

The Influence Of Perceived Enjoyment On Impulsive Buying Behaviour In The Apparel Industry Among Millennials In Klang Valley, Malaysia

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Abstract

Millennials today have a lot of spending power and possess the knowledge on how to carry out an online purchase on the Internet. They also sometimes have the proclivity to make an impulsive purchase after seeing the product online. The behaviour is known as impulsive purchasing behaviour. It usually involves the absence of logical thinking. Since millennials spend so much time online, they might be inclined to make an impulse purchase. This might eventually become an issue for them. Adverse effects such as overspending and being in debt financially are some of the outcomes of impulse buying. A quantitative analysis was carried out to investigate how the factors that could lead to impulsive buying behaviour among millennials in Klang Valley, Malaysia. A sample size of 140 respondents participated in the survey and findings revealed that attributes such as perceived enjoyment and personal behaviour of millennials could result in making impulse purchases online.

Keywords: *Impulse, Serendipity, Buying Behaviour, Scarcity, Enjoyment*

1.0 Introduction

Marketers have long taken an active interest in their customers. They use consumer behaviour information to try to understand how customers think, feel, and choose among the various options available to them, such as the product, brand, and how and to what extent customers are impacted by peer groups, family, salespeople, and so on. The Internet has now become the primary source of information, and it is widely used in daily life. Because the internet is such a powerful tool, businesses exploit it to gain a competitive advantage (Hamill 1997). As e-commerce rises in popularity, online buying or purchasing is not only getting more popular throughout the world, but it is also becoming a frequent purchase technique (Akram, Peng, Khan, Saduzai, Akram, & Bhati, 2017).

Customers' interest in purchasing has increased as a result of technological advancements. The consumer's immediate inclination to make an impulsive purchase after seeing the product is known as impulsive purchasing behaviour. It is the illogical personality attribute that necessitates acting without much consideration and making quick logical decisions (Barrat 2004). E-commerce revenues in Malaysia are predicted to expand at a pace of 20 % to 25 % a year (Wong, 2019). The global e-commerce industry value in 2019 was US\$ 5.53 billion, about RM26.6 billion (Wong, 2019). Many online purchases are related to travel, such as purchasing flight tickets, making hotel reservations, and purchasing travel packages, which account for up to 80% of the overall e-commerce market share, which is around RM19.6 billion; the remaining 20% of the market share is spent on purchasing physical goods from separate online marketplaces.

Impulsivity is a type of human variation that is linked to the biological foundations of personality. It is a syndrome characterised by non-directional awareness and the lack of a distinct psychological intervention (Anderson and Revelle 1994). Impulse purchasing is when you feel compelled to buy something right away (Rook 2005). Impulsive shopping was redefined as "when a customer feels a strong, frequently intense and enduring desire to quickly purchase something". The purchasing impulse is prosaically dynamic and can cause internal conflict; purchasing impulse is often vulnerable to arising with reduced concern for the effects " (Rook, 2005).

Malaysia's millennials, according to preliminary studies, are still online and spend a significant amount of time online (Anuar, Mujayid, Idris, & Noh, 2013; Teong & Ang, 2016). Furthermore, millennials are favouring online shopping because they believe it is appropriate to do so and that it saves them time and money (Mohd, Shamsudin, Zaidan, & Mohamed, 2016). E-shopping has become more popular among millennials (Lim, Osman, Romle & Haji-Othman, 2015)

1.1 Problem Statement

There are a number of consequences for any millennial who decides to become an impulsive buyer. One of the main problems that may arise is having one too many items and it may just be left aside without being of any use. Secondly, when a millennial impulsively buys an item, it may become a habit and it may lead to more serious issues that may affect them and their lives such as overspending on items that do not carry any worth or value, borrowing money and being in debt financially. Individuals may become hoarders and may just clutter up their lives and by doing so it may also affect their loved ones.

Malaysia has a population of 32 million people, according to the Malaysian Statistics Department (2019). Millennials account for 1.3 million of the 32 million people (MOHE, 2019). Malaysians have long embraced and implemented internet buying, but a study that includes both online shopping and millennials in Malaysia is insufficient (Mohd et al., 2019). There are currently insufficient polls among millennials that look at the elements that influence consumer decisions and internet purchasing habits. Malaysian online customers are mostly between the ages of 20 and 34 (MCMC, 2019), with the majority of Malaysian millennials falling into this age range. According to Mohd et. al. (2016), online clients in Malaysia are not only youthful and upwardly mobile, but also have a higher socioeconomic status and financial position. Furthermore, as the spending power of the youthful consumer population grows, their purchase habits are evolving as a result of easy access to contactless payments, and marketing experts are paying close attention (Schor, 2011).

