CONSUMER IMPULSE PURCHASE BEHAVIOUR
TOWARDS READY-TO-DRINK PRODUCTS
IN MALAYSIA

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Ready-To-Drink Products In Malaysia

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I hereby declare that:

(1) This Research Project is the end result of my work and that due acknowledgement has been given in the references to all sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

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ABSTRACT

The purpose of this research is to identify and analyse whether marketing stimuli and customer characteristic will affect the customer impulse purchase behaviour. The result of the study will provide valuable insight for future researcher, retailer, manufacturer or marketer to identify consumer impulse purchase behaviour. Past consumer purchase behaviour studies which done by previous researchers are more focus on human psychology behaviour. This study examines which factors influence consumers' impulse behaviour towards purchase Ready-to-Drink (RTD) products among the hypermarket customer in Klang Valley by integrating the Theory of Reasoned Action model with other variables. The factors which have been identified include price promotion, prominent display, broad assortment, product packaging as well as customer characteristic as the independent variable and impulse purchase behaviour as the dependant variable. A quantitative method is adopted in this study to identify the consumers' actual impulse behaviour for RTD products. The salient findings of the study are there are significant positive relationship between Price Promotion, Product Packaging, Prominent Display, Broad Assortment, Customer Characteristics and Impulse Purchase Behaviour. Marketing stimuli and customer characters will affect impulse purchase behaviour towards RTD products. This study also addresses and offers managerial implications with respect to decisions on market intelligence, positioning and marketing communication with a special emphasis on how to leverage Price Promotion, Product Packaging, Prominent Display, Broad Assortment and Customer Characteristics factors in consumer marketing decisions.

CHAPTER 1

INTRODUCTION

Ready-to-drink or also known as RTD are packaged beverages sold in prepared form and ready for consumption. RTD available in various pack types such as polyethylene terephthalate (PET), tetra pack and can. Specifically, this study aims to investigate the relationship between marketing stimuli (price promotion, prominent display, broad assortment and product packaging), customer characteristic and impulse purchase behaviour of hypermarket customers in Klang Valley based on Theory of Reasoned Action (TRA). There are nine main areas that will be discussed in this chapter which are the problem statement. hypotheses of study, significance of study, research background, unit of analysis, research questions, research objectives, operationalization of concept and variables determination, theoretical framework, proposed structural model and chapter layout.

1.1 Research Background

Over the span of last decade, shopping has become a major leisure and lifestyle activity of people in the current society. This has subsequently resulted in the increased exposure of a much bigger variation of products to the consumers (Bayley and Nancarrow, 1998). According to a research conducted by Shafiq, Raza and Rehman (2011), nowadays the economy context has shaped companies into a trend that products are created to according to the needs of the market, in other words the companies work towards the direction of creating the right product for the right market. By producing through this direction, companies get to increase operational efficiency and also effectively increase profit margins (Shafiq, Raza, and Rehman, 2011).

In order for marketers to establish long- term profitable relationship with consumers a more in-depth understanding towards consumer behaviour is strongly required. It was found that unplanned buying is an important as it will contribute directly to the retailers profit (Advertising Age 2008, as cited in Knox, Bell, and Corsten, 2011).

Impulse buying in other words means a purchase that is made without having to engage in an extensive evaluation before coming to a decision. Individuals who buy due to impulse are less probable to think of the consequences of the purchase or make careful considerations pior to making the purchase (Rook, 1987 as cited in Karbasivar and Yarahmadi, 2011). Almost 90 per cent of the customers make an impulse purchase (Welles, 1986, cited in Hausman, 2000). And nearly 70 per cent of all decisions to purchase are made at point of purchase (Heilman, Nakamoto and Rao, 2002).

In the United States, more than $4 billion of the annual sales volume is generated by impulse buying (Kacen and Lee, 2002). In addition, In-stores marketing stimuli create opportunity for unplanned buying, which is especially relevant during the period where the store is having "low prices" and "attractive promotions" (Bell et al, 2011). Besides, hedonic and affective components increase impulse purchasing among customers (Hausman, 2000).

1.2 Problem Statement

The purpose of this research, aims to study the relationship of marketing stimuli (price promotion, prominent display, broad assortment and product packaging) and customer characteristic on impulse purchase behaviour of hypermarket customers towards RTD products.

Zhou and Wong (2003) found that in-store promotion is an effective strategy which has a direct impact on consumers' behaviour. According to a research done by Ali and Hasnu (2011), price offers can be offered by retailers as a strategy to encourage consumers to buy both essential and optional items by impulse; this

will then result in a hike in the overall sales. According to a study done by Gutierrez (2004), retailers should put more effort in improving their merchandise assortment as well as enhancing shopping environment which is also inclusive of store displays, both of these factors will help to trigger impulse purchases (Gutierrez, 2004).

Supermarkets carry 50,000 items and the shopper passes 300 items per minute on average (Rundh, 2005). Therefore, the designs of the products' packaging play a crucial role at the point of purchase by grabbing attention of the consumers and also create an opportunity for a purchase to be made (Klimchuk & Krasovec, 2007, as cited in Cahyorini and Rusfian, 2011).

Furthermore, according to a study done by Housman (2000) impulse purchase are made by consumers to satisfy their own self-esteem and also to cater self-actualization needs. However in another research conducted by Harmancioglu, Finney and Joseph (2009) argued that impulse intentions may be fostered by self-esteem but inhibit the behaviour of impulse purchase.

Consequently, the research problem is to examine whether the identified factors will have significant impact on consumer impulse purchase behaviour toward RTD products. There are various steps that will be taken to study the research problem. Firstly consumer impulse purchase behaviour would be studied in depth. Secondly, the identified variables will be tested by utilizing survey method to obtain feedback from respondents. Lastly, measurement analyses will be used to justify the relationship between each variable in this study.

1.3 Research Objective

1.3.1 The General Objective

The intent of this research is to identify and analyse whether the price promotion, prominent display, broad assortment, product packaging and customer characteristic will affect the customer impulse purchase behaviour.

1.3.2 The Specific Objectives

The specific objectives as listed below are derived from the general objective above.

(a) To examine if there is a significant positive relationship between price promotion and impulse purchase behaviour on RTD products

(b) To examine if there is a significant positive relationship between prominent display and impulse purchase behaviour on RTD products

(c) To examine if there is a significant positive relationship between broad assortment and impulse purchase behaviour on RTD products

(d) To examine if there is a significant positive relationship between product packaging and impulse purchase behaviour on RTD products

(e) To examine if there is a significant positive relationship between customer characteristics and impulse purchase behaviour on RTD products

1.4 Research Questions

After identifying the research objectives that were mentioned previously, the research questions that should be answered in the research project are:

(a) Is there a significant positive relationship between price promotion with customer impulse purchase behaviour on RTD products?

(b) Is there a significant positive relationship between prominent displays with customer impulse purchase behaviour on RTD products?

(c) Is there a significant positive relationship between broad assortments and customer impulse purchase behaviour on RTD products?

(d)   Is there a significant positive relationship between product packaging with customer impulse purchase behaviour on RTD products?

(e) Is there a significant positive relationship between customer characteristic with customer impulse purchase behaviour on RTD products?

1.5 Hypotheses of the Study

The hypotheses that are reciprocal to the research questions are as the following:

First Hypothesis:

H_1: There is a significant positive relationship between price promotion and customer impulse purchase behaviour on RTD products.

Second Hypothesis:

H_2: There is a significant positive relationship between prominent display and customer impulse purchase behaviour on RTD products

Third Hypothesis:

H_3: There is a significant positive relationship between broad assortment and customer impulse purchase behaviour on RTD products

Fourth Hypothesis:

H_4: There is a significant positive relationship between product packaging and customer impulse purchase behaviour on RTD products

Fifth Hypothesis:

H_5: There is a significant positive relationship consumer characteristics and customer impulse purchase behaviour on RTD products

1.6 Significance of the Study

The result of the study will provide valuable insight for future researcher, retailer, manufacturer or marketer to identify consumer impulse purchase behaviour. Past consumer purchase behaviour study which done by previous researchers more focus on human psychology behaviour. In this study, marketing theory of 4Ps (product, price, promotion and placement) were included, this helps to identify whether these five factors will influence the impulse behaviour toward RTD products among the hypermarket customer in Klang Valley.

If the customer behaviour is not well determined, it might lead to wrong marketing decision, loss of sales, waste of resources and etc. Therefore, it is very important for both manufacturer and retailer to have an in depth understanding on customer impulse purchase behaviour and work hand-in-hand to plan and execute the right promotion efficiently and effectively.

1.7 Unit of Analysis

The selection of the unit of analysis of this study is based on the nature, purpose and the research questions addressed. Since, the main objective of this study is interested with the behaviour of the consumers on their impulse purchase intention, therefore this study will consider customer as the unit of analysis.

1.8 Operationalization of Concept and Variables Determination

This study examines which factors influence consumers' impulse behaviour to purchase RTD products by integrating the Theory of Reasoned Action model with other variables. Factors of the Theory of Reasoned Action model and other influencing factors on consumers' impulse purchase have been identified through literature reviews.

The factors which have been identified in this study include price promotion, prominent display, broad assortment, product packaging as well as customer characteristic as the independent variable and impulse purchase behaviour as the dependant variable. A quantitative method (questionnaire) is adopted in this study to identify the consumers' actual impulse behaviour for RTD product.

Table 1.1 and 1.2 discusses the operational definition for the above stated variables.

Table 1.1 Independent variable – operational definition

Independent Variable	Description
Price Promotion	Unforeseen price cut that leads to higher more willingness to pay for unrelated or non-mandatory items (Janakiraman, Meyer and Morales, 2006)
Prominent Display	The existence of three dimensional display inside the outlet will create opportunity of instantaneous impulse purchase. Without having this sort of display in online retail environment will cutback impulse buying behaviour (Degeratu, Rangaswary & Wu, 2000 as cited in Kacen, J.J. 2003).
Broad Assortment	The more numbers of items in the store, the higher the opportunity for consumers to purchase (Stern, 1962).
Product Packaging	A study stated that at least 50% of purchases are unplanned or impulsive buying and this is caused by the interest in the packaging design at the point of purchase. (Pickton, David & Broderick, Amanda, 2001, as cited in Cahyorini and Rusfian, 2011)
Customer Characteristic	The theory of reasoned action (TRA) states, individuals will usually behave the way that will allow to obtain favourable results and also meeting other people's expectation (Ajzen and Fishbein, 1977).

Table 1.2 Dependent variable – operational definition

Dependent Variable	Description
Impulse purchase behaviour	Impulse purchase is whereby a decision to buy something is made spontaneously without any recognized need to buy the item previously (Kacen, 2003).

1.9 Proposed Conceptual Model

In this study, marketing stimuli act as subjective norm, whereas customer characteristic act as attitude towards act. The proposed conceptual model is shown as in Figure 1.1 below:

Figure 1.1 Proposed conceptual model
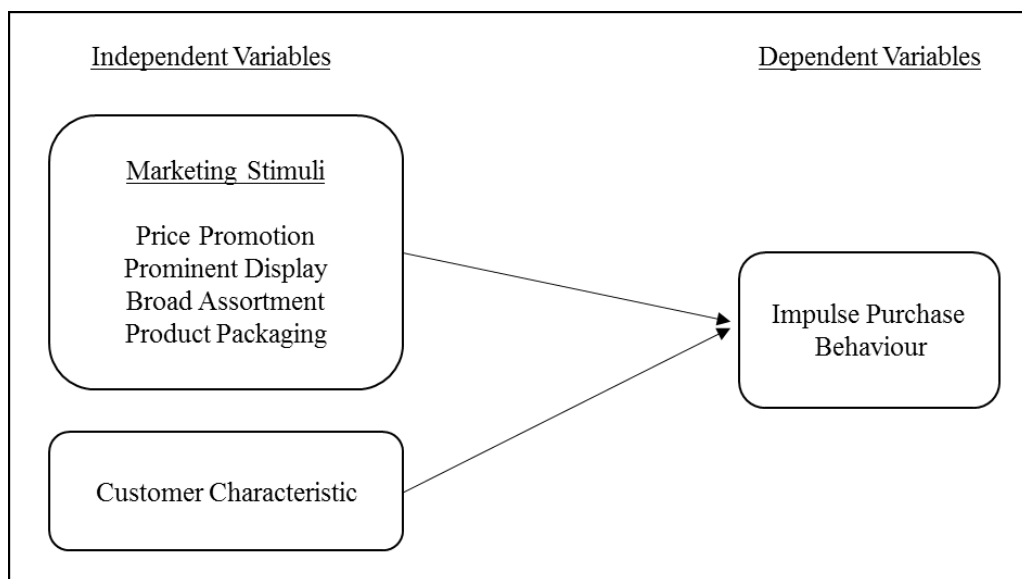
1.10 Chapter Layout

Chapter 1: Introduction

In this chapter, an overview of customer impulse purchase behaviour attitudes toward RTD products is discussed. In addition, the framework of the research objectives, significant of study, hypotheses, research questions, significance of the

study and overall chapter layout of the research project are also touch one for the better understanding of the whole study.

