**Junior Science Communications**
Faculty of Applied Sciences, UiTM Shah Alam
https://journal.uitm.edu.my/ojs/index.php/JSC

E-ISSN 2637-0689
Vol 67 2026

Colloquium on Applied Sciences 1 2026
19-22 January 2026, Faculty of Applied Sciences, UiTM Shah Alam, Malaysia

# Determinants of Purchasing Tote Bag Through E-Commerce Among Generation Z

Sumaiyah Mahmood[a], Suzaini Abdul Ghani[ab*]

**Structured Abstract**

**Background:** Tote bags are an important fashion item for Generation Z, showing their interest in sustainability and personal style. With online shopping becoming more popular, it is useful to understand what makes Gen Z buy tote bags online. This study looks at four main factors which are financial, functional, individual and social factors to help businesses create better marketing plans.

**Methods:** A quantitative approach was adopted, utilizing a structured online questionnaire distributed to 319 Generation Z students across various faculties at Universiti Teknologi MARA (UiTM) Shah Alam. The survey instrument measured four key factors, which are financial, functional, individual and social factors, along with purchase intention. Data were analysed using descriptive statistics to identify trends and Pearson correlation analysis in Microsoft Excel to examine relationships between the factors and purchase intention. Reliability of the instrument was confirmed through Cronbach's Alpha, ensuring measurement consistency.

**Results:** The results show that functional factors are the most important with 76.8% of respondents emphasizing material quality and 72.4% valuing practical design. Financial factors also play a key role, with 72.1% of respondents influenced by discounts and promotions and 68.0% seeking value for money. Individual factors such as self-expression and confidence-building are significant with 75.9% feeling more confident when carrying a tote bag. Social factors, especially peer recommendations (76.2%) and online reviews (78.1%), strongly shape purchase decisions. Correlation analysis confirms moderate positive relationships between all four factors and purchase intention, with social factors showing the strongest association ($r = 0.48$). Demographic variables (gender, age, income) show minimal correlation.

**Conclusion**: This study concludes that Generation Z has a balanced decision-making context when purchasing tote bags online, where those factors interact dynamically. No single factor influence, purchasing decisions emerge from personal preference, situational needs and social validation. These findings challenge assumptions that digital-native consumers are easily influenced by isolated factors that offering practical suggestions for targeted e-commerce strategies.

**Keywords:** Generation Z, tote bags, e-commerce, purchase intention, consumer behaviour

*Correspondence: suzai701@uitm.edu.my

[a] Faculty of Applied Sciences, Universiti Teknologi MARA, Shah Alam, Malaysia

[b] Textile Research Group, Universiti Teknologi MARA, Shah Alam, Malaysia