

INTRINSIC FACTORS AFFECTING IMPULSIVE ONLINE BUYING BEHAVIOUR AMONG FEMALES

Kirthinii A/P Ravi

Asia Pacific University of Technology and Innovation
tp050793@mail.apu.edu.my

Jugindar Singh Kartar Singh

Asia Pacific University of Technology and Innovation
jugindar.singh@apu.edu.my

Noraini Bt Ahmad

Asia Pacific University of Technology and Innovation
noraini@staffemail.apu.edu.my

Abstract

The usage of the internet and online purchasing is showing a continuous trend. In line with this growth, impulsive purchasing behaviour has also increased. Past studies have shown several determinants of impulsive purchasing behaviour. However, the result from past studies is inconsistent. In addition, there is a dearth of research that examined the determinants of impulsive buying behaviour among females. This study aimed to examine the influence of materialism, advertising, individualism, and enjoyment tendency towards online impulsive purchasing behaviour among females in Malaysia. This was a quantitative study, and the target population was female consumers. There were 108 respondents. The results showed that only materialism significantly and positively impacted online purchasing behaviour among females. The study assumes immense significance because it not only presents useful insights regarding the behaviour of Malaysian female consumers in an ever-developing online buying website sector but also considers the fact that this is the first time an attempt has been made to assess the simultaneous impact of these four intrinsic factors on impulsive buying behaviour.

Keywords: *Impulsive Buying Behaviour, Materialism, Advertising, Individualism, Shopping Enjoyment Tendency*

1.0 Introduction

Consumer acceptability of online purchasing is increasing because of the explosive increase of e-commerce activities over the last decade. Previously, consumers were hesitant to purchase goods from businesses that distributed their products via e-commerce distribution networks (Ghaouri & Kassim, 2021). This situation has changed. Customers have recently gained better value from their online purchases because of increased competition among merchants. This is true not only for product quality but also for after-sales service quality. Making purchases online has gotten significantly more convenient and straightforward in recent years. Consumers then understand the value and benefits of internet commerce and form purchasing habits on commercial websites and mobile applications. Consumers are increasingly making purchases online for a variety of reasons. Consumers were panic buying in response to the COVID-19 epidemic; they have stocked up on food and other supplies and are making spur-of-the-moment purchases, particularly when utilizing e-commerce distribution methods (Ghaouri & Kassim, 2021).

The number of internet users is increasing every year. The share of internet users in Europe was the highest in the world in the year 2020, with 83 percent of the female population and 87 percent of the male population accessing the internet. In the Asia Pacific Region., the share of internet usage was males at 59% and females at 56% (Statista, 2022). Impulse buying behaviour has also shown an increasing trend over the years. Statistics revealed that Americans increased their impulse spending by 14% in 2022 compared to 2021. The statistics also showed that the most common impulsive purchases in 2022 include clothing (35%), food and groceries (30%), household items (29%), shoes (28%), and consumer technology (27%). Around 52% of impulsive purchasing was done online, and this shows that online purchasing is increasing (PRNewswire, 2022). Studies have revealed that impulsive buying could affect online and post-e-commerce purchase intention greatly and behaviour such as actual behaviour (Lim, Lee, and Kim, 2017).

According to the Malaysian Communication and Multimedia Commission (MCMC), 88.7 percent of Malaysian females will have access to the internet in 2020, an increase of 1.3 percent from 2018. This implies that, while Malaysia's e-commerce expansion has been outstanding, Malaysians are still more likely to purchase offline since online platform purchase suppliers have merely evolved into information search channels, notably for pricing, among Malaysians. As a result, this explains why Malaysian internet shoppers approach online shopping differently. Impulse buying is a clever marketing strategy employed by online purchase platform providers to entice clients to make online purchases. According to studies, spontaneous purchases can boost sales by 30% to 80%. In other words, spontaneous customer purchases are a significant source of revenue for internet retailers and firms and are worth investigating (Hong et al., 2021).