Chapter 2: Literature Review

Chapter two includes a proposed conceptual framework to identify the relationship, review of theoretical framework, review of literature and hypotheses development. This chapter define the independent variable and dependent variable of the research project. This chapter also comprises the in-depth explanation of the variables with the supported studies from other researchers are included as well.

Chapter 3: Research Method

This chapter will illustrate the research design, research instrument, sampling design and construct measurement. Besides it would also touch on the data processing, data collection and method of data analysis.

Chapter 4: Research Results

This chapter will basically talk in detail about the results and analyses of the result by using the SPSS version 17 to analyse the descriptive analyses, factor analysis, reliability test, inferential analyses and regression analysis.

Chapter 5: Discussions Conclusion and Implication

Lastly, this last chapter will touch on the statistical analyses summary of the research project, discussions of major findings, implication, limitation of the study, and recommendations for the future research.

1.11 Conclusion

This research was carried out to identify and analyze whether the independents variables have significant positive relationship towards impulse purchase behaviour. Hence, the relevant frameworks discussed will provide a more constructive understanding of consumers' impulse purchase behaviour and also cater a better insight of the factors that may influence in impulse purchase behaviour of consumers. If successful, this dissertation will be able to provide future researchers or marketers a greater understanding to identify consumer impulse purchase behaviour.

CHAPTER 2

LITERATURE REVIEW

The first part of this chapter will be a comprehensive review of past research on the topic of the customer impulse purchase behaviour. This impulse purchase behaviour has been studied for over a half century and yet it is still an interesting topic to be discussed as the behaviour would be change over the time. As per referring to Market Line Industry Profile (2013), a moderate growth has been seen in both volume and value in the Asia Pacific carbonated soft drinks industry during recent years. With only a minor drop, this pattern is foreseen to go on towards the forecast period to 2016. Hence, this could be justification that the RTD products have experienced constant growth throughout the year and are potentially or partially contributed from impulse buyers. A manufacturer's long term success is very much dependant on the consumers' response, retailers' reaction alongside competitors' activity (Ailawadi & Kusum, 2001). Having good products range but without proper analysis towards consumer behaviour could be resulting to misinterpretation of consumer's expectation. We have to understand how consumers behave and only we could counter react in advanced to trigger their acts to response better and grab the market share.

The second section will continue on with an analysis of the applicable theoretical models. Then, a recommended conceptual framework will be established according to the research objectives and research questions in the third section.

Finally, in the last section, a hypothesis on each of the components will be developed and be tested to review the relationship among the RTD products towards impulse purchase behaviours accurately and precisely. Now, retail outlets are packed with in-store sensory stimuli which comprises of creative advertising perfectly aligned packaging and tempting promotion. These stimuli will trigger anonymous needs, desires and tempt consumers to purchase goods that were

unintended to be bought, which lead to the act of buying impulsively (Inman, J., Winer, R. S. and Ferraro, R., 2009).

Therefore, the testing of hypothesises are to determine and to review the relationship precisely for the research of impulse purchase behaviour towards RTD products.

Theoretically, we believe that this research helps the marketers better in how to help in making decision and opportunity to develop integrative marketing strategies to drive the impulse purchase.

2.1 Review of Literature

2.1.1 RTD Industry Overview

Ready-to-drink or commonly known RTD products are pre-packed beverages sold in prepared form and ready to be drink. RTD are available in various pack types such as polyethylene terephthalate (PET), tetra pack and can. There is a wide range of RTD products available in the market. These ready to consume drink comes in the form of which it can be either carbonated (such as flavoured drink and isotonic sport drinks) or still (such as fruit juices, tea, and water). There are many RTD market players in Malaysia and the market is getting more and more competitive nowadays. Three main RTD market players in Malaysia are Fraser & Neave Beverages Marketing Sdn Bhd (FNBM), Coca-Cola Refreshments (Malaysia) Sdn Bhd (CCRM) and Permanis Sdn Bhd (Permanis).

According to Market Line Industry Profile (2013), carbonated drinks in the asia pacific region has overall grown in terms of volume and value in the recent years. The pattern of growth in assumed to be seen continuously over to year 2016. The Asia-Pacific carbonated soft drinks industry holds total revenue of $33.3bn in year 2011, this has represented a compound annual growth rate (CAGR) of 3.9% between the year of 2007 and 2011.

Besides, the CAGR' of Chinese and South Korean markets also escalated to 6.8% and 0.9% respectively, over the same time frame, achieving a respective values of $10.9bn and $1.5bn in 2011. On the contrary, CAGR of market consumption volume has surge to 3.9%, among year 2007 and year 2011; this surge has bought to total consumption volume to reach 28.1 billion liters in the year 2011. By the end of 2016, a speculated increase of market volume to 32 billion liters which is 2.6% of CAGR from the period of year 2011 to year 2016. Although a decrease in market performance is forecasted, 2.8% of CAGR is still expected for a 5 year span between year 2011 to year 2016; this means the drive of market value to $38.3bn. In contrast, the Chinese and South Korean will be expecting a growth of CAGR with 3.5% and 1.7% respectively, this will lead to a value of $12.9bn for the Chinese and $1.7bn for Koreans in year 2016.

In year 2011, a value of $33,304.8 million which is a 3.7% growth is achieved by the Asia-pacific carbonated soft drinks market. In conjunction, a growth rate of 3.9% of compound annual growth rate was also achieved by the market from year 2007 to year 2011. Also in the same year the carbonated soft drinks market of Asia- pacific region increase by 3.2% reaching a volume of 28,086.4million liters. And during year 2007 to year 2011, the compound annual growth rate was 3.9%.

It was also stated in the study that, standard cola has the biggest share of the carbonated soft drinks market in Asia-Pacific, taking up a market share of 39.8% of the total market value. In contrary, a share of 39.3% is taken up by the Fruit-flavored carbonates market. China takes up a big pie of the carbonated soft drink share which is 32.8%, and following Japans take up 21.1% of market share. The both countries take up over 60% of the total carbonated soft drink market share in Asia pacific. As a leader of Asia pacific carbonated soft drink market the coca cola company generates up to 56.4% of the market's volume. Following up Pepsico, Inc. takes up another 23.4% of the market share. On-trade is the leading form distribution channel in the Asia-Pacific carbonated soft drinks market, taking up a 36.8% share of the total market's volume.

Next, the supermarkets / hypermarkets occupies up another 28.2% of the market. The Asia-Pacific carbonated soft drinks market speculated a hike of 15.1% from

year 2011 which is a value of $38,326.7 million. During year 2011 to year 2016 the compound annual growth rate of the market is speculated to be at 2.8%. In addition, a volume of 32,003.8 million liters which is a rise of 13.9% is expected to be seen at year 2016 in the Asia pacific market. Between year 2011 to year 2016, a prediction of 2.6% is expected to be seen in the compound annual growth rate of the market (Market Line Industry Profile, 2013).

2.1.2 Definition of Consumer VS Customer

According to Cambridge online dictionary (2013), consumer is defined as an individual who purchase goods or services for their own purpose. However, customer is an individual who buys goods or services. In fact, it is important to recognize that customers might have a different mindset to consumers. Consider the example of a mother conducting a weekly top up for her family. Her needs and concerns in deciding which RTD product to purchase for her children might be different to her children whom actually will drink it. In this study, the term of consumer will be standardized to the decision maker who purchases RTD products either for their own or for other people.

2.1.3 Impulse Purchase

Hausman (2000) found that almost ninety per cent of the customers make an impulse purchase.

The study of impulse buying has been conducted in many countries such as Iran (Karbasivar and Yarahmadi, 2011), France and Sweeden (Hulten and Vanyushyn, 2011), United State (Silvera, Lavack, Kropp, 2008), United State, Australia, Singapore and Malaysia (Lee and Kacen, 2008), Texas (Luo, 2005), Philippines (Gutierrez, 2004), Indonesia (Cahyorini and Rusfian, 2011), South Africa (Tendai and Crispen, 2009) and Singapore (Pornpitakpan and Han, 2013).

The act of impulse purchases can be taken into account as any item bought from a shopping trip, these items must not be previously indicated as intended purchases before going in a store (Kacen, 2003).

According to Rook, (1987) as cited in Karbasivar and Yarahmadi, (2011), impulse buying is an unreflective in which that the item that was bought has not gone through the process of engaging in an extensive evaluation. Individuals who buy on impulse are less prone to think about the consequences or to make careful considerations before making the purchase.

Stern (1962), the term "impulse buying" in general can be assumed as "unplanned buying". It is explained as any purchase made by a shopper which was not pre-planned. According to Stern, impulse buying can be sorted into four types: pure, planned, reminder and suggestion impulse buying (Stern, 1962).

Pure impulse buying can be explained as the new or escape purchase which is different from usual pattern of buying. The context of reminder impulse happens when a shopper saw an item and recalls that the items is at an exhausted or low stock level at home, it can also be that an advertisement, previous decision to buy or other information of the item was suddenly recalled by the shopper, and prompts the impulse purchase. In contrary, suggestion impulse buying takes place when the consumer sees a new product and envision a need for the product. Last but not least, planned impulse buying takes place when the shopper goes in the shop with particular purchases in mind; however this specific purchase is dependent on whether there is a special price, coupon promotion, and etc. Alternatively, it could be specify as habitual buying, this is because marketers of habitual products often uses lower prices and sales to cultivate the habitual routine of purchasing particular product of theirs based on the findings of Pandey, B. (2013). According to Piron (1993) the planned impulse buying is a kind of action where purchase has been previously recognized or a buying intention was created before going into the store. For example, buying vegetable on impulse might be fallen into category of planned impulse buying (Piron, 2013)

Gutierrez (2004) concluded that a planned purchase is described as a search deliberately, thoughtfully and goes through an evaluation that usually lead to accurate, rational, and better decisions. In contrast to a planned purchase, impulse buying is an instinctive and immediate act of purchasing something whereby the cusstomer is not actively searching for a product and has no advance plans to purchase (Gutierrez, 2004)

In support to the above statement by Gutierrrez (2004), Sirhindi (2010) also describe impulse purchase as a spontaneous purchase, in other words the item was not in the intial plans to be bought when they commence shopping. Consumers buy all kinds of products that seem of reasons that semm or felt like it necessary, for example as a way to relieve depressed mood, to portray an identity, or just for the fun of it. Therefore, impulse purchase is explained as a non-rational purchases (Sirhindi, 2010).

Based on the findings of Rook (1987), immediate action is encouraged by an impulse, and once the urge is triggered it can be powerful and persistent. Buying impulses are often vigorous and urgent. Impulsive behaviour is more spontaneous than being careful. A buying impulse tends to cause disruption in consumer's behaviour, while a purchase much thought and considered about is more possibly a part of one's routine. Furthermore, impulse buying is more likely to be an emotional influence compared to a rational decision, and they are typically assumed as something as "bad" than "good."

Impulse buying involves abrupt and unplanned purchases. It is often influenced en by cognitive and affective forces. In terms of cognitive aspect it can be explained as the lack of planning. On the other hand, the affective aspect can be explained by the feeling of pleasure, and overpowering urges. Impulse buying is caused by hedonistic rather than practical considerations (Silvera, Lavack and Kropp, 2008).

