least, having a strong

and transparent privacy policy and ensuring that online consumers have an enjoyable encounter when purchasing online.

If these aspects have not yet been considered, they should scrutinize their competitors and identify areas for enhancement. It is imperative that marketers counsel these corporations on how to generate more positive reviews, how to provide precise and clear information on their apparel products, how to make online shopping convenient for their consumers, particularly for apparel products, and how to protect their consumers' privacy, which will end up in a solid connection between corporations and consumers.

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