Impulsive purchasing is unplanned and made on the spur of the moment. The term "impulse purchase behaviour" refers to unexpected purchasing behaviour. Unplanned purchases are made on the spur of the moment. Changes brought about by technological improvements, according to Park et al. (2005), have permeated all facets of human life. The use of the internet for online shopping as a quick and convenient medium for purchasing is a technological achievement that has been brought into daily life. Impulsive shopping has grown in popularity as a result of technological advancements. Investigating the causes of impulsive behaviour is critical. Studies have shown that impulsive, rapid, and overwhelming urges to buy something can result in a short-term loss of self-control (Rook, 1987). There is no pre-purchase desire to buy specific goods or fulfil a certain buying goal prior to the purchase (Beatty & Ferrell 1998). When studying impulse buying behaviour, most marketing models have focused on purchasing only and ignored much of the information provided by factors influencing the purchase (Yu & Abd Razak, 2018).

However, the advancement of understanding the psychological components of phenomena continues to confront substantial obstacles. One such literature gap is the omission of the concurrent impact of intrinsic and extrinsic elements on impulsive purchasing behaviour, which is critical to consider (Badgaiyan & Verma, 2014). Internal factors like consumer characteristics that make people more likely to buy things quickly have been the subject of many studies. However, there is a dearth of studies that have looked at the cumulative effect of these factors, like materialism and how much they enjoy shopping, on people as a whole. Very few studies have investigated the connection between impulsive buying and the way people think (Badgaiyan & Verma, 2014). This study will investigate intrinsic factors' effect on females' impulsive online shopping behaviour.

2.0 Literature Review

2.1 Impulsive Buying Behaviour

Consumer behaviour refers to the study of consumers' behaviour and the processes they utilize to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on them. (Kuester, 2012). Consumer behavior among customers can differ. The behaviour depends on the buying choices they make. The buying choices are influenced by their buying habits and choices that are subsequently influenced by psychological and social drivers that affect the purchase decision process (Brassington & Pettitt, 2000).

Impulsive purchasing is distinct from consumer purchasing. Piron (1991) described impulsive buying as an unplanned, spur-of-the-moment decision that results from exposure to a stimulus. The terms buying impulsiveness, urge or tendency to buy impulsively, and impulsive buying behaviour is three that are related to this conduct. According to Beatty & Elizabeth Ferrell (1998), buying impulsiveness refers to a consumer's propensity to have sudden, irrational wants to buy things right away and act on these urges without much thought or consideration of the consequences. The urge to buy impulsively refers to a desire felt by customers when they come across a product in the environment. Lastly, impulse purchase happens after the customer experiences the urge to buy impulsively (Rook, 1987).

The intention to purchase can be explained by the theory of planned behaviour (Ajzen, 1991). Impulsive online buying behaviour is recently getting more attention from scholars and researchers (Verhagen & Van Dolen, 2011; Wells et al., 2011). Despite the increased studies on online and e-impulsive buying, a good theoretical model or framework is not available or established yet. The existing framework that can support impulsive buying behaviour by consumers encompasses the Stimulus-Organism-Response (S-O-R) framework. This framework can be linked to the stimulus-response theory and cognitive emotion theory (Reizenstein, 2009; Verhagen & Van Dolen, 2011).

2.2 Materialism and Impulsive Buying Behaviour

It is a person's devotion to material ambitions, the desire to gain more material goods, and the connection to worldly things as a means to an end that defines materialism, according to Richins and Dawson (1992). As a result, materialists place a high value on the acquisition of material goods as a personal aim that shapes their lives. Researchers and scholars also refer to materialism as the level of importance a consumer attaches to a product or service that he/she buys (Aakriti, 2020). The customers' possessions are critical to the identification of the customer, and this possession identifies the meaning of life for such consumers. As explained by Ger and Belk (1996), the customers' source of satisfaction can be their possessions.

An interesting finding from prior research by Gasiorowska (2011) is the demand for immediate gratification drives that customer behaviour. Due to the findings of previous researchers, such as

Foroughi et al. (2013), consumers with a high impulsive buying tendency are more likely to buy on impulse than their counterparts with a low impulsive buying tendency. Individuals with a high predisposition for impulsive purchases were more likely to be influenced by marketing stimuli such as commercials, visual aspects, or promotional items, as well as engage in in-store browsing. They also responded more frequently to inclinations to make impulsive purchases (Badgaiyan et al., 2016).