2.1.4 Factors affecting Impulse Purchase

Previous research conducted has shown that several factors influence impulse purchase behaviour. These include payment method, promotional approaches, in-

store form display (Karbasivar and Yarahmadi, 2011), price discount, instore display (Hulten and Vanyushyn, 2011), Cognitive affect, social influence, self-esteem (Silvera, Lavack, Kropp, 2008), cultural influence (Lee and Kacen, 2008), presence of peers and presence of family (Luo, 2005), purchasing frequency, brand comparison and age (Gutierrez, 2004), packaging design (Cahyorini and Rusfian, 2011), the level of crowd, in-store scent, background music, ventilation, coupons, displays in the store, advertisements and promotions, attitude of shop staff and pricing (Tendai and Crispen, 2009), culture and sales person (Pornpitakpan and Han, 2013). Concerns about undesirable outcomes motivated consumer researchers to re-explore the underlying determinants that influence impulse buying (Youn and Faber 2000). According to a research done by Tom and Brett (2001), consumers have higher chance of making impulse purchases if they are not frequent viewers of infomercials. This suggests that it is the infrequent viewer of infomercials who is most liable to making an impulse purchase. However, frequent viewers are has less tendency to execute impulse purchase as they are more likely to plan their purchase due to seeing the infomercials for a few times.

2.2 Review of Relevant Theoretical Model

The theory of reasoned action (TRA), infers that consumers' behaviours are determined by the consumer's behavioural intention and subjective norms, where attitude toward the behaviour is seen as the behavioural intention (Fishbein and Ajzen, 1975). In this theory, the motive to execute a behaviour is decided by the attitude the consumer has towards the behaviour rather than through the consumers' attitude towards a product or service.

The theory of reasoned action (Ajzen and Fishbein, 1969, 1980) has came out with a model that has potential interest for speculating the intention of an individual to carry out their behaviour through either attitudinal or normative beliefs. Firstly, the theory states that strong relations between attitudes and behaviour will only be found where attitudinal measures and behavioural

measures are compatible with each other. Second, attitude is built based on just one determinant of behaviour. The model is shown in Figure 2.1.

Figure 2.1: The theory of reasoned action
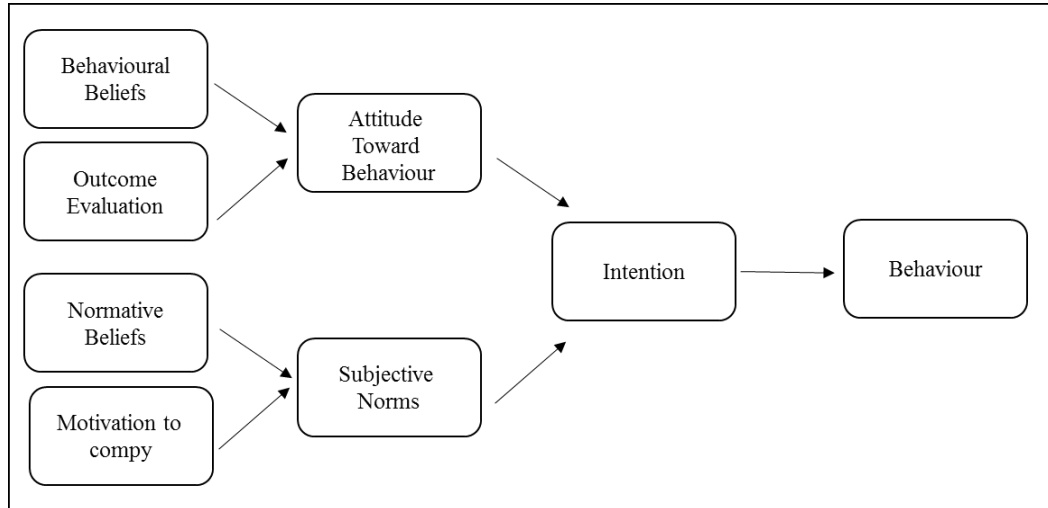
Note: Adopted from Ajzen, I. and Fishbein, M. (1969, 1980)

The immediate determinant of behaviour in this model is behavioural intention, or how the individual intends to behave. This reflects an important assumption of the TRA.

An individual's attitude to the questions behaviour is seen as the intention, and his or her subjective norm. Attitude, on the other hand is defined by the evaluation of certain behaviour. Lastly subjective norm is explained as whether to perform or not or perform certain behaviours based on the expectation of the other people.

The TRA can be further explained by focusing on the determinants of attitudes to behaviour and of subjective norms. In the context of attitudes, the determinants are said to be behavioural beliefs and outcome evaluation.

Behavioural beliefs are defined as the consequences of carrying out the behaviour. However, the individual's evaluation of consequences is explained as outcome evaluations.

As for subjective norms, the key determinants are normative beliefs and desire to comply. Normative belief can be explained as the expectation the individual assumes where a number of significant others expects him to carry out certain actions. Furthermore the motivation or desire to comply refers to the tendency of the individual to comply with the expectations of others.

The TRA does not solely focus on the prediction of intentions and behaviours. It also attempts to give an explanation for behaviour. This is done through specifying the determinants of intention such as subjective norms, attitude and also behaviour. Furthermore, TRA also focuses on the factors that underlie these determinants such as outcome evaluation, desire to comply, normative beliefs and behavioural beliefs.

However, the TRA has certain limitations. One of the limitations is that there might be a situation in which the target behaviour is not completely under the consumer's control. For example, a consumer might be hindered from buying a carbonated drink if he or she perceives that carbonated drink is unhealthy. Unfortunately, this could not explain by the TRA.

TRA is widely used in various researches as theoretical model to explain the human behaviour. These include coupon usage (Shimp and Kavas, 1984), economic consumption (Bagozzi, 2000), unethical conduct (Randal, 1989), fast food restaurant consumption (Bagozzi, Wong, Abe and Bergani, 2000), career determination (Voss, Page, Keller and Ozment, 2006), virtual knowledge sharing (Hassandoust, Logeswaran and Kazerouni, 2011), brand loyalty (Choong, 1998), Hotel Marketing Strategy (Buttle, Bok, 1996), teen sexual behaviour (Gillmore, Matthew, Diane, and Anthony, 2002), go green intention (Jane, Nisreen, Mayuresh and Nicole, 2011), psychological help (Rogers, Timothy, 2009).

The TPB as shown in Figure 2.2 was an enhanced model of TRA developed by Icek Ajzen (1985). It was developed with the objective to improve the theory of reasoned action by adding in perceived behavioural control. According to the model that Ajzen came out with, there are three kinds of consideration which are normative beliefs, behavioural beliefs and beliefs about control. Behavioural

beliefs is the key that lead to the whether an attitude towards certain behaviour is favourable or unfavourable. Normative beliefs will become the subjective norms. In contrary, the beliefs about control cause the perception of behavioural control. Therefore the subjective norm which is the perceived behavioural control and attitude towards behaviour, will in turn form behavioural intentions.

This means, the more preferred the behavioural attitude, perceived behaviour and subjective norm are assumed, the higher the chances of that the person will have the intention of behaving accordingly. Hence, the behavioural intention is influenced by perceived behavioural control, subjective norms, and attitude towards behaviour. For instance, when a consumer is determine to purchase RTD products and will evaluate the products' benefit and disadvantages and this is so called attitude towards act or behaviour. Furthermore, the friends or others surrounding factors will be another variables that influence the consumer decision such as mouth of good words pertaining to the RTD products. Lastly, the perceived behavioural control is reflecting to the past experience of using the RTD products will be determined the repeat or habitual purchase decision.

Figure 2.2: Theory of Planned Behaviour
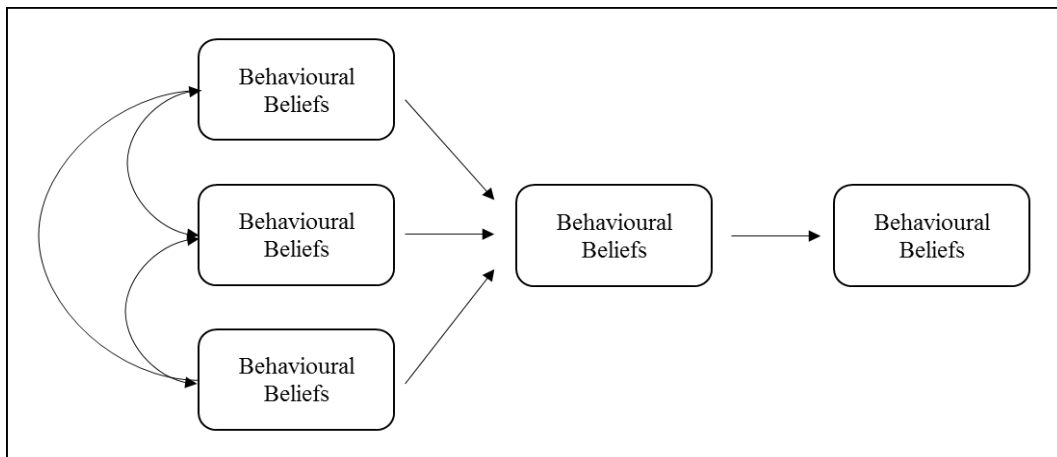
Note: Adopted from Ajzen (1991)

Richard, P. (1990) the Trying Consume Model reflects the consumer' attempt to consume. In the attempt to consume, he or she might frequently experience personal limitations and or environmental constraints which can be hindering. For

example, a consumer is planning to lose some weight but he likes ice-creams so much and most of his friends and family members like ice cream too.

The theory of trying to consume as shown in Figure 2.3 replaces actual behaviour by attempting to act in a particular manner. Attempting to act or to reach a particular objective is anticipated by the aim to which result in deciding the attitude of the attempt. The success or the failing of expectations and attitudes will lead to an attitude towards whether that something should be tried. It is then leads to the intention to try. The intention to try is affected by past trial experience, whether it is a good experience or a bad experience. This happens before consumers put on the real trial.

Figure 2.3 Trying Consume Model
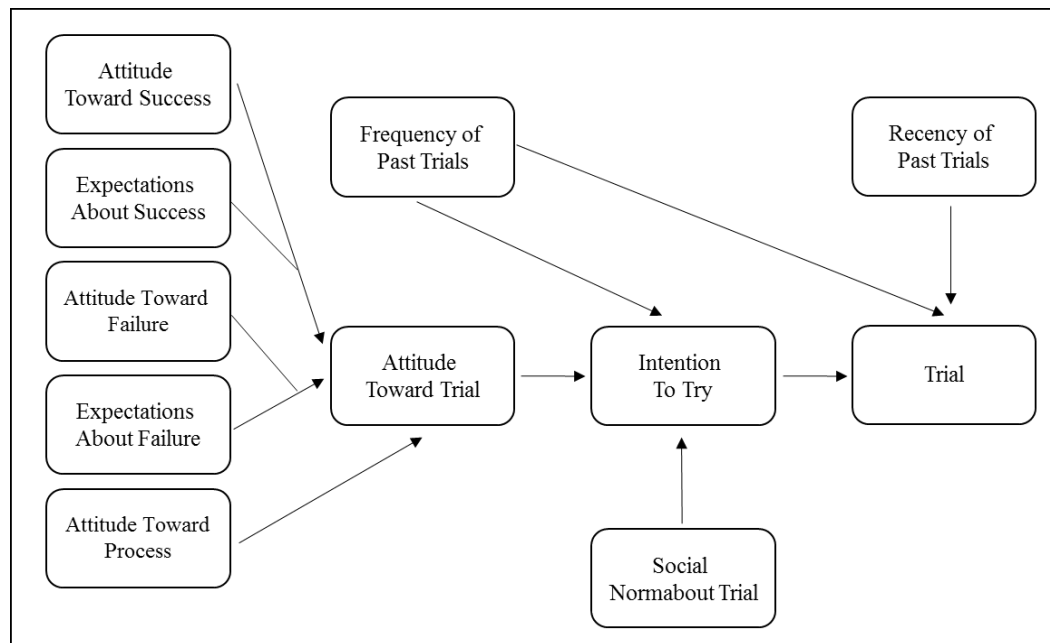
Note: Adopted from Richard, P. (1990)

2.3 Proposal Theoretical / Conceptual Framework

Figure 2.4 shows the proposed of conceptual framework that act as a foundation to continue in this study. This model is adopted from the above review theoretical model which is developed by Fishbein and Ajzen, (1975). Besides that, this framework developed is based on the entire research objective and research question in this study. In this framework, the impulse purchase behaviour is the

dependent variable, whereas the price promotion, prominent display, broad assortment, product packaging and customer characteristic represented the independent.