According to Wang and Xiao (2019), millennials prefer to buy impulsively because they are constantly exposed to an abundance of material goods and are unable to resist their purchase impulse. Furthermore, no research on millennials' impulsive purchasing behaviour has been undertaken in the Klang Valley. Consumers and company owners will be able to comprehend the logic behind impulsive purchase behaviour as a result of this research. With that in mind, the primary goal of this research is to determine why millennials choose to become impulsive purchasers and how this affects them and their way of life.

2.0 Literature Review

2.1 Serendipitous Information

The ways of acquiring information may be divided into two categories: quest and exploration. Scanning is a phrase used in the online purchasing sector to describe the process of retrieving information by typing phrases or a sentence into a search engine related to a customer's purchasing interests. Experimentation, on the other side, occurs when a buyer learns helpful purchase information while browsing the Internet. In other words, this is how serendipity is used to get knowledge. It is simple to embrace information exploration as a means of gaining broad knowledge (Zhang et al. 2012).

If a person happens onto information that meets their needs by chance, this information is referred to as serendipitous knowledge (Toms, 2000). When fortuitous material is discovered, a person experiences the "Wow!" moment (McCayPeet & Toms, 2011), which motivates one to have a better understanding of an issue and allows one to come up with a solution (Foster & Ford, 2003). Serendipity brings shoppers enjoyment and pleasure by assisting them in finding a new item (Bellotti et al. 2008; Zhang et al. 2012). In addition, serendipity is an excellent technique to improve user experience, according to the author. As a result, serendipitous information is a critical role in eliciting happy feelings among social trading users. Of course, serendipitous knowledge has a practical component (Clegg & Mendonça, 2010; Sun et al., 2013). However, multiple research (André et al. 2009; Clegg & Mendonça, 2010; McCayPeet & Toms, 2011) have emphasised the utilitarian advantages derived from adequate documentation's delight and excitement.

2.2 Scarcity

Scarcity messaging is now a key tool for upgrading the purchasing process by informing buyers that there is little chance of obtaining a specific product (Lynn, 1989). Product theory (Brock, 1968), a theory of desire for individuality (Fromkin, 1968), a theory of psychological responses (Brehm & Brehm, 1981), and a naïve economic theory are examples of ideas that characterise the impacts of the scarcity message (Lynn, 1992). These ideas explain why the buyer's psychological anguish causes the scarcity signals to increase, thus inspiring and encouraging purchase behaviour. Subsidized rates are also an important concern for international commerce, according to prior studies (Chung & Song, 2014; Verplanken & Herabadi, 2001). Several researchers investigated scarcity based on these assumptions and discovered that the concept of scarcity could be essentially split into two distinct meanings, one being a finite amount and the other being a restricted period (Rice & Keller, 2009).

A restricted quantity limits the number of products that can be purchased, whereas a restricted duration limits the length of time that the things may be purchased. Similarly, a message of scarcity is a technique of sending signals to customers by limiting the amount and duration of products available, which increases demand and attractiveness for a particular commodity or service (Cialdini, 2008). The goal of this study is to determine if there is a link between the perception of scarcity and millennials' impulsive purchasing habits. In comparison to other businesses, the restaurant industry is anticipated to be a minor place in the social commerce site. As a result, a product provider's product varieties and quantities are limited in the context of human trade. When things are provided in small amounts, the precise amount is generally delicate. Consumers seemed to recognise the scarcity that encourages impulsive purchase behaviour when restaurant goods are initially given in tiny quantities. The majority of internet items are perishable, which is vital. Therefore, it must be sold within a certain amount of time. Because of the perishability of the items, customers are under pressure to buy.

2.3 Personal Behaviour

Shopping over the internet is available round the clock for clients compared to brick-and-mortar establishments (Hofacker, 2001; Wang et al., 2005). It is proven that 58% of respondents would prefer to shop online for various personal behaviour reasons because traditional retail establishments are closed. It is also known that 61% of respondents would prefer to shop online because they do not want to deal with the crowds and annoying sections (particularly during the holidays) (The Tech Faq, 2008). Consumers want more than just things these days. They are seeking everything from online services to those provided through online services. Several companies provide round-the-clock customer assistance available online. This provides consumers with comfort since, beyond regular working hours, users may do any of these: Check queries, receive support, or look for solutions (Hermes, 2000). Because customers do not want to be exploited and regulated in the marketplace, some people utilise digital advertising to avoid interacting with salespeople face-to-face (Goldsmith and Flynn, 2005; Parks, 2008).