According to Richins and Rudimin (1994), materialistic tendencies are associated with an individual's identity, social behaviour, motivation for work, and financial behaviour. Individuals' views regarding money and credit, in turn, are related to their spending habits, economic well-being, and level of debt tolerance. Studies have revealed that materialistic consumers have higher tendencies to engage in impulsive buying (Li et al., 2019; Badgaiyan and Verma (2014). A study by Li et al. (2019) with a sample of 200 respondents revealed that a greater level of materialism was positively and significantly associated with impulsive online buying. A study by Badgaiyan and Verma (2014) with 508 respondents in India provided further support for the positive effect of materialism on impulsive buying behaviour. However, some studies have shown contrary results. A study by Chavosh et al. (2011) revealed that materialism was not a predictor of impulsive buying behaviour among customers in Singapore. Based on the literature review, the following hypothesis is posited for further testing in this study.

H1: There is a relationship between materialism and impulsive buying behaviour among females in Malaysia.

2.3 Individualism and Impulsive Buying Behaviour

Individualism is related to culture and has been defined from different viewpoints. Trans (1995) referred to individualism as a social pattern of people who view themselves as autonomous and independent. According to Trans (1994), individuals are motivated by several constructs, including needs, preferences, and goals. In addition, these individuals give priority to their own goals and emphasize a rational analysis of their relationships with other people. Individualism is a term that refers to a society in which individuals prefer independent emotional interactions and place a higher premium on their aims over those of their in-groups (Badgaiyan & Verma, 2014).

There are several factors that influence impulsive purchasing behaviour. The study by Kacen and Lee (2002) highlighted that cultural factors moderate many aspects of consumers' impulsive buying behaviour. The factors include self-identity, normative influences, emotion suppression, and instant gratification postponement. Across different countries, an individual's impulsive purchasing behaviour is influenced by regional-level factors and individual cultural difference factors. According to Kacen and Lee (2002), individuals raised in individualist societies are focused on their social desires and preferences; as a result, they usually overlook the negative consequences of impulsive purchasing. These individuals are more inclined to engage in impulsive purchasing. Marm and Kongsompong (2007) noted that because individualists are unaffected by their peers and friends, they often favour impulsive purchasing behaviour. Mai (2003) also discovered a substantial link between impulsive shopping and individualism. However, Verma and Triandis (1999) discovered that individuals living in the United States of America have a more negative attitude toward impulsive purchasing than individuals living in India.

Studies have revealed that individualism is associated with impulsive purchasing behaviour (Miao et al., 2018; Badgaiyan & Verma, 2014). The study's results with a sample of 508 revealed that individualism affected impulsive buying behaviour among individuals. The study by Badgaiyan & Verma (2014) also revealed that people with individualism were more concerned with self-fulfilment and acted on their thoughts and feelings. According to Zhang and Shrum (2009), this meant that individualists were less likely to control their thoughts, making them more prone to engage in

impulsive purchasing behaviour. Thus, despite the literature containing contradictory findings, such as those by Dameyasani and Abraham (2013), the following hypothesis was developed for further empirical testing.

H2: There is a relationship between individualism and affecting impulsive buying behaviour among females in Malaysia.

2.4 Advertising and Impulsive Buying Behaviour

Past studies have shown that sales promotion and advertising have a positive effect on impulsive purchasing behaviour (Xu & Huang, 2014; Kathiravan et al., 2019). The study by Xu and Huang (2014) revealed a positive effect of sales and marketing on the impulsive purchasing behaviour of customers. The study by Kathiravan et al. (2019) showed a positive and significant relationship between advertising and impulsive purchasing behaviour. Liao et al. (2019) added that customers like to buy things supplied through sales promotions because they are price-conscious. Xu and Huang (2014) further added that impulsive purchasers are more susceptible to sales promotions than other purchasers. However, as explained by Badgaiyan and Verma (2015), sales promotion has a nonlinear impact on impulsive purchasing. The sales volume is dependent on the personality characteristics of the customers and product categories. Although sales promotions encourage more purchases at retail locations, they will lose their effectiveness if they are sustained for an extended time (Liao et al., 2009). The following hypothesis was developed for further testing:

H3: There is a relationship between advertising and impulsive buying behaviour among females in Malaysia.

2.5 Shopping Enjoyment Tendency and Impulsive Buying Behaviour

Past studies have identified that there is a link between shopping enjoyment tendency and impulsive shopping behaviour (Chovash et al., 2011; Bong S., 2010). Shopping delight was described by Goyal and Mittal (2007) as a shopper's unique characteristic suggesting a predisposition to find shopping more pleasurable and to experience greater shopping pleasure than others. This idea emphasizes the often-overlooked reality that a person's distinct internal, consistent tendency to enjoy the shopping experience can be classified as a shopping enjoyment inclination (Badgaiyan & Verma, 2014). According to Bong Soeseno (2010), given that certain individuals derive intrinsic delight from their purchasing activity, it would be prudent to consider it a significant intrinsic component.