Figure 2.4 Proposed conceptual model
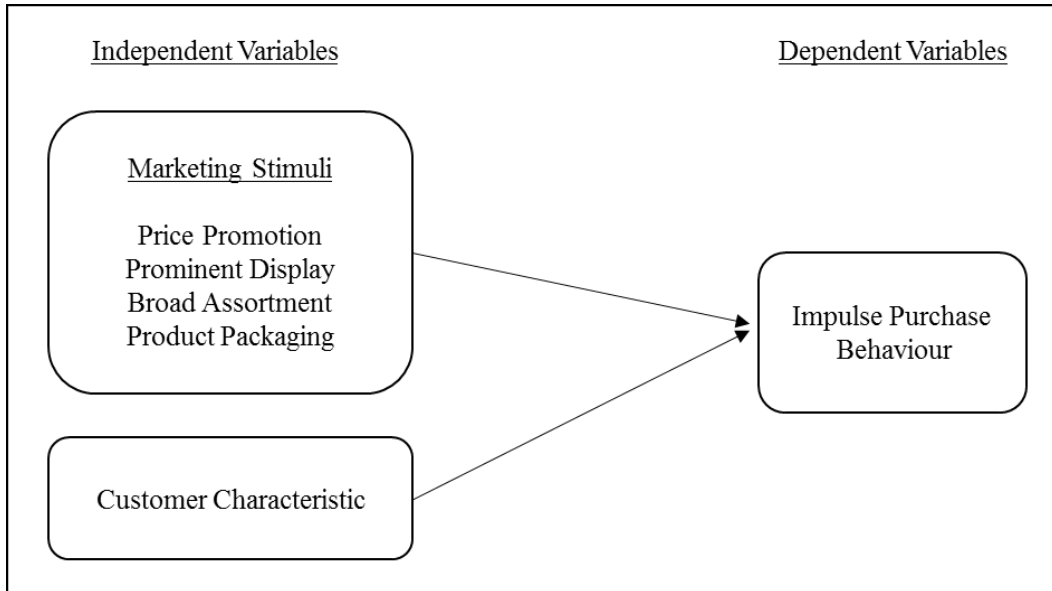
2.4 Hypotheses Development

2.4.1 Marketing Stimuli

Marketing stimuli is refers to something which had been planned and processed by the marketer to influence consumers' purchase behaviour. The basic marketing stimuli consist of 4Ps: product, price, place and promotion.

A study done by Tendai & Crispen (2009) shown that coupons, vouchers, price, and the display used in store are some of the determinants of impulse purchase. Besides factors like promotions, advertisement and also shop staff behaviour are also things that would affect impulse purchase (Tendai & Crispen, 2009)

Anic (2010), also states that purchasing intention and transaction can be influenced by particular preference or lack of preference for brands, stores, and other marketing stimuli by reflecting a favourable or unfavourable attitude (Anic, 2010).

Kollat and Willet (1969) found that in-store stimuli produce unplanned purchases because:

(1) Shoppers utilized how products are categorized and other in-store stimuli to help them to remember their shopping needs; this also signifies that some purchase that are made are not totally according to the shopping list.

(2) In-store promotional techniques will lead shoppers to recognize new ways of satisfying needs.

Bell Corsten and Knox (2011), in-store marketing stimuli will produce unplanned buying, this is especially applicable when the store is choosen for "low prices" and "attractive promotions".

2.4.1.1 Price Promotion

Tendai and Crispen (2009), found an interesting result in his study, it was discovered that factors that are of economic background like lower price and coupons will create a higher opportunity of impulse purchase among poor customer.

Stern (1962) suggested that retailers that are stationed at less financially privileged communities could utilize advertising strategy like promotions and coupon to enjoy the perks of impulsive buying decision. Price is an important factor that determines impulse purchasing on convenience goods. For example, if a shopper plans to buy one bottle of ketchup around the price of RM5 but discovers that the ketchup on sales at two bottles is at RM8, she might as well buy the 2-bottles special. The sales changes the additional bottle into an impulse item.

Lower priced items will also lead consumer to an impulse purchase compared to higher priced items. Products on sale have higher opportunity to be impulsively purchased than items that are not on sales (Kacen, Hess and Walker, 2012).

The study of Zhou and Wong (2003) found that in-store promotion is an effective promotion tool which has a direct influence on consumers' behaviour. Unexpected price discount will lead to higher willingness to pay for an unrelated non-mandatory items (Janakiraman, Meyer, Morales, 2006, as cited in Tendai and Crispen, 2009)

Therefore, this study expects that:

H_1: There is a significant positive relationship between price promotion and customer impulse purchase behaviour on RTD products.

2.4.1.2 Prominent Display

Retailers sometimes use product unplanned purchasing rates to select products for differential promotional treatments. Decisions such as shelf height, shelf facings, store location, and end aisle treatment for specific product are usually based on the unplanned purchase rates of the product (Kollat and Willet, 1969).

Merchandising displays helps to encourage impulse buying behaviour, this is especially applicable in planned versus impulse purchase situations. A product put on special display has higher chances to be impulsively bought than products that are not on display (Kacen, Hess,Walker ,2012)

However, Kollat and Willet (1969) argues that increasing product exposure does not always create a higher rate of unplanned purchasing. For example, in his study it was shown that some products with higher impulse purchasing rates are not highly influenced by more shelf space when compared to the sales of products with low impulse rates. Moreover, in some instances, end aisle displays of relatively high impulse products do not result in higher direct product profits compared to the end-aisle treatment of relatively low impulse products.

This is the supportive to the opinion of previous researches; exposure to in-store stimuli triggers only small scale of unplanned purchasing. The rate of unplanned purchasing seems more dependent towards the type of stimulation technique, the

product that is being promoted and the perception of the customer who selectively reveal himself to the stimuli.

Therefore, this study proposes the following hypothesis:

H_2: There is a significant positive relationship between prominent display and customer impulse purchase behaviour on RTD.

2.4.1.3 Broad Assortment

According to Stern (1962), mass merchandising has created a strategic environment for impulse buying. Meanwhile, impulse buying has led to the development of several mass merchandising techniques. For example, scramble merchandising which is one of the For example, scrambled merchandising in stores which is a kind is the introduction of variety store items in drug stores, and vice versa putting drug items into supermarkets. It was found that the consumers are willing to buy products on impulse, since they did not expect scrambled merchandise to be available.

The more numbers outlet in which an item is present, the more chances the customer has to buy it (Stern, 1962).

Therefore, this study predicts that:

H_3: There is a significant positive relationship between broad assortment and customer impulse purchase behaviour on RTD

2.4.1.4 Product Packaging

According to Duncan (2005) as cited in Cahyorini and Rusfian (2011), the packaging is the main instrument of communication in which the brand messages can be delivered by the companies. Besides, packaging of an item must be set a

crucial marketing tool to convey brand message, it is also important in the aspect that it should be fully utilized at the point of purchase to gain consumer's attention. Pickton & Broderick (2001) added that, although shopping is usually a planned activity, at least 50% of purchases are unplanned or impulsive buying. This can be caused by their interest in the packaging of the item at the point of purchase.

Klimchuk & Krasovec (2006) highlighted that packaging design plays a crucial role at the point of purchase to gain attention and for a successful purchase. Consumer prefer packaging shape that can be easily to stored, comfortable to hold, and attractive in appearance.

H_4: There is a significant positive relationship between product packaging and customer impulse purchase behaviour on RTD

2.4.2 Customer Characteristics

As cited in International Encyclopaedia of the Social and Behavioural Science, Eagly and Chaiken (1993) attitudes are defined as the tendency to evaluate an entity with some degree of favour or disfavour, usually expressed in affective, cognitive, and behavioural responses.

Rook and Fisher (1995) discovered customer tried to conceal the feeling of impulse tendencies because they wanted to be seen as rational, mature and not just some people with weak will that will be easily affected by impulse tendencies. Housman (2000) discovered impulse purchases are created by consumers to satisfy their self-actualization and esteem needs.

H_5: There is a significant positive relationship consumer characteristics and customer impulse purchase behaviour on RTD

2.5 Conclusion

The information found in the Chapter 2 is helpful in giving an extensive view and also provide better understanding of this study. Through the hypotheses, the relationship of the dependent variables with each independent variable is precisely defined. In the following chapter, appropriate research method will be employed to test the entire hypotheses based on the respondents.

CHAPTER 3

RESEARCH METHOD

In chapter two, the literature review, conceptual frameworks and hypotheses are mentioned, and it provides the foundation for this chapter to proceed. This chapter will explain the methodology that was utilized to accumulate the needed data for the testing of hypotheses that was mentioned in the previous chapter. In addition, data collection methods, measurements scale, research design, methods of data analysis, operational definitions of construct and sampling method are all presented in this chapter.

3.1 Research Design

In order for the result to be fair, free from all forms of bias, credible and maximally generalized, a plan is used to provide the underlying structure that integrates all elements of quantitative study (Hancock and Mueller, 2010). Therefore, it is important to have an accurate understanding on the origins of information and the design technique such as whether an experiment or survey should be used. Furthermore, the itinerary, the sampling methodology, alongside cost that will be incurred are also crucial part of designing a research.

The quantitative research will be used to measure the variable that would affect customer impulse purchase behaviour towards Ready-to-Drink products in this study.

Additionally, descriptive research was conducted to identify the major factors that affect consumer impulse purchase behaviour toward Ready-to-Drink products. Descriptive research is undertaken to obtain answer to question of demographic such as who, what, where, when, and how.

On top of that, this research also involved causal research. The motive of this causal research is to determine which variable will result in certain behaviour. For example, to determine whether there is cause and effect between the variables.

3.2 Data Collection Methods

Data Collection is a crucial element of every research study. If the data collection is inaccurate, the results of the study will also become invalid. Therefore, it is vital to decide which type of data should be used for the study. In this research, primary data is utilized to answer the research question and hypotheses.

3.2.1 Primary Data

According to Adam, Khan, Raeside and White (2007), primary data are gathered at different level with regard to the inquiry through a new survey. This is a very crucial element of research design. Besides, the effectiveness of data collection will also determine whether the aim of the research can achieve and will help in answering the research questions.

There are several ways to collect the primary data, however in this research; primary data is gathered through the use of questionnaire survey. This is to ease of administration and analysis, all respondent answers the same question and exposed to the same response option. All the collected statistical data are analysed by using SPSS version 17 in order to produce a finding in Chapter 4.

3.3 Sampling design

3.3.1 Target Population

The objective of this study is to understand and explore how the respondent's will respond towards the factors that affect the consumer impulse purchase behaviour toward the RTD products. The population is set as the shopper who has purchased any RTD products from hypermarket.

3.3.2 Sampling Location

The sampling location is within the Klang Valley. In order to obtain a wider variety of respondent the questionnaire will be handed out to respondent to complete in selected hypermarket.

3.3.3 Sampling Elements

This research will be distributed in Klang Valley; the targeted respondents are the shoppers who has purchased RTD products either for themselves, their family or friends from the hypermarket. They are targeted because the questions concerning on getting know what are the factors that influence the behaviour of consumer in Malaysia to purchase RTD products. The shoppers were targeted because they can provide the relevant information needed based on their knowledge and experience. For example, shopper who is fall under low income group might opt to purchase a promotional item, regardless of which brand the product is. Consequently, price is not the only factors that influence their decision; they might influence by the product packaging, product display, assortment of the products.

3.3.4 Sampling Technique

There are two sampling techniques available which is probability technique and non-probability technique. In this study, convenient sampling technique is used as non-probability technique as it is inexpensive, extensively used and not require larger population. Hence, it can help to save or reduce the cost of sampling. According to research done by Adam, Khan, Raeside & White (2007), convenient sampling is a non-probability sampling technique which samples are unrestricted. Interviewers are allowed freedom to choose from whomever they have found; therefore it is termed as convenience.