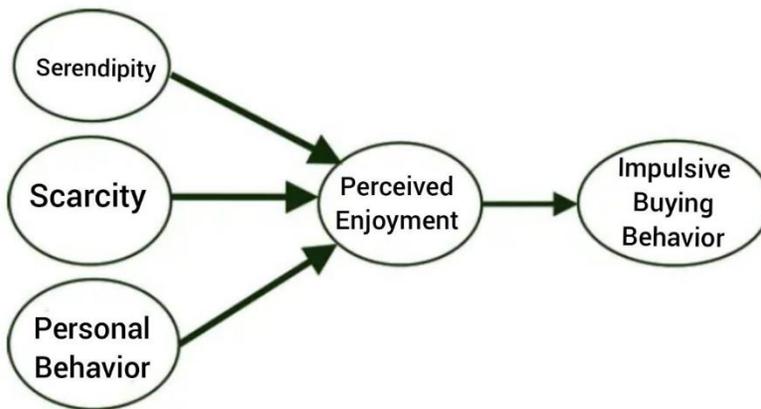
2.4 Impulsive Buying Behaviour

When making a purchase, impulsive buying behaviour omits the phase of searching for information and determining alternative choices, meaning that the consumer is driven to make an actual purchase due to an emotional reaction (Rook & Hoch, 2002). Impulse buying behaviour is perceived by academics as unexpected purchases (Chung et al. 2014). However, research that follows on from these findings argues that impulsive buying is not the same as making an unanticipated purchase. While impulsive shopping may be without forethought, unexpected purchases are not always the same as impulsive behaviours. Most impulse purchases have little to do with impulsive buying, this is not true for all of them.

However, impulse purchases are frequently thought to have a motivating effect on future impulsive buying behaviour (Verhagen & van Dolen, 2011). An unforeseen feeling of wanting to buy impulsively is a different, but related, sort of unanticipated emotion. This implies buyers don't put much thought into the importance of the product. It would not result in purchases immediately but instead would lead to more impulsive buying behaviour as a side effect (Verhagen & van Dolen, 2011). Involuntary purchasing activity is believed to be the result of a spontaneous command, which is followed by a strong desire and a significant fall in excitement and passion. Based on

prior studies on shopping, it has been suggested that there are triggers that encourage increased online expenditure. Online shopping is easily accessible, and there are numerous merchandise goods and deals (Koski, 2004). Since websites are accessible, have a wide range of products, and provide lower prices, there is a larger probability of emotions arising and making purchases more likely. Additional studies have found that impulsiveness has a connection to the temptation to buy, which in turn leads to inefficient online behaviour and less satisfaction. The impulsive purchase behaviour does not undergo independent phases of assessment, which makes it different from rational purchases. In impulsive behaviour, a purchase is directed toward simple and immediate emotional responses that disregard the process of acquisition.