According to Chavosh et al. (2011) and Bong Soeseno (2010), a person with a high level of shopping satisfaction tends to spend more time in-store or on the internet, which is when they are predicted to feel a larger impulse to make impulsive purchases (Badgaiyan & Verma, 2014). By contrast, a consumer who is dissatisfied with his or her shopping experience will tend to reduce the amount of time spent in-store or online searching and will be less inclined to make impulsive purchases. Sharma and Sivakumaran (2004) added that shopping enjoyment leads to individual differences, whereby customers regard purchasing as fun and are no longer subjected to following a shopping list, and they are inclined to make instant impulsive purchases. The results of a study by Ahmad et al. (2019) with a sample of 300 further supported the relationship between enjoyment and impulsive buying behaviour. The following hypothesis was developed for further testing:

H4: There is a relationship between shopping enjoyment tendency and impulsive buying behaviour among females in Malaysia.

3.0 Methodology

3.1 Design Research Design

Based on this research, the appropriate philosophy is positivism which focuses on the scientific method to observe and measure the outcomes of the research method to design pure data (Saunders et al., 2016). The hypothesis based on theory will be tested in this research analysis, and it will be able to be tested in future research progress (Saunders et al., 2016). A deductive method is based on this analysis, and it involves constructing a hypothesis based on a theory to form a research strategy to test the hypothesis. The deduction takes the form of a generalized approach to a particular approach. The primary data will be collected to test the hypothesis (Saunders et al., 2016). In this study, the survey strategy was chosen as the research strategy. This will allow the study's research question to be examined based on accurate data from respondents to be collected. The survey research strategy is a more practical way to collect data from a large group of people (Saunders et al., 2019). In this analysis, researchers used a cross-sectional time horizon to discover new conditions or phenomena at a specific time (Saunders et al., 2016). Descriptive and inferential data analysis technique was used in this quantitative research with a deductive approach.

3.2 Population, Sampling, and Sample Size

The target population was females in Malaysia who do online shopping. A self-administered questionnaire was the most suitable data collection technique, as it enabled the researcher to conduct its data collection analysis much faster time (Saunders et al., 2016). Furthermore, the sampling size of this research was the non-probability technique. The sample size was calculated based on the formula suggested by Green (1991). According to this formula, the sample size formula used was $N > 50 + 8m$, where "m" refers to the number of independent variables. The calculation was $50 + 8(3) = 74$ respondents.

3.3 Instrumentation

Questionnaires were developed and distributed to collect data. This quantitative study primarily relied on primary data, which was gathered from the target population. The questionnaire was divided into two parts. The first part was to collect demographic information. The second part included the measurement questions based on a 5-point Likert-type scale. The individualism scale in the study has four items and has been adapted from the scale and measures of Singelis et al. (1995). The scale of advertising and sales promotion was adapted from the scales and measures of Karbasivar and Yarahmadi (2011). A questionnaire by Beatty and Ferrell (1998) was used to measure impulse buying behaviour. Shopping enjoyment was measured using the scale of Badgaiyan and Verma (2014). Materialism was measured using items from the scale by Badgaiyan and Verma (2014).

3.4 Data Collection and Analysis

Data were collected by using the self-administered questionnaire. Following that, the data was checked and edited. There were 108 good questionnaires. The data file was prepared in Excel and uploaded to the SPSS statistical software. The data was initially subjected to reliability testing using the Cronbach Alpha value. The demographic and descriptive statistics were derived. The frequencies of each variable in the research were determined. Descriptive statistics were also utilized to identify whether or not there were any dispersions in the data. A normality test was also performed. After that, multiple regression testing was done to test the hypothesis.

4.0 Results

4.1 Demographic Information of Respondents

The descriptive analysis is discussed in the demographic part of section A of the questionnaire. In this section, the frequency of the responses will be classified according to the questionnaire's respondent age, ethnicity, marital status, and currently doing. In this research study, there were 108 respondents. Based on the age group of the respondents, 12 respondents (11.1%) are between 16-21 years old, 58 respondents (53.7%) are between the ages of 22-36 years old, 11 respondents (10.82%) are between the age of 37-49, and 27 respondents (25.0%) are between age 50 and above. The majority of the respondents are from the age group between 22-36 years old. In terms of racial distribution, (13.0%) were Malay, ten respondents (9.3%) were Chinese, 81 respondents (75.0%) were Indian, and the other ethnicity was three respondents (2.8%). Most of the respondents were of Indian ethnicity, and a small number were from others ethnicity. Moving on to marital status, most of the respondents were singles (74%).