3.3.5 Sampling Size

Sample size is often correlated with time and cost. Based on these two limitations one will need to determine a sample which produce result that are significant, sturdy or justified statistically sturdy but, more crucially, will represent the whole data (Adam, Khan, Raeside and White, 2007).

Within the time and other limited resource constraints, 400 sample size and 30 pilot test sample is prepared for this research. The quantity sample size and pilot test are fulfilling the survey requirement accordingly. Hence, a total 400 sample sizes is collected within Klang Valley. Besides that, total 30 pilot test sample has been carried out before distribute a formal survey to the consumer. The purpose to pre-test the questionnaire is to make that the questionnaire is drafted clearly, easily understood by respondents and can be completed as planned (Adam, Khan, Raeside and White, 2007).

3.4 Research Instrument

The research instruments utilized in this research is self-administered questionnaire in which the respondent reads the questions and completes the survey on her or his own without the presence of interviewer or computer

assistance. The questionnaire was designed and developed with the understanding based on the literature reviewed alongside the aim to examine the relationship of price promotion, broad assortment, product packaging, prominent display and consumer attitudes on consumer impulse purchase behaviour toward RTD products.

3.4.1 The purpose of using Questionnaire

A questionnaire is a developed written set of questions used to gather feedback from the respondent. By using questionnaire, there is no opportunity to probe respondent to elaborate an answer, therefore, it provides standardization to all respondents' reaction to the survey.

3.4.2 Questionnaire Design

The questionnaire is conducted in English, as this is the language that can be understood internationally and is suitable to use as a communication language with the respondents. The questionnaire is basically divided into three primary sections, the first section is Part A which is the general information, following Part B which focus on general opinion and Part C which is the demographic profile.

In section A, general questions relate to the dependent variable which is impulse purchase behaviour toward RTD products and respondent's products consumption pattern as well as their purchasing experience. Respondents are required to choose and answer the structured questions such as multiple-choice and scales in this section.

In section B, the questions were designed to gather data from the respondent's opinions about behaviour towards RTD products that consist of questions relating to the measurement of the independent variables which are price promotion, broad

assortment, product packaging, prominent display and consumer attitude. The section B is designed in a form of five-point Likert scale measurement question.

Lastly, section C records demographic data regarding the respondent personal information. In this section, respondents need to fill in their personal information which consists of education level, monthly income, age, race, marital status, occupation, gender and marital status.

3.4.3 Pilot Test

Before the actual survey a pilot test of questionnaire was executed; this is also known as pre-testing. A pilot test is utilized to test the way the questions are worded, sequence of questions, analysis procedures, layout of the questionnaire and fieldwork arrangement (Adam, Khan, Raeside and White, 2007).

In this pre-test, 30 of the respondents mostly were friends and family members. Pilot testing was carried out to obtain feedback, to minimize error and improve the content of questionnaire. Furthermore, identified limitation of the questionnaire has been edited and altered accordingly to minimize the unforeseen error while improving the quality of the questionnaire. In this questionnaires, an indicator has been included in question 1 to indicate respondents can choose more than one selection since respondents may purchase several types of RTD products. This is to obtain more complete and accurate answers from the respondents. Furthermore, Cronbach's alpha statistic was computed to test the reliability of the variables used in this study. The statistic shows that the reliability coefficient of all the variables were between 0.7 and 0.9.

3.5 Construct measurement

3.5.1 Origin of Construct

The sources of the construct measurements used in this research project are adapted from Joseph (2010).

Table 3.1 below indicates the items for the impulse purchase behaviour towards RTD products which includes four items that are adopted from Joseph (2010).

Table 3.1 Impulse purchase behaviour and measurement items

Construct	Sample measurement items	Sources
Impulse Purchase Behaviour	1. When I go shopping, I buy things that I had not intended to purchase 2. I often buy things without thinking 3. I buy things according to how I feel at the moment 4. I just wanted to buy things and didn't care what I bought	Joseph (2010)

Table 3.2 indicates the items for the construct of customer characteristic. There are five items used to measure this characteristic and are adopted from Joseph (2010).

Table 3.2 Customer Characteristic construct and measurement items

Construct	Sample measurement items	Sources
Customer Characteristic	1. I feel a sense of excitement when I make an impulse purchase 2. I love purchasing when I am in care free mood 3. If I find something really nice it cheers me up 4. If I find something nice when shopping, I feel good 5. When I buy items spontaneously I feel a sense of accomplishment	Joseph (2010)

Table 3.3 indicates the items for the construct of price promotion. There are three items used to measure this attitude such as (1) If I see an interesting promotional offer (reduced price, sales promotion and etc.) on in-store signs, I buy it, (2) A "buy-one-get-one free" has led me to buy the product, (3) A coupon has led me to buy the product which I did not plan before. The three items are adopted from Joseph (2010).

Table 3.3 Price promotion construct and measurement items

Construct	Sample measurement items	Sources
Price Promotion	1. If I see an interesting promotional offer (reduced price, sales promotion and etc) on in-store signs, I buy it	Joseph (2010)
	2. A "buy-one-get-one free" has led me to buy the product	
	3. A coupon has led me to buy the product which I did not plan before	

Table 3.4 below indicates the items for the construct of broad assortment. There are three items used to measure this attitude such as (1) When I see assorted products throughout the store, I tend to buy some of them, (2) Broad assortment of multiple products allows me buy items in a single visit, (3) Existence of varieties of products reminds me of what I really need to buy. The three items are adopted and modified from Joseph (2010). "Mass distribution" is renamed to "broad assortment".

Table 3.4 Broad assortment construct and measurement items

Construct	Sample measurement items	Sources
Broad Assortment	1. When I see assorted products throughout the store, I tend to buy some of them	Joseph (2010)
	2. Broad assortment of multiple products allows me buy items in a single visit.	
	3. Existence of varieties of products reminds me of what I really need to buy	

Table 3.5 below indicates the items for the construct of prominent display. There are three items used to measure this attitude which adopted from Joseph (2010).

Table 3.5 Prominent display construct and measurement items

Construct	Sample measurement items	Sources
Prominent Display	1. I tend to enter a store when I am attracted by an eye-catching window display.	Joseph (2010)
	2. I get an idea of what I want to buy after looking through in-store form display	
	3. I tend to depend on store displays when I make a decision to purchase	

Table 3.6 indicates the items for the construct of product packaging. There are four items used to measure this attitude. The four items are adopted from Variawa, (2010).

Table 3.6 Product packaging construct and measurement items

Construct	Sample measurement items	Sources
Product Packaging	1. Packaging is important	Variawa, (2010)
	2. Better packaged products are better	
	3. Label (name, information, instructions) is an important part of package.	
	4. Package helps me to identify the product from others	

3.5.2 Data Scale of Measurement

For the purpose of aiding easy and simply understanding, the quantitative variables are often measured through various scales. A scale may be explained as a tool that is used to measure appropriate quantification of variables. Generally there are four kinds of scales which are ordinal, ratio, nominal and also interval (Adam, Khan, Raeside & White, 2007).

A questionnaire is a formalized set of question that is used to gather information from respondents. In this study, the questionnaire is sectioned into three parts which are; Part A which consist of the general information, Part B which is the General opinion and Part C which is the Demographic profile

Part A, consists of five questions, is designed with a combination of nominal scale and interval scale. To identify the buying pattern of respondent on RTD products nominal scales is employed in Part A however this is with the exception of questions three that used Interval scale to rate respondents' impulse purchase behaviour.

Interval scale is being utilized in part B to measure respondent's opinion. Items for variables include price promotion, product packaging, prominent display, broad assortment and consumer attitudes are measure using five-point Likert scale ranged from (1) Strongly Disagree to (5) Strongly Agree. Table 3.7 below shows the summarization of Likert Scales that was administered to measure variables.

Section C, the final section of the questionnaire, consists of seven questions. The questions are designed with nominal scale of measurement. This section part is to further identify the respondents' personal information to assist in analyzing the responses.

Table 3.7 Summary of Likert Scale Used to Measure Variables

Variables	Likert Scale
Dependence variables: Impulse purchase behaviour	1 = Strongly disagree 2 = Disagree
Independence variables: Price Promotion Product Packaging Broad Assortment Prominent Display Customer characteristic	3 = Neutral 4 = Agree 5 = Strongly Agree

3.6 Data Processing

Data processing involved converting information into data and makes them representative of the population of interest. Firstly, a check for acceptable questionnaire needs to be done. Then, the data will be edited, coded, transcribed and cleaned. Lastly treatment is prescribed for missing response.

3.6.1 Questionnaire Checking

The foremost step in questionnaire verification involves a check of all questionnaires whether it is complete and the interviewing quality while field work is still underway. Lastly, the issues on meeting the sampling requirements are identified.

3.6.2 Editing

Editing is a process whereby the review of questionnaire is done with the aim in mind to increase both accuracy and precision. This process comprises of screening through the questionnaires to spot if there is any incomplete, illegible, ambiguous or incomplete response. Then, all the issues that arise will be edited to meet sampling requirements.

3.6.3 Coding

Coding means giving a code, usually in numeric form, to each possible response to each question. Coding also comprises an indication of the positions of the column and data recorded. Therefore a code has been designated to each possible response in this study

3.6.4 Transcribing

In this study, all the data has been transcribed from questionnaires into a research software called Statistical Project for Social Science (SPSS) Version 17.0.

3.6.5 Data Cleaning

Data cleaning is inclusive of consistent check and treatment of missing responses. There are 20 samples that the data are logically inconsistent, not in range, have and have extreme values which are inadmissible has been removed from the study.

3.7 Data Analysis

After the data collection is completed, Statistical Package for Social Sciences (SPSS version 17) software is used to analyze the data.

3.7.1 Descriptive Analysis

The descriptive analysis is used to explain the variables in a data matrix. It is a kind of statistics usually correlated with frequency analysis that helps to summarize the result and presents in the frequency table. Basically, descriptive analysis is calculating the descriptive summary statistics, particularly the mean or percentages. The sample mean simply means the average that was obtained by dividing the sum of the responses to that question by the sample size. The mean, range and percentage are used to measure and describe the statistics of descriptive summary in this study. The objective of descriptive analysis is able to provide accurate, simple, and meaningful figures by summarizing the dependent and independent variable in a large set of data.

3.7.2 Reliability Test

Reliability predicts the consistency of the measurement or in other words reliability is whether the degree where an instrument will measure the same way when it is used under same conditions and same subjects. The key point in reliability is consistency (Adam, Khan, Raeside & White, 2007). This simply implies that, when the result of the measuring process can be reproduced, the

measuring instrument deemed reliable. However, this does not imply that it is valid, this will only prove that the measurement is not producing unpredictable and erratic results. In order words, although a variable is measured wrongly, as long as it produces a consistency result, it is considered as reliable.

This test is able to validate that the items are related to each other or not. Cronbach's Alpha of reliability test is used to examine the reliability of the measurement scale. Scales were analyzed in term of their reliability, by means of the internal consistency.

The evaluation of the Cronbach's Alpha coefficient is based on the rules of the thumb as shown in Table 3.8:

Table 3.8 Rules of Thumb about Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 and above	Excellent

Note: Adopted from Hair, J. F., Babin, B., Money, A. H., and Samouel, P. (2003)

3.7.3 Inferential Analysis

Inferential analysis is used to produce conclusions of the population's traits based on the sample data. There are two rational for the chosen statistical tests which are Pearson's Correlation Analysis and Multiple Regression Analysis.

3.7.3.1 Pearson's Correlation Analysis

The Pearson Correlation Coefficient (r) is a measure of the degree of association between variables. (Adam, Khan, Raeside & White, 2007). It takes a value

between −1 and 1. A *R* value near to 1 indicates strong positive association, whereas a *R* value near to −1 indicates a strong negative linear association.

In this study, Pearson's correlation coefficient is used to measure the co-variation or associations between dependent variable (impulse purchase behaviour) and independent variables (price promotion, product packaging, broad assortment, prominent display and consumer attitude). The significant of the relationship between two or more variable are important for interpreting the result of the variables.