Figure 1: Proposed Research Model



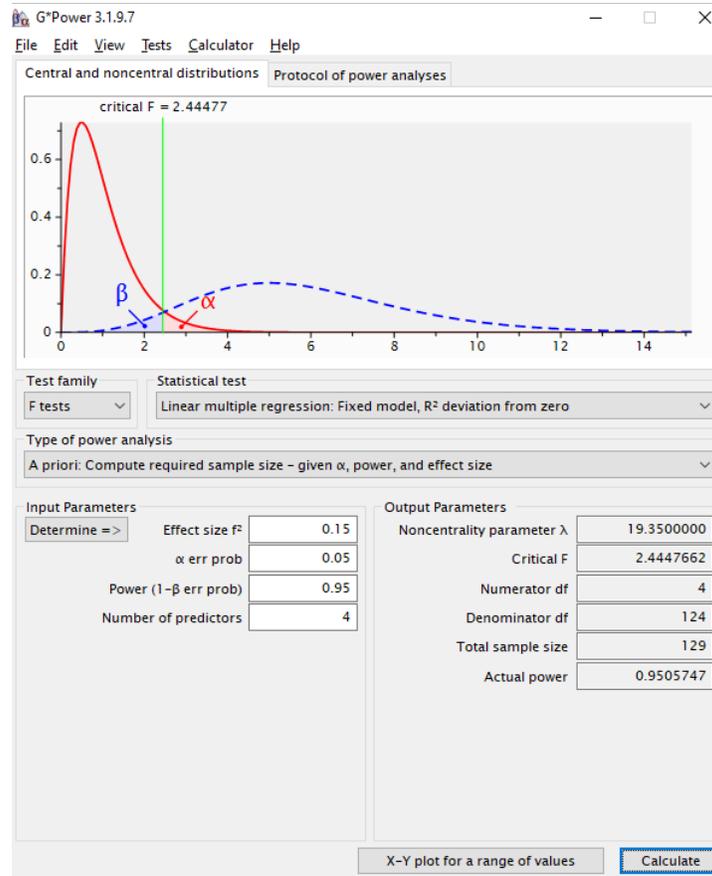
3.0 Methodology

Quantitative is commonly used as a synonym for any data collection approach that generates or uses numerical data. In contrast, qualitative is mostly employed as a synonym for any data collecting approach that creates or utilises non-numerical data (Saunders et al., 2012). This study, which will be centred on the aforementioned issue, will be mostly quantitative since the data will be compiled and interpreted in numerical format. This quantitative study focuses on deductive inference (Sekaran & Bougie, 2010), and it employs a variety of quantitative analytic methodologies, from providing a simple explanation of the variables to constructing statistical correlations between variables using complex statistical modelling (Saunders et al., 2012). The researcher's purpose in this quantitative study with many variables is to examine the link between an independent variable in a community and a dependent variable (Hopkins, 2000).

For the structural model research, an online poll was employed to acquire analytical evidence. Millennials from Klang Valley, Malaysia took part in the survey. The researcher gathered information from buyers who have purchased apparels. Furthermore, respondents were asked to recall their most recent purchase when filling up the questionnaire as the data collected will be more recent and accurate. The primary data may be collected by the researchers themselves through various methods such as, assessments, interviews, and questionnaires (Saunders et al.,

2012). However, for this study, questionnaires will be the most ideal method for data collection. All of the items were estimated on a 5-point Likert scale. According to the G* Power Calculator, the sample size that was needed for this study was 129 but the researcher managed to get 140 respondents in total. To choose potential responders in this sample, a straightforward sampling procedure was used. For this study, convenience sampling (also known as haphazard sampling) was used, which entails the haphazard gathering of particular instances that are simpler to gather for the sample (Saunders et al., 2012).

Figure 2: G*Power Calculator 3.1.9.7 Results



The researcher was also able to test the theories already formed for the thesis until the results are available for review. This was achieved by inferential checking, i.e. checking of the Pearson correlation and regression. Inferential statistics may analyse problems, models, and theories (Zikmund, 2013). The results taken from inferential statistics attempt to conclude what the public feels from the survey data.

4.0 Data Analysis

4.1 Reliability

To test the reliability, Cronbach alpha was used, which tends to tell the internal consistency of the items of each variable. The Cronbach's alpha refers to the “measure of internal consistency”, and

thus represents the scale reliability. For interpretation of reliability values, the value above 0.8 represents good internal consistency, while values that lie between 0.5 to 0.7 represents the acceptable level of internal consistency, and values below 0.5 means weak reliability. The values for the current variables were 0.818, 0.823, 0.917, 0.854 for impulsive buying behaviour, personal behaviour, serendipity, and perceived enjoyment respectively, which means all of these variables show a good level of internal consistency while for scarcity the reliability was weak.

Table 1: Cronbach Alpha

Reliability Statistics		
Variables	Cronbach's Alpha	N of Items
Impulsive buying behaviour	.818	4
Personal behaviour	.823	4
Scarcity	.496	4
Serendipity	.917	4
Perceived enjoyment	.854	4

4.2 Normality Test

For normality testing, the skewness and kurtosis of the data were checked. To run any parametric test for hypothesis testing, the normality assumption must be satisfied. For skewness, the values must lie between +1 to -1 for distribution to be normal. If the value is above +1 and below -1 the data is right and left-skewed respectively (Orcan, 2020). The values of skewness for the current data set were, 0.164, 0.139, 0.308, -0.031, and .048 for Impulsive buying behaviour, Personal behaviour, Scarcity, Serendipity, and Perceived enjoyment respectively, which means that all the values lie in the given range and are fairly symmetrical. For the kurtosis, it represents the heaviness of the tail of the distribution and the acceptable range of normality is +3 to -3. The values of the kurtosis for all variables lie in a given range and thus the data is fairly symmetrical.