4.2 Reliability Testing of Data

The reliability test is the first test done with SPSS to calculate the Cronbach Alpha value, which helps confirm the data's reliability. There are no set rules for internal consistency, but most agree that a minimum internal consistency coefficient of 0.7 is needed (Pallant, 2021). Impulsive buying behaviour is a dependent variable in this study, having a Cronbach alpha value of 0.879. The first independent variable for this study that is materialism, had a Cronbach alpha value of 0.869. The second independent variable of this study that is, advertising, had a Cronbach alpha value of 0.776. Then, the third independent variable of this study that is individualism, had a Cronbach value of 0.697. The last independent variable of this study, that is, shopping enjoyment tendency, had a Cronbach value of 0.869. Therefore, the reliability of the data was established. The values for the reliability of more than 0.7 are acceptable. However, values for all the more significant variables than 0.8 are preferred and acceptable in this study. This study can further continue with the analysis and investigation of this research (Pallant, 2021).

Table 1 Reliability Test showing the Cronbach Alpha Value

Variables	Cronbach's Alpha
Impulsive Buying Behavior	0.879
Materialism	0.869
Advertising	0.776
Individualism	0.697
Shopping Enjoyment Tendency	0.869

4.3 Normality Test

The collected data were checked to see if there was a significant departure from the normal distribution of data. There are two ways to measure normality that is skewness and kurtosis. The distribution is considered excellent; a skewness of -2 to +2 is considered acceptable (Ghasemi & Zahediasl, 2012; George & Mallery, 2010). The results of this study showed that the skewness and kurtosis are within the acceptable range. Therefore, the normality of data was established.

Table 2 Normality Test

Variables	Skewness	Kurtosis
Impulsive Buying Behaviour	0.312	0.577

Materialism	0.545	-0.312
Advertising	0.013	0.276
Individualism	-0.471	1.581
Shopping Enjoyment Tendency	0.053	-0.298

4.4 Pearson Correlation Test

Firstly, a positive relation is shown between the impulsive buying behaviour (DV) variable and materialism (iv). This was the strongest correlation of 0.762**. Secondly, there is a positive correlation between impulsive buying behaviour and advertising (iv), which has a strong correlation of 0.563**. Next, there is a weak correlation shown between impulsive buying behaviour and individualism (iv) which has 0.225**. There was also a weak correlation between impulsive buying behaviour (DV) and shopping enjoyment tendency (IV).

4.5 Multiple Regression Testing

Multiple regression tests were conducted in this research to investigate the hypothesis. The ANOVA test conducted to analyze the value represents the regression model's statistically significant results. Consequently, the p-value, which is less than 0.05, shows that the regression model suggests the result statistically substantially and is a good fit for the research data. The regression test showed that only one independent variable that is materialism, had the biggest contribution to impulsive buying behaviour in females in Malaysia. For the other three hypotheses, the p-value was lower than 0.05. Therefore, only hypothesis H1 was supported. The other three hypotheses were not supported.

5.0 Discussion

The findings of this study showed that the relationship between materialism and impulsive online buying behaviour among females in Malaysia was significant. In addition, materialism had the strongest impact on impulsive buying behavior. Therefore, the higher the need for materialism or the motivation for possession of goods, the higher will be the online impulsive buying behaviour. The results are consistent with past studies that also have found a positive and significant relationship between materialism and online impulsive buying intention (Li et al., 2019; Badgaiyan and Verma (2014). This study proved that materialistic individuals place a high value on the acquisition of material goods as a personal aim that shapes their lives. Their attachment to the possession of goods is high, and their tendency towards impulsive purchasing will tend to be high. Rischins and Rudimin (1994) explain that these individuals' materialistic tendencies are associated with an individual's identity, social behaviour, motivation for work, and financial behaviour. These individuals' views regarding money and credit are related to their spending habits and level of debt tolerance.