The correlation coefficient that is used to characterize the strength of the association between variable was employed and the rules of thumb of correlation size are summarize in Table 3.9 below:

Table 3.9 Rules of thumb about correlation coefficient size

Coefficient Range	Strength of Association
± o.68 - ± 1.00	Strong
± 0.36 - ± 0.67	Moderate
± 0.00 - ± 0.35	Weak

Note: Adopted from Taylor, R. (1990)

3.7.3.2 Multiple Regressions Analysis

According to Hancock and Mueller (2010), Multiple Regression model is to relate a set of regressor (independent or predictor) variables to a criterion (dependent or outcome) variable, for purposes of explanation and/or prediction, with an equation linear in its parameters. More formally, the multiple regression model is given as

$$y = a + b1\ x1 + b2x2 + b3x3\ldots+ bmxm$$

Equation;
$$IPB = a + b_1PPR + b_2PPA + b_3PD + b_4BA + b_5CC$$

Where

PPR= Price Promotion

PPA= Product Packaging

PD = Prominent Display

BA = Broad Assortment

CC = Customer Characteristic

IPB= Impulse purchase behaviour toward RTD Products

3.8 Diagnostic checking

3.8.1 Multicollinerity

Multicollinearity statistical phenomenon exist when two or more independent variables a multiple regression model are highly correlated. In this study, a multicollinearity test by stage is also done to identify the variables that are unnecessary with respect to other variable if any, which might moderate the relationship of the regression model to be less significant.

3.9 Conclusion

In a nutshell, chapter three has discussed about how data collection methods, research design, sampling design, construction measurement, methods of data analysis, data processing and research instrument are applied in this study. Chapter 3 provides a linkage to chapter 4, they are interrelated. The following chapter will show the trend of the result and analysis of the results. Besides chapter 4 will also discuss on the result of the statistical analysis. Last but not least, chapter 4 will cover the discussion and interpretation of the result of hypotheses.

CHAPTER 4

RESEARCH RESULT

In chapter four, the trend of result and the analysis of the result that was produced will be discussed. The SPSS version 17 was selected to analyse the reliability test, descriptive analysis inferential analysis, factor analysis and also regression analysis.

4.1 Descriptive Analysis

The demographic information was collected from a total of 380 participants across Hypermarket in Klang Valley. Table 4.1 below shows the demographic information of the respondent according to gender, race, age group, marriage status, education level, occupation and income. In general, the number of female respondents is 223 (58.7 percent) while the number of male respondents is 157 (41.3 percent). Besides, the data shows that majority of the respondents are Malay which represent 65 percent of the total respondent and follows by Chinese with 107 respondents. In addition, most of respondents are from age 21 to 30, which consists of 210 respondents. 65 percent of the total respondents are reported single. 54.2 percent of the total respondents are bachelor degree holder. 62.4 percent of the total respondents are working adult, 25.8 percent are students 3.7% are self-employed and 8.2% are under others category which probably jobless or they are housewife.

Table 4.1: Respondent's demographic information

Demographic	Frequency	Percentage (%)	Cumulative Percentage (%)
Gender			
Male	157	41.3	41.3
Female	223	58.7	100.0
Race			
Malay	247	65.0	65.0
Chinese	107	28.2	93.2
Indian	26	6.8	100.0
Others	0	0	100.0
Age			
20 and below	29	7.6	7.6
21-30	210	55.3	62.9
31-40	106	27.9	90.8
41-50	26	6.8	97.6
More than 50	9	2.4	100.0
Marital Status			
Single	247	65.0	65.0
Married	133	35.0	100.0
Divorced	0	0	100.0
Education Level			
STPM or below	35	9.2	9.2
Diploma	123	32.4	41.6
Bachelor Degree	206	54.2	95.8
Master Degree & above	16	4.2	100.0
Occupation			
Student	98	25.8	25.8
Executive & below	185	48.7	74.5
Manager & above	52	13.7	88.2
Self-employed	14	3.7	91.8
Others	31	8.2	100.0
Income			
No personal income	116	30.5	30.5
RM3000 & below	169	44.5	75.0
RM3001 - RM5000	43	11.3	86.3
RM5001 & above	52	13.7	100.0

As shown in Figure 4.1, isotonic drink is the most popular among all the RTD products, with more than half of the respondents purchased it. Second follows by water (18%) and third is tea range of product (6%).

Figure 4.1 Category of the product purchased
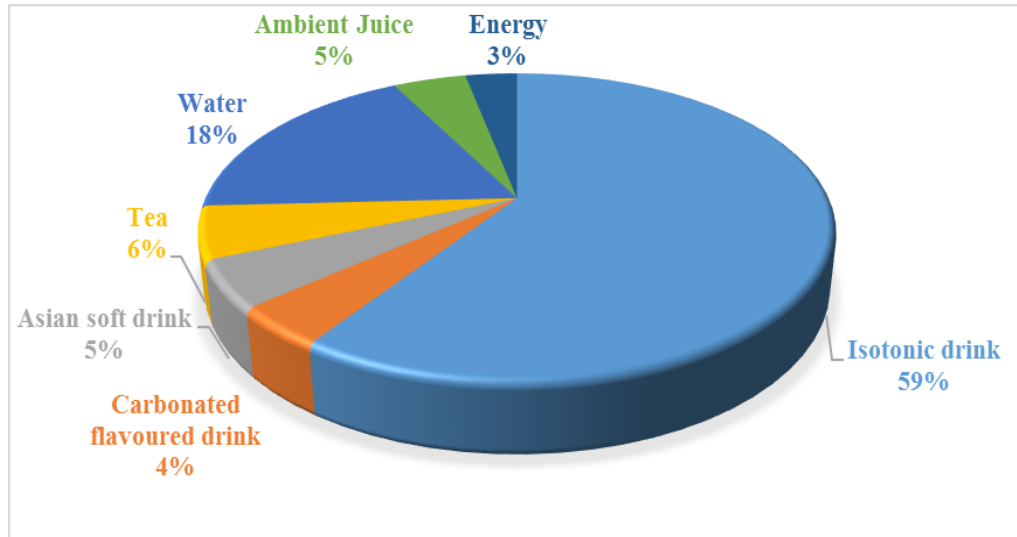
On top of that, shopper's purchasing frequency was also included in this study. Figure 4.2 shows the purchasing frequency of the respondents. It shows that 36% of the respondents rarely purchase RTD products which only 6 to 10 times in a month and total of 18% of the respondents purchase more frequent which more than 16 times a month, purchase almost on every alternate day. This could probably due to their outdoor activity which they need to rehydrate frequently or they do not own any water filtration system at home.

Figure 4.2 Purchasing frequency
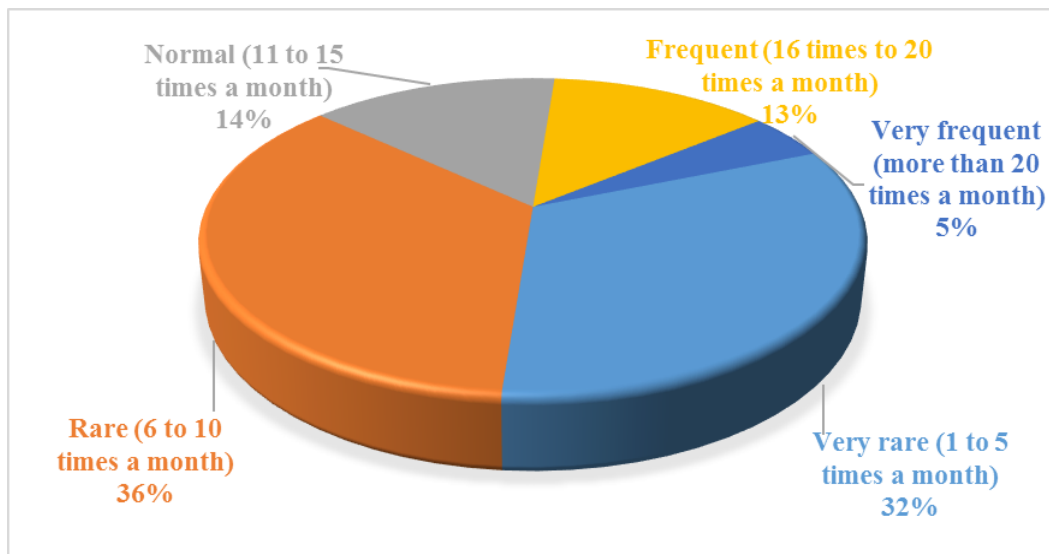
4.2 Factor Analysis

Factor analysis summarizes the underlying correlation pattern of closely related items. This is often used to identify the underlying structure when measuring and developing scales.

The two main approaches of factor analysis are confirmatory analysis and exploratory analysis. Exploratory factor analysis is used to collect information about the interrelationships among a set of variables in the initial phrases of research. In contrast, confirmatory factor analysis, is a technique used in the later stage to confirm specific hypotheses or theories concerning the structure underlying a set of variables in the research process.

4.2.1 Exploratory analysis

Correlation test is used to examine whether there is any relationship among the factors. Table 4.2 shows the factors group with having results which p-value less than 0.1. Therefore as a conclusion, there was a significant positive relationship

among all factors which was at 90 percent confidence level. For Table 4.2, please refer to appendix B.

4.2.2 Confirmatory analysis

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) was utilized to ensure that the data set is suitable for factor analysis. Table 4.3 shows that the KMO value was 0.894 which is above 0.6 and the Bartlett's Test of Sphericity value was significant, which p-value was 0.000 (less than 0.05), therefore the factor analysis is appropriate.

Table 4.3: KMO and Bartlett's analysis

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin	0.894
Bartlett's Test of Sphericity	0.000

In this study, factor analysis is employed to determine whether the factors are in the right variable group, thus components that have an eigenvalue of 1 or more are considered. From Table 4.4, only the first six components recorded eigenvalues above 1 (7.958, 2.118, 1.683, 1.627, 1.440 and 1.068). This shows that these 22 components can be grouped into 6 groups. These six components explain a total of 72.25 percent of the variance as stated in 'Cumulative %' column.

Table 4.4: Total Variance Explained Table

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.958	36.172	36.172	7.958	36.172	36.172	3.400	15.454	15.454
2	2.118	9.627	45.799	2.118	9.627	45.799	2.910	13.229	28.683
3	1.683	7.651	53.449	1.683	7.651	53.449	2.828	12.854	41.537
4	1.627	7.398	60.847	1.627	7.398	60.847	2.421	11.003	52.541
5	1.440	6.547	67.394	1.440	6.547	67.394	2.242	10.192	62.733
6	1.068	4.855	72.249	1.068	4.855	72.249	2.094	9.516	72.249
7	0.617	2.807	75.056						
8	0.573	2.606	77.662						
9	0.540	2.456	80.118						
10	0.507	2.306	82.424						
11	0.490	2.227	84.651						
12	0.464	2.110	86.761						
13	0.404	1.836	88.597						
14	0.387	1.759	90.356						
15	0.349	1.588	91.944						
16	0.337	1.534	93.478						
17	0.307	1.397	94.875						
18	0.298	1.354	96.229						
19	0.293	1.330	97.559						
20	0.218	0.989	98.548						
21	0.205	0.934	99.482						
22	0.114	0.518	100.000						

Table 4.5 shows the factor pattern matrix (rotated factor loadings), this is the representation of how both the variables are weighted for each factor. It also shows the correlation between the factors and variables. The result shows that these 22 variables were grouped into six groups. First group consists of 5 factors (CC5, CC1, CC3, CC4 and CC2), second group consists of 4 factors (PPA3, PPA2, PPA1 and PPA4), third group consists of 4 factors (IPB1, IPB4, IPB3 and IPB2), forth group consists of 3 factors (PPR2, PPR1 and PPR3), fifth group consists of 3 factors (BA1, BA2 and BA3) and the sixth group consists of 3 factors (PD2, PD1 and PD3). Group one represents Consumer Characteristics, group two represents Product Packaging, group three represents Impulse Purchase Behaviour, group four represents Price Promotion, group 5 represents Broad Assortments and group 6 represents Product Display.