Table 2: Normality Test

Variables	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Impulsive buying behavior	140	.164	.205	-.575	.407
Personal behavior	140	.139	.205	-.557	.407
Scarcity	140	.308	.205	.137	.407
Serendipity	140	-.031	.205	-.722	.407
Perceived enjoyment	140	.048	.205	-.360	.407
Valid N (listwise)	140				

4.3 Pearson Correlation

The correlational analysis refers to the statistical method that measures the strength of the relationship between the variables. The correlational analysis for the current study was conducted Pearson correlation with two-tailed methods, which is used when both variables are continuous (Senthilnathan, 2019). The Pearson correlation tests the strength, direction and significance of correlation. The values above 0.7 are considered as a strong correlation while values between 0.3 to 0.6 are considered as moderate correlation (Senthilnathan, 2019). The impulsive buying behaviour is correlated positively and moderately with personal behaviour with 0.573, with a significance level of 0.000. The impulsive buying behaviour showed an insignificant and weak correlation with the scarcity, yet the relationship was positive with 0.161, $p=0.057$. The serendipity was weakly correlated with 0.077 yet the relationship was insignificant with a p -value of 0.363. The impulsive buying behaviour also showed a significant and positive correlation with the perceived enjoyment, yet the relationship was positive with $r=0.561$, with a significance level of 0.000 and thus the relationship is confirmed.

Table 3: Pearson Correlation

Correlational matrix		IBB	PB	SCAR	SEREN	PE
IBB	Pearson Correlation	1	.573**	.161	-.077	.561**
	Sig. (2-tailed)		.000	.057	.363	.000
	N	140	140	140	140	140
PB	Pearson Correlation	.573**	1	.244**	-.161	.762**
	Sig. (2-tailed)	.000		.004	.058	.000
	N	140	140	140	140	140
SCAR	Pearson Correlation	.161	.244**	1	.137	.193*
	Sig. (2-tailed)	.057	.004		.105	.023
	N	140	140	140	140	140
SEREN	Pearson Correlation	.077	-.161	.137	1	-.079
	Sig. (2-tailed)	.363	.058	.105		.351
	N	140	140	140	140	140
PE	Pearson Correlation	.561**	.762**	.193*	-.079	1
	Sig. (2-tailed)	.000	.000	.023	.351	
	N	140	140	140	140	140

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

* . Correlation is significant at the 0.05 level (2-tailed).

4.4 Multiple Linear Regression Test

The multiple linear regression was conducted to test whether the serendipity, scarcity, personal behaviour, and perceived enjoyment predict the variance in impulsive buying behaviour of the consumer (Olive, 2017). The value of R represents the fitness of the model and prediction quality, which is .604, meaning that the prediction quality is high. The value of R square indicates that there is a 36% variance in the impulsive buying behaviour that is predicted by the variance in serendipity, scarcity, personal behaviour, and perceived enjoyment, while the rest of variance cannot be attributed to these variables and is caused by other variables. The value of F in ANOVA table was 19.419 and the significance value of 0.000, which means the results are significant. The variance in the impulsive buying behaviour is predicted by predictor variables significantly with $F(139, 3) = 19.419, p=0.000$.

Table 4: Regression Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604 ^a	.365	.346	.76541
a. Predictors: (Constant), PE, SEREN, SCAR, PB				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.507	4	11.377	19.419	.000 ^b
	Residual	79.090	135	.586		
	Total	124.596	139			
a. Dependent Variable: IBB						
b. Predictors: (Constant), PE, SEREN, SCAR, PB						

5.0 Discussion

H1a, H2a and H3a were tested. H1a was related to the relationship of serendipity knowledge and perceived enjoyment, H2a was related to the relationship of scarcity message and perceived enjoyment and H3a was related to the relationship of personal behaviour and perceived enjoyment. The results of ANOVA table shows that $\beta = .044$ and $p = .439$ between serendipity and perceived enjoyment. Since, the value of p is greater than 0.05, this means there is no significant relationship between serendipity and perceived buying enjoyment. Hence, H1a is rejected. This finding is not consistent with the previous research where Kim et al. (2021) found that serendipity knowledge will act as an exciting and fun experience and will positively influence perceived enjoyment and satisfaction. However, in the current study's context, information obtained accidentally during internet browsing is not a source of perceived enjoyment for millennials of Klang Valley. Further,