The next hypothesis in this research found there was no significant relationship between advertising and impulsive buying behaviour among females in Malaysia. The deviation of results could be due to the higher impact of materialism. As explained by Indrianto (2015), advertising can be viewed as a sort of information intake that cannot be separated from the process of memory formation. Advertising is a form of impersonal communication that communicates paid information as desired from specific institutions or sponsors through mass media. Advertising media that are unidirectional in character, such as magazines, television broadcasts, and even web banners, do not promote direct discourse but rather what is in the interests of the corporation (Brosius & Engel, 1996).

The third hypothesis was aimed at testing the relationship between individualism and impulsive buying behaviour. However, the regression testing showed that the impact of individualism on impulsive purchasing behaviour among females was not significant. The results deviated from past studies. The deviation may be due to cultural differences. This deviation can be supported by a study by Verma and Triandis (1999), which found that customers in different countries have different

inclinations toward impulsive purchasing behaviour. The study found that customers in an individualist have a lower inclination to impulsive buying behaviour. The variable has a negative value because individuals of individualist cultures are more likely to develop trust through a rational thought process.

The last hypothesis found that shopping enjoyment tendency was not significantly related to impulsive buying behaviour among females who reside in Malaysia. This deviation may be due to the higher importance of materialism and personality differences. Some past research had the same finding. Dharmaningrum and Sukaatmadja (2019) proposed that the fun of shopping influenced one's tendency to make impulsive purchases. Meanwhile, Shahjehan et al. (2012) claimed that not all characteristics of a person's personality significantly impact their tendency to make impulsive purchases. Awareness, extraversion, neuroticism, and openness are some of the personality traits that can affect this behaviour.

6.0 Implications of Study

6.1 Theoretical Implications

The findings from this study made some contribution to knowledge. The study found that materialism was the strongest determinant of online impulsive purchasing behaviour among females in Malaysia. The other factors, namely advertising, individualism, and shopping enjoyment tendency were not significant predictors of online impulsive purchasing behaviour among females in Malaysia. This research will help to add to the current body of knowledge. Additionally, the results of this study will pave the way for further studies by academicians.

6.2 Practical Implications

The practical implication of this research study is that it provides a better understanding of online impulsive buying behaviour among females and the influence of materialism, advertising, individualism, and shopping enjoyment tendency. This study has suggested that materialism had the highest impact on impulsive buying behaviour. Therefore, retailers and e-commerce merchants should place more focus on materialism to increase impulsive online buying among females. This study's results will help e-commerce platforms to understand females' behaviour when shopping online. This research results will also assist advertisers in the e-commerce sector. Existing online sellers and retailers should also take into account the most important determinant, namely materialism, to increase impulsive purchasing among female customers.

7.0 Limitations and Recommendations for Future Research

In conducting this research, it is necessary to emphasize a few limitations and restrictions. This study focuses exclusively on the factors in impulsive buying behaviour in females in Malaysia. The findings of this research focused on a limited number of respondents' viewpoints, and the conclusions drawn from it should be used as a guide. However, different behaviours may indirectly affect the materialism, advertising, individualism, and shopping enjoyment tendency of females in other countries or regions. This can be due to cultural differences. Future studies should target a bigger sample size to get better results. This study also did not look at the influence of categorical variables such as gender and age. Future studies can focus on the differences in impulsive purchasing behaviour that is caused by gender or age differences. The categorical variables, such as age and gender, can also be moderators. It is further recommended that future studies include cultural variables, such as power distance, masculinity, femininity, and uncertainty avoidance.