Table 4.5: Pattern matrix

Rotated Component Matrix						
Factor	1	2	3	4	5	6
CC5	0.810					
CC1	0.771					
CC3	0.769					
CC4	0.761					
CC2	0.727					
PPA3		0.864				
PPA2		0.863				
PPA1		0.721				
PPA4		0.685				
IPB1			0.799			
IPB4			0.795			
IPB3			0.764			
IPB2			0.707			
PPR2				0.849		
PPR1				0.798		
PPR3				0.774		
BA1					0.791	
BA2					0.785	
BA3					0.717	
PD2						0.786
PD1						0.784
PD3						0.748

4.3 Reliability Test

Reliability test is employed to test whether the reliability of the factors in each group. The Cronbach's alpha value of 0.854 (Impulse Purchase Behaviour) and 0.850 (Price Promotion), 0.833 (Broad Assortment), 0.729 (Product Display), 0.876 (Product Packaging) and 0.864 (Customer Characteristic) in Table 4.6 below determines that the independent variables contributed high internal consistency in each factor and are reliable to be used in measuring Impulse Purchase Behaviour.

Table 4.6: Reliability Analysis

Variables	Factors	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
Impulse Purchase Behaviour	IPB1	11.403	6.241	0.819	0.767	0.854
	IPB2	11.611	5.579	0.629	0.868	
	IPB3	11.416	6.555	0.745	0.797	
	IPB4	11.566	6.990	0.664	0.829	
Price Promotion	PPR1	7.534	2.693	0.759	0.751	0.850
	PPR2	7.608	2.603	0.758	0.752	
	PPR3	7.568	3.143	0.646	0.856	
Broad Assortment	BA1	8.208	2.181	0.715	0.746	0.833
	BA2	8.237	2.245	0.711	0.751	
	BA3	8.192	2.309	0.653	0.807	
Product Display	PD1	7.821	1.926	0.552	0.645	0.729
	PD2	7.618	1.746	0.585	0.601	
	PD3	7.708	1.717	0.524	0.681	
Product Packaging	PPA1	11.571	6.615	0.706	0.852	0.876
	PPA2	11.721	6.318	0.786	0.820	
	PPA3	11.718	6.461	0.762	0.830	
	PPA4	11.711	6.428	0.683	0.862	
Customer Characteristics	CC1	14.408	12.559	0.691	0.834	0.864
	CC2	14.418	12.466	0.649	0.844	
	CC3	14.505	12.330	0.699	0.832	
	CC4	14.439	12.057	0.680	0.837	
	CC5	14.587	12.111	0.704	0.830	

4.4 Pearson Correlation Test

H_o: The variables are not related to each other.

H_1: The variables are related to each other.

Table 4.7: Mean, Standard Deviation and Pearson Correlation analysis

	Mean	Standard Deviation	1	2	3	4	5	6
1. Impulse Purchase Behaviour	3.833	0.820	1					
2. Price Promotion	3.785	0.809	0.444**	1				
3. Broad Assortment	4.117	0.722	0.473**	0.463**	1			
4. Product Packaging	3.893	0.831	0.467**	0.441**	0.450**	1		
5. Customer Characteristics	3.618	0.862	0.413**	0.321**	0.457**	0.398**	1	
6. Prominent Display	3.858	0.629	0.377**	0.335**	0.190**	0.361**	0.257**	1

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

Correlation test is employed to examine whether there is any relationship among the variables. Table 4.7 shows that all variables group having results which greater than 0.01 and null hypothesis is rejected. Hence, H_o is rejected and this is to conclude that there is a significant positive relation among all variables at confidence level of 99 percent.

4.5   Regression Analysis

Table 4.8 shows R square is equal to 0.38, this means that about 38 percent of variable in the dependent variables is explained by the models, and remaining 62 percent of dependent variable is unexplained. Hence, more variable should be added into this model to make this model more reliable. The F-test and p-value is used to determine the reliability of model. The F-test value of 46.707 and p-value of 0.000, which <0.005 explained that this model is reliable.

Table 4.8: Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.620[a]	0.384	0.376	0.647	2.007

a. Predictors: (Constant), PD, BA, CC, PPR, PPA

Table 4.9: Regression and Collinearity analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.112	0.261		0.430	0.668		
	PPR	0.159	0.050	0.157	3.200	0.001	0.684	1.461
	BA	0.250	0.057	0.220	4.352	0.000	0.642	1.556
	PPA	0.173	0.049	0.175	3.514	0.000	0.661	1.513
	CC	0.138	0.045	0.145	3.059	0.002	0.731	1.368
	PD	0.237	0.058	0.182	4.063	0.000	0.819	1.221

Table 4.10: F-Test analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.882	5	19.576	46.707	.000[a]
	Residual	156.757	374	.419		
	Total	254.639	379			

a. Predictors: (Constant), PD, BA, CC, PPR, PPA

b. Dependent Variable: IPB

Hence, the regression model is built as below:

$$IPB = 0.112 + 0.159\ PPR + 0.173\ PPA + 0.237\ PD + 0.25\ BA + 0.138\ CC$$

$$(0.001) \qquad (0.000) \qquad (0.000) \quad (0.000) \qquad (0.002)$$

P-values are given in parenthesis. From the model, it concluded that Price Promotion, Product Packaging, Prominent Display, Broad Assortment and Customer Characteristics will affect the impulse purchase behaviour. One unit increase in price promotion factor will increase 0.159 in impulse purchase behaviour.

Multicollinearity statistical phenomenon exist when two or more independent variables a multiple regression model are highly correlated. In this study, a multicollinearity test by stage is also employed to identify the variables that are redundant with respect to other variable if any, which might moderate the relationship of the regression model to be less significant. Table 4.9 shows that all the VIF value is less than 10, this means multicollinearity does not exist in this

model. Therefore, it is to conclude that this is an exact linear relation among the variables.

To be accurately test on the multicollenearity effect, 5 types of model are generated and tested as shown in table 4.11. The results show that the VIF-values of the variables in each model are less than 10 and tolerance values are more than 0.2, hence multicollinearity effect does not exist in all 5 models. R value is 0.62, therefore all 5 variables are in exact linear regression and reliable to be used to test the impulse purchase behaviour, but more independent variable should be included to increase the explanatory power.

Table 4.11: Multicollinearity effect by stage

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.13	0.18		11.78	0.00		
	PPR	0.45	0.05	0.44	9.63	0.00	1.00	1.00
2	(Constant)	1.14	0.22		5.15	0.00		
	PPR	0.29	0.05	0.29	5.84	0.00	0.79	1.27
	BA	0.39	0.06	0.34	6.94	0.00	0.79	1.27
3	(Constant)	0.82	0.22		3.69	0.00		
	PPR	0.21	0.05	0.21	4.24	0.00	0.72	1.39
	BA	0.29	0.06	0.26	5.21	0.00	0.71	1.41
	PPA	0.25	0.05	0.26	5.24	0.00	0.73	1.37
4	(Constant)	0.69	0.22		3.09	0.00		
	PPR	0.20	0.05	0.20	4.03	0.00	0.71	1.40
	BA	0.23	0.06	0.21	3.99	0.00	0.65	1.55
	PPA	0.22	0.05	0.22	4.45	0.00	0.70	1.44
	CC	0.16	0.05	0.17	3.49	0.00	0.74	1.35
5	(Constant)	0.11	0.26		0.43	0.67		
	PPR	0.16	0.05	0.16	3.20	0.00	0.68	1.46
	BA	0.25	0.06	0.22	4.35	0.00	0.64	1.56
	PPA	0.17	0.05	0.18	3.51	0.00	0.66	1.51
	CC	0.14	0.05	0.15	3.06	0.00	0.73	1.37
	PD	0.24	0.06	0.18	4.06	0.00	0.82	1.22

4.6 Conclusion

Descriptive analyses, factor analysis, reliability test, inferential analyses and regression analysis are employed in this study. The conclusion that can be drawn from the findings: The results provided substantial support for the significant of marketing stimuli (price promotion, product packaging, prominent display and broad assortment) and customer characteristic in understanding impulse purchase behaviour.

CHAPTER 5

DISCUSSION & CONCLUSION

This last chapter presents the research project summary of implication and limitation, statistical analyses, discussion of major findings and recommendations for future researchers.

5.1 Major Findings

This study was conducted with the aim of determining the relationship between Price Promotion, Product Packaging, Prominent Display, Broad Assortment, Customer Characteristics and Impulse Purchase Behaviour.

Correlation test shows that there are significant positive relationship among all factors in the study at 90% confidence level. The factor analysis shows that Kaiser-Meyer-Olkin value was above 0.6 and Bartlett's Test of Sphericity value was significant, this implies that the factor analysis is appropriate. Besides, factor analysis also shows all the 22 factors can be grouped in 6 group and all factors was in the right variable group. Reliability test shows that the independent variables contributed high internal consistency in each variables and are reliable to be used in measuring Impulse Purchase Behaviour. Pearson Correlation test shows that there is a significant positive relation among all variables at confidence level of 99 percent.

The F-test and p-value is used to determine the reliability of model. The F-test value of 46.707 and p-value of 0.000, which <0.005 explained that this model is reliable. Unfortunately, R square value shows that only 38 percent of variable in the dependent variables is explained by the models, and remaining 62 percent of dependent variable is unexplained.

From the model, it concluded that Price Promotion, Product Packaging, Prominent Display, Broad Assortment and Customer Characteristics will affect the impulse purchase behaviour. This is persistent with the findings of previous researcher, Kacen Hess and Walker (2012), they stated that products which are on sale have more opportunity to become impulsively purchased than non-sales item. Besides, products that are on special display are also more susceptible to be impulsively bought than non-displayed item. In addition, this has also reaffirms the statement made by Stern (1962) that the more numbers outlet where an item is available, the more chances the customer has to buy it. On top of that, this study also agreed with the finding of Klimchuk & Krasovec's (2006) that packaging design is crucial at the point of purchase to attract attention and to create successful purchase. Furthermore, the finding of this study is also consistent with Housman (2000) that sates that impulse purchases are made by consumers in order to satisfy their self- actualization and esteem needs.

The regression model is built as below and P-values are given in parenthesis:

$$IPB = 0.112 + 0.159 \, PPR + 0.173 \, PPA + 0.237 \, PD + 0.25 \, BA + 0.138 \, CC$$

$$(0.001) \qquad (0.000) \qquad (0.000) \qquad (0.000) \qquad (0.002)$$

VIF value is less than 10 shows that multicollinearity does not exist in this model. Therefore, it is to conclude that this is an exact linear relation among the variables. Besides, the multicollenearity effect by stage test shows that multicollinearity effect does not exist in all 5 models and all 5 variables are in exact linear regression and reliable to be used to test the impulse purchase behaviour, but more independent variable should be included to increase the explanatory power.

5.2 Managerial Implications

5.2.1 Impulse Purchase

This research shows that there are significant positive relationship between product packaging, broad assortment, prominent display, price promotion, customer characteristics and impulse purchase behaviour. Marketers must

understand the proper combination of various factors influencing impulse purchase could lead to synergistic effect and therefore benefiting the marketers. Marketer must also carefully research and study to clarify the impulse buying concept, the factors affecting the impulse purchase behaviour and its relationship with customer.

5.2.2 Broad Assortment

Product is the most important aspect in marketing mix, without the product there is nothing to be promoted, strategically placed and priced, we cannot have distribution, promotion or pricing without the product to begin with. Marketers should study consumer wants and needs, and sell what the consumer specifically wants to buy. Marketers also must consider product development strategies. Marketers can consider to expand certain product lines by improving the product quality or providing more product variety and broad assortment to consumers once their needs and wants are identified. Marketers also should consider how to position the product and how to exploit the brand so that each products complements to others. Besides, marketers must also do careful research on product life cycle as every product is subject to a life cycle. This including how long the product will be in growth phase, maturity phase and finally decline phase where sales falls.

5.2.3 Product Packaging

Product packaging plays a crucial role in the marketing mix. It defines the character of the products which plays an important role as a tool to create shelf impact and brand identity and shelf in all product groups. Product Packaging act as a form of communications, persuasive functions and emotions when a shopper standing in front of the display shelf in supermarket. Marketers must consider that although shopper does not show dissatisfaction towards the packaging available in the market, but shopper would love to be attracted by the attractive or innovative packaging ideas. Besides, marketers should also consider how to design the

product packaging and what are the information to include in the product packaging, what are the appropriate pack size after study the consumer needs and wants. Other than that, material and colour of the product packaging also have to put into consideration when designing a product packaging.