according to the results of ANOVA table, $\beta = -0.001$ and $p = .984$ between scarcity and perceived enjoyment. Since the value of p is greater than 0.05, this means there is no significant relationship between scarcity and perceived buying enjoyment. Hence H1b is rejected. This finding negates the previous research where Ismaya (2018) narrated that scarcity will be a source of enjoyment as customers who avail affordable products are satisfied to attain in limited budget. However, as per the current study's findings, the scarcity message of clothing brands will not be a reason for perceived buying enjoyment for millennials of Klang Valley. In terms of H3a, the results of ANOVA table shows that $\beta = .770$ and $p = .000$ between personal behaviour and perceived enjoyment. Since the value of p is less than 0.05; this means that there is a significant relationship between personal behaviour and perceived enjoyment. Hence, H3a is accepted. This finding was also supported by So et al. (2021) that favourable behavioural consequences will result in perceived buying enjoyment among customers. This implies that among serendipity, scarcity and personal buying behaviour, the source of perceived enjoyment among millennials of Klang Valley is only their personal behaviour. Thus, it can be stated that information through internet browsing or sales promotions with limited time offers is not a source of enjoyment, but the personal mood and fashion sense of customers impact the most.

Also, hypothesis H4 was tested. The results of ANOVA table shows that $\beta = .297$ and $p = .006$ between perceived buying enjoyment and impulse buying behaviour. Since the value of p is less than 0.05; this means there is a significant relationship between perceived buying enjoyment and impulse buying behaviour. Hence, H4 is accepted. This finding is consistent with the previous study where Hasim et al. (2020) found that the perceived enjoyment of individuals, particularly generation Y in Malaysia is a source of their impulse buying behaviour. This means that those individuals who possess positive emotions and are happy in their lives will go for risky attitudes such as impulse purchasing. These positive emotions, positive mood, and a sense of enjoyment among millennials of Klang Valley will motivate them for impulsive buying of clothes. Customers have the intention to buy impulsively if they are facilitated with a good and fun-oriented shopping environment as it makes them happy. Thus, higher enjoyment in shopping will reduce the uncertainty and will increase their engagement with online impulse purchasing. Their perceived buying enjoyment can rely on different factors, but the study indicates that the personal behaviours, preferences and moods of millennials of Klang Valley will be a source of their impulse buying.

5.1 Implication of the study

When it comes to deciding on a purchase, millennial customers are the most difficult and challenging one for businesses (Cheong et al., 2020). From a managerial perspective, the findings of the study are helpful for production companies, businesses, and e-retailers as it provides them with information regarding millennials' attitudes and main factors which can be a source of unplanned purchasing behaviours. This study suggests that e-retailers and companies need to understand the needs and wants of customers based on their personal behaviours, personalities, moods, and personal feelings of joy. Further, local marketers and manufacturers are also suggested to have knowledge about the psychological necessities and the specific features of the product which are in alignment with millennials' personalities and interests. They are recommended to obtain constant feedback from customers to analyse their personality, fashion involvement, positive mood, and source of perceived enjoyment in wearing clothes so that their instant buying tendency can be increased, and maximum revenue can be generated from impulsive shopping.

5.2 Conclusion and Recommendation

The study suggests some recommendations for future scholars to explore the topic in detail. Firstly, the sample size of the study is sufficient but future researchers could benefit from a greater sample size and greater amount of time which may produce different results. Secondly, future scholars could expand the geographical placement of study by exploring other cities apart from Klang Valley. An advantage of targeting more cities would be that a greater sample size concerning their region will be obtained. Thirdly, the study intends to target only millennials. However, future research could explore other generations along with millennials as they may have different views regarding impulse buying from online channels. Fourth, serendipity knowledge, scarcity message and personal behaviours were considered independent variables for this study. In future, more independent variables can be introduced to inspect the impulsive buying behaviours of millennials of Klang Valley in detail, for instance, promotional tools, emotions, demographic factors (age, gender) etc. Fifth, the current research has adopted a quantitative research method. It would be interesting to explore the impulsive buying behaviours of millennials of Klang Valley through the qualitative method as it will not only help to determine what they think so but will also explore why they think in that specific way. Lastly, in future, researchers could rely on longitudinal data to inspect the tendency of millennials regarding impulsive buying.

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