6.0 References

- Aakriti, M. (2020). The influence of materialism on environmentally responsible consumption behavior: an empirical study among Indian consumers. *Studies in Indian Place Names*, 40(40), 266–273.
- Ahmad, M. B., Ali, H. F., Malik, M. S., Humayun, A. A., & Ahmad, S. (2019). Factors affecting impulsive buying behavior with mediating role of positive mood: An empirical study. *European Online Journal of Natural and Social Sciences*, 8(1), 17-35
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211
- Badgaiyan, A. J., & Verma, A. (2014). Intrinsic factors affecting impulsive buying behaviour—evidence from India. *Journal of Retailing and Consumer Services*, 21(4), 537–549. <https://doi.org/10.1016/j.jretconser.2014.04.003>
- Badgaiyan, A. J., Verma, A., & Dixit, S. (2016). Impulsive buying tendency: Measuring important relationships with a new perspective and an indigenous scale. *IIMB Management Review*, 28(4), 186–199. <https://doi.org/10.1016/j.iimb.2016.08.009>
- Beatty, S. E., & Elizabeth Ferrell, M. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 161– 167. doi:10.1016/S0022-4359(98)90009-4
- Brassington F, Pettitt S (2000). *Sales Promotion In: Principles of Marketing*. 2nd ed, FT Prentice Hall, Harlow. pp. 642-685
- Brosius, H.-B., & Engel, D. (1996). The causes of third-person effects: Unrealistic optimism, impersonal impact, or generalized negative attitudes towards media influence? *International Journal of Public Opinion Research*, 8(2), 142–162. <https://doi.org/10.1093/ijpor/8.2.142>
- Bong, Suseno. (2010). The influence of impulse buying toward consumer store loyalty at hypermarket in Jakarta. *Business and Entrepreneurial Review*, 10(1), 25-44
- Chavosh, A., Halimi, A. B., Namdar, J., Choshalyc, S. H., & Abbaspour, B. (2011, February). The contribution of product and consumer characteristics to consumer's impulse purchasing behaviour in Singapore. In *Proceedings of 2011 international conference on social science and humanity* (Vol. 1, pp. 248-252).
- Dameyasani, A. W., & Abraham, J. (2013). Impulsive buying, cultural values dimensions, and symbolic meaning of money: A study on college students in Indonesia's capital city and its surrounding. *International Journal of Research Studies in Psychology*, 2(4), 35-42
- Foroughi, A., Buang, N. A., Senik, Z. C., & Hajmisadeghi, R. S. (2013). Impulse buying behavior and moderating role of gender among Iranian shoppers. *Journal of Basic and Applied Scientific Research*, 3(4), 760-769.
- Gąsiorowska, A. (2011). Gender as a moderator of temperamental causes of impulse buying tendency. *Journal of Customer Behaviour*, 10(2), 119-142.
- George, D. & Mallery, M. (2010). *SPSS for Windows Step by Step: A Simple Guide and Reference*, 17.0 update (10a ed.) Boston: Pearson.
- Ger, G., & Belk, R. W. (1996). Cross-cultural differences in materialism. *Journal of economic psychology*, 17(1), 55-77.
- Ghaouri, M. H., & Kassim, S. (2021). Does covid-19 pandemic have impact on Millennials' propensity to indebtedness through e-marketing? *International Journal of Islamic Economics and Finance Research*, 4(1), 26–40.

- Ghasemi, A., & Zahediasl, S. (2012). Normality tests for statistical analysis: A guide for non-statisticians. *International Journal of Endocrinology and Metabolism*, 10(2), 486–489. <https://doi.org/10.5812/ijem.3505>
- Goyal, B. B., & Mittal, A. (2007). Gender influence on shopping enjoyment—an empirical study. *Indian Management Studies Journal*, 11(2), 103-116.
- Green, S.B. (1991). How many subjects does it take to do a regression analysis? *Multivariate Behavioral Research*, 26, 499-510
- Hong, L. M., Zulkiffli, W. F. W., & Nawi, N. C. (2021). The Factors Influencing Online Impulse Buying Behaviour in Malaysia. Nasrul Aiman Bin Abd Aziz Web designer, 24. Proceeding title: FKP Postgraduate Research Colloquium Virtual. University Malaysia Kelantan.
- Indrianto, F. (2015). Strategi Pemasaran Berbasis Kekhawatiran. *Jalasutra*.
- Karbasivar, A. and Yarahmadi, H. (2011). Evaluating effective factors on consumer impulse buying behavior. *Asian Journal of Business Management Studies*, 2(4), 174-181.
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of consumer psychology*, 12(2), 163-176.
- Kathiravan, C., Mahalakshmi, P., & Palanisamy, V. (2019). Online Impulse Buying Behavior of Consumer Triggered by Digital Marketing. *International Journal of Recent Technology and Engineering*, 8(256), 648-652. <https://doi.org/10.35940/ijrte.b1124.0782s619>
- Kuester, S. (2012). MKT 301: Strategic marketing & marketing in specific industry contexts. University of Mannheim, 110, 393-404.
- Li, J., Yang, R., Cui, J., & Guo, Y. (2019). Imagination matters when you shop online: The moderating role of mental simulation between materialism and online impulsive buying. *Psychology Research and Behavior Management*, 12, 1071-1079
- Liao, S.L., Shen, Y.C. and Chu, C.H. (2009). The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behavior. *International Journal of Consumer Studies*, 33(3), 274-284.
- Lim, S. H., Lee, S., & Kim, D. J. (2017). Is online consumers' impulsive buying beneficial for e-commerce companies? An empirical investigation of online consumers' past impulsive buying behaviors. *Information Systems Management*, 34(1), 85-100.
- Mai, N.T.T. (2003). Initial findings about impulsive behavior of Vietnamese consumers during the process of the economic transition. *Economics & Development Review*, January, . 30-33.
- Marm, H.K. and Kongsompong, K. (2007). The power of social influence: east-west comparison on purchasing behavior, Paper presented at International Marketing Conference on Marketing Society, Institute of Indian Management, Kozhikode, April 8–10.
- Miao, M., Jalees, T., Qabool, S., & Zaman, S. I. (2019). The effects of personality, culture and store stimuli on impulsive buying behavior: Evidence from emerging market of Pakistan. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 188–204. <https://doi.org/10.1108/apjml-09-2018-0377>
- Park, H.-J., Davis Burns, L., & Rabolt, N. J. (2007). Fashion innovativeness, materialism, and attitude toward purchasing foreign fashion goods online across national borders: The moderating effect of internet innovativeness. *Journal of Fashion Marketing and Management*, 11(2), 201–214. <https://doi.org/10.1108/13612020710751383>
- Piron, F. (1991). Defining impulse purchasing. *Advances in Consumer Research*, 18(1), 509–514.