5.2.4 Price Promotion

Price promotion is one of the most effective weapons which generates a turnover for the organizations. Too high or too low a product priced could mean a loss of Sales for the organizations, therefore price promotion strategies need to be used with finesse. Price promotion can have an impact on shoppers' product choice, buying time and buying volume, therefore, it is important for the marketers to understand price promotion issues and therefore to improve the effectiveness of price promotion activities. There are many different type of promotion mechanics that can be used, for example, 'multi-buys' which could help in driving sales volume, 'extra free' which can be used to reward loyalty and encourage trial, 'link promotions' can be used to encourage category purchase and drive total basket spend, 'banded pack' to include a free product inside to encourage trial for the new customer, 'price off' can be used to reward loyalty and encourage switching from competitors products, and 'in-store sampling' can be used to encourage trial and switching from competitors products. Hence, marketers should carefully research on how consumer interpret and respond to price promotion and explore the product effects which associate with price, quality and perceived value before price promotion marketing decision is made.

5.2.5 Prominent Display

In retail industry, providing the product a place that is easily accessible is prominent display refers to providing the product at a place which is convenient for consumers to access. Marketers should understand that convenience simply means products can be bought and found easily alongside product information that can be easily obtained. By having a prominent product display at the store,

maximum sales will be ensured. It is also important to create attractive product display so that customer will be drawn in and this will aid in promoting slow moving items, announce a sales and also welcome a season. Therefore it is crucial for the marketers to determine the prominent locations for product display. Example for prominent locations are near the walk way, check-out counter, end of the gondola which usually next to walk way, power wing which usually placed at the side of gondola end and location at eye or chest height. Besides, marketers have to understand that price communication also play a very important role in marketing. Prices displayed must be clear, accurate and not misleading to consumers. Marketers can also consider two-price comparison advertising by making comparisons between the product prices being charged and the previous pricing. This can be done by including a strike through pricing or by specifying a particular saving that may be achieved in dollar amount or in percentage. Marketers also have to make the sales period clear to avoid any confusion among the shopper.

5.2.6 Customer Characteristics

Marketers must understand that psychological responses will affect shopper impulse purchase behaviour. Affective and cognitive are two of the psychological responses consumers will experience in any shopping situation. Affective refers to emotional desires whereas cognitive refers to reasoning will power. Customer characteristics which affected by affective and cognitive factors will leads to impulsivity including irresistible urge to buy, unplanned buying and positive buying emotion with the exception of disregard for the future. Therefore, marketers can include psychology concept in marketing a product. For example, marketers should think of how to build customer loyalty, how to associate the product with customer's personality or how to make customer commits to something as no one like to break their promises and the longer the commitment they make, the harder it could be for them to churn. Besides, marketers should also consider how to make customer spend more time in the store, the more time the customer spent in the store, the more is the chances for the customer to buy impulsively.

5.3 Limitation of the study

When considering the result of this study, several important limitations must be acknowledged. Firstly, the data was collected from Klang Valley therefore the sample was limited geographically; with the result from other cities different result might be produced. Therefore the findings of this study, cannot be used to generalize to the broader community. The research methodology was restricted to the quantitative method. The respondents were asked to answer a set of questionnaire. The qualitative research for this may bring different result. The use of a convenience sample in this study might be the limitation. It is necessary to replicate the findings using a more general sample of consumers. The study being cross sectional is only relevant for a particular period of the present research. Only 38 percent of variable in the dependent variables is explained by the models, and remaining 62 percent of dependent variable is unexplained, this implies the explanatory power of the model is relatively low.

5.4 Recommendations

Future research may explore bigger sample size, the sample location may cover other main cities in Malaysia, such as Georgetown and Ipoh in North Malaysia, Seremban, Malacca and Johor Bahru in South Malaysia, Kuantan, Kelantan in East Coast Malaysia, Tawau, Sandakan, Kota Kinabalu, Sibu and Kuching in East Malaysia. This is to because larger samples more reliably reflect the population mean.

The type of factors was sometimes difficult to determine by research questionnaires. Therefore, future researchers may consider combining qualitative and quantitative when conducting research in the future. With qualitative research method, the influence between different factors could have been examined directly.

Besides, it is also recommended that future research to use more general sample of shopper, instead of convenient sampling. On top of that, since the study being cross sectional which is only relevant for present research, therefore, future researchers might consider to conduct longitudinal study which observes the same subject over a period of time, so that the changes in impulse purchase behaviour trend can be detected.

It is also recommended that future research would conduct more in-depth analysis which involve shopper demographic as moderator variable to study whether shopper demographic explain the relationship between the two other variables. For example, future researcher can consider to use age as a moderator variable to study the relationship between impulse purchase behaviour and price promotion, in that relation between impulse purchase behaviour and price promotion could be stronger for older women and less strong for younger adult. Furthermore, as the explanatory power of this research model is relatively low, therefore, future researches may include other factors that influence impulse purchase, such as atmosphere in the store, peel influence, time spent in the store, type of promotion mechanics and etc to increase the explanatory power of the existing research model in this study.

5.5 Conclusion

This last chapter has presented the overall picture of the research in terms major findings discussion, recommendations for future researches and last but not least the discussion on implication and limitations of the study.

The salient findings of the study states that there is significant positive relationship between Price Promotion, Product Packaging, Prominent Display, Broad Assortment, Customer Characteristics and Impulse Purchase Behaviour.

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APPENDIX A

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT (FAM)
MASTER OF BUSINESS ADMINISTRATION

Dear respondent,

Survey on the consumer impulse purchase behaviour on Ready-to-Drink products

I am a Final Year student from Universiti Tunku Abdul Rahman (UTAR), postgraduate of Master of administration (MBA). I am conducting a research project on the topic of 'Shopper Impulse purchase behaviour toward Ready-to-Drink products' and i appreciate your co-operation in order to complete the survey.

The objectives of this research is to examine the impulse purchase behaviour of consumer toward Ready-to-Drink products as well as offer a better understanding of Ready-to-drink Industry in Malaysia. The questionnaire is **anonymous and confidential**. This survey contains only three sections, which should take no more than 20 minutes to complete.

The results of this research will be kept by UTAR as for students' reference. I will be more than willing to answer any questions or clarify any issues that need further explanation.

Thank you for your precious time and participation in this survey.

Yours Faithfully,
Tan Chiew Thing

Target Respondents must be the hypermarket shopper who has purchased any of the Ready-to-Drink products.

SECTION A: Please read each question carefully. Answer the question by filling the appropriate box that represents your response.

1. What type of drink have you purchased? (Can choose more than one)
□₁ Isotonic Drink (100 Plus, 7-up Revive, Gatorade, etc.)
□₂ Carbonated Soft Drink (F&N, Fanta, Mirinda, etc.)
□₃ Asian Soft Drink (Soya, Grass Jelly, Winter Melon, etc.)
□₄ Tea (Green Tea, Ice Lemon Tea, etc.)
□₅ Water (Mineral Water, Distilled Water)
□₆ Ambient / Non-chilled Juice (Fruit Tree, Minute Maid, etc.)
□₇ Energy Drink (Redbull, Power Root, Livita, etc)

2. How often do you purchase Ready-to-Drink product?
□₁ Very rare (1 to 5 times a month)
□₂ Rare (6 to 10 times a month)
□₃ Normal (11 to 15 times a month)
□₄ Frequent (16 times to 20 times a month)
□₅ Very frequent (more than 20 times a month)

SECTION B: The statements below describe experiences that you may have encountered during purchasing this product. Please circle the number to indicate the extent to which you agree with the statement.

1. Strongly disagree   2. Disagree   3. Neutral   4. Agree   5. Strongly Agree

Impulse Purchase Behaviour	3. When I go shopping, I buy things that I had not intended to purchase	1	2	3	4	5
	4. I often buy things without thinking	1	2	3	4	5
	5. I buy things according to how I feel at the moment	1	2	3	4	5
	6. I just wanted to buy things and didn't care what I bought	1	2	3	4	5
Price Promotion	7. If I see an interesting promotional offer (reduced price, sales promotion and etc.) on in-store signs, I buy it.	1	2	3	4	5
	8. A "buy-one-get-one-free" has led me to buy the product	1	2	3	4	5
	9. A coupon has led me to buy the product which I did not plan before	1	2	3	4	5
Broad Assortment	10. When I see assorted products throughout the store, I tend to buy some of them.	1	2	3	4	5
	11. Broad assortment of multiple products allows me buy items in a single visit.	1	2	3	4	5
	12. Existence of varieties of products reminds me of what I really need to buy.	1	2	3	4	5
Prominent Display	13. I tend to enter a store when I am attracted by an eye-catching window display.	1	2	3	4	5
	14. I get an idea of what I want to buy after looking through in-store form display	1	2	3	4	5
	15. I tend to depend on store displays when I make a decision to purchase	1	2	3	4	5
Product Packaging	16. Packaging is important	1	2	3	4	5
	17. Better packaged products are better	1	2	3	4	5

		1	2	3	4	5
	18. Label (name, information, instructions) is an important part of package.	1	2	3	4	5
	19. Package helps me to identify the product from others	1	2	3	4	5
Customer Characteristic	20. I feel a sense of excitement when I make an impulse purchase	1	2	3	4	5
	21. I love purchasing when I am in care free mood	1	2	3	4	5
	22. If I find something really nice it cheers me up	1	2	3	4	5
	23. If I find something nice when shopping, I feel good	1	2	3	4	5
	24. When I buy items spontaneously I feel a sense of accomplishment	1	2	3	4	5

SECTION C: Please answer the question by filling the appropriate box that represents your response.

25. Gender

$\square_0$ Male $\square_1$ Female

26. Age

$\square_1$ 20 and below $\square_2$ 21-30 $\square_3$ 31-40 $\square_4$ 41-50 $\square_5$ More than 50

27. Race

$\square_1$ Malay $\square_2$ Chinese $\square_3$ India $\square_4$ Others

28. Marital status

$\square_1$ Single $\square_2$ Married $\square_3$ Divorced

29. Education Level

$\square_1$ STPM or below $\square_2$ Diploma $\square_3$ Bachelor Degree $\square_4$ Master Degree and above

30. Occupation

☐₁ Student ☐₂ Executive and below ☐₃ Manager and above

☐₄ Self-employed ☐₅ Others

31. Monthly income

☐₁ No personal income ☐₂ RM300 and below ☐₃ RM3001 to RM5000

☐₄ RM 5001 and above

APPENDIX B

Correlation Matrix[a]		IPB1	IPB2	IPB3	IPB4	PPR1	PPR2	PPR3	BA1	BA2	BA3	PD1	PD2	PD3	PPA1	PPA2	PPA3	PPA4	CC1	CC2	CC3	CC4	CC5
Correlation	IPB1																						
	IPB2	0.000*																					
	IPB3	0.000*	0.000*																				
	IPB4	0.000*	0.000*	0.000*																			
	PPR1	0.000*	0.000*	0.000*	0.000*																		
	PPR2	0.000*	0.000*	0.000*	0.000*	0.000*																	
	PPR3	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*																
	BA1	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*															
	BA2	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*														
	BA3	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*													
	PD1	0.000*	0.000*	0.000*	0.013*	0.000*	0.000*	0.001*	0.083**	0.075**	0.001*												
	PD2	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.001*	0.001*	0.000*	0.000*											
	PD3	0.000*	0.000*	0.000*	0.006*	0.000*	0.000*	0.000*	0.012*	0.002*	0.000*	0.000*	0.000*										
	PPA1	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*									
	PPA2	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*								
	PPA3	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*							
	PPA4	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*						
	CC1	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.001*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*					
	CC2	0.000*	0.000*	0.000*	0.003*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.004*	0.000*	0.006*	0.000*	0.000*	0.000*	0.000*	0.000*				
	CC3	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.002*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*			
	CC4	0.000*	0.000*	0.000*	0.000*	0.000*	0.001*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*		
	CC5	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.012*	0.004*	0.001*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	0.000*	

*Significant at 95% confidence level, ** Significant at 90% confidence level