- PRNewswire (2022). Americans Have Increased Their Impulse Spending by 14% in 2022 Compared to 2021, According to Annual Survey Commissioned by Slickdeals. <https://www.prnewswire.com/news-releases/americans-have-increased-their-impulse-spending-by-14-in-2022->
- Reisenzein, R. (2009). Emotions as metarepresentational states of mind: Naturalizing the belief-desire theory of emotion. *Cognitive Systems Research*, 10(1), 6–20
- Richins ML, Dawson S. A consumer values orientation for materialism and its measurement: scale development and validation. *J Consum Res*. 1992;19(3), 303–316. DOI: 10.1086/209304
- Rook, D. W. (1987). The buying impulse. *Journal of Consumer Research*, 14(2), 189–199. doi:10.1086/jcr.1987.14. issue-2
- Saunders, M., Lewis, P., & Thornhill, A. (2016). *Research methods for business students*. Pearson Education Limited.
- Sharma, P., & Sivakumaran, B. (2004). Impulse Buying and Variety Seeking: Two Faces of the Same Coin? Or May Be Not! *Advances in Consumer Research*, 31, 260-261.
- Singelis, T.M., Triandis, H.C., Bhawuk, D.P. and Gelfand, M.J. (1995). Horizontal and vertical dimensions of individualism and collectivism: a theoretical and measurement refinement. *Cross-Cultural Research*, 29(3), 240-275.
- Statista (2022). Internet usage rate worldwide in 2020, by gender and region. <https://www.statista.com/statistics/491387/gender-distribution-of-internet-users-region/>
- Triandis, H. C. (1994). *Culture and social behavior*. New York: McGraw-Hill.
- Triandis, H. C. (1995). *Individualism and collectivism*. Boulder, CO: Westview
- Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327. doi:10.1016/j.im.2011.08.001
- Wells, J. D., Parboteeah, V., & Valacich, J. S. (2011). Online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, 12(1), 32–56.
- Xu, Y., and Huang, J.S. (2014). Effects of price discounts and bonus packs on online impulse buying. *Social Behavior and Personality: An International Journal*, 42(8), 1293-1302.
- Yu, C. Y., & Abd Razak, A. Z. A. (2018, September 19). (PDF) impulse buying behavior among working ladies: A ...Chan Yuen Yu. Impulse buying behaviour among working ladies: a literature review. https://www.researchgate.net/publication/348406056_Impulse_Buying_Behavior_Among_Working_Ladies_A_Literature_Review
- Zhang, Y., & Shrum, L. J. (2009). The influence of self-construal on impulsive consumption. *Journal of consumer research*, 35(5), 838-850.

For instructions on how to order reprints of this article, please visit our website: <https://ejbm.apu.edu.my/>
 ©Asia Pacific University of Technology and Innovation