

FACTOR THAT INFLUENCES ONLINE IMPULSE  
PURCHASE AMONG GENERATION Y IN MALAYSIA

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- (3) Equal contribution has been made by each group in completing the research project.
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## DEDICATION

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### **LIST OF ABBREVIATIONS**

Gen Y	Generation Y
Gen X	Generation X
CET	Cognitive Emotional Theory
SOR	Stimulus-Organism-Response
IP	Impulse Purchase
DV	Dependent Variable
IV	Independent Variable
OIP	Online Impulse Purchase
PI	Purchase Intention
SI	Social Influence
T	Traits
DE	Diderot Effect
PA	Positive Affect
NA	Negative Affect
AVE	Average Variance Extracted
PLS-SEM	Partial Least Squares Structural Equation Modeling
CR	Composite Reliability
HTMT	Heterotrait – Monotrait Ratio

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## **PREFACE**

This research project submitted as a fulfilment of the requirement for the pursuit of Bachelor of Marketing (Hons) of UTAR. We had selected the topic “Factor that influences Online Impulse Purchase among Generation Y in Malaysia” for this research project. There are four IVs tested in this study which are Traits, Social Influence, Purchase Intention, and Diderot Effort whereas DV is Online Impulse Purchase, Positive and Negative Affect act as mediator. Besides, Malaysia resident plays an important role to investigate the factor influence online impulse purchase among Gen Y in Malaysia.

## **ABSTRACT**

The aim to carry out this research is to investigate the determinants that influence Online Impulse Purchase (OIP) among Generation Y (Gen Y) in Malaysia. Digital purchasing convenience has brought a significant impact on OIP among consumers. Different behaviour had cause consumers to involve themselves in these circumstances. Traits (T), Social Influence (SI), Purchase Intention (PI) and Diderot Effect (DE) were the four Independent Variables (IV) which affected by the mediator consist of Positive Affect (PA) and Negative Affect (NA). Based on a conceptual framework, CET was adapted and used in our research. 340 sets of questionnaire were collected from the respondents. The data gathered from respondents is analysed by Partial Least Squares Structural Equation Modelling (PLS-SEM). This study provides managerial implications to the firms, consumers, and government. Consumers and government can use the research outcome to find out the way to reduce OIP. Firms can use the research outcome to gain more sales.

## **CHAPTER 1 INTRODUCTION**

### **1.1 Research Background**

Most of society is spending more time on the internet for their employment, sales, trading, learning, entertainment, and online purchase (Sharma, 2018). Over the past few years, e-commerce had growth quickly and application applies more in the retail industry (Vavliakis, Katsikopoulos, & Symeonidis, 2019). The development of smartphones, online shopping websites and internet are the determinants that impact the rapid growth in e-commerce (Lin, 2019). There are certain China studies found that the number of Taobao village was dramatically increased from 3 in the year 2009 to 2100 in the year 2017 (AliResearch, 2017).

E-commerce getting important toward a better life because it makes people's life easy and convenient to obtain information (Sharma, 2018). Consumers are allowed to purchase products or services anywhere and anytime. The other reason is to offer a wide variety of products (Sharma, 2018). Based on the earlier research, it is proved that brick and mortar shops are inefficient to fulfil consumers in the category and sort (Grayson, 2018). Customers are required to visit 3 to 4 physical stores by seeking for more variety and design to purchasing 1 pair of shoes. E-commerce had brought benefits to consumers. Consumers are able to visit 5 to 6 online websites to search for shoes within a short time. According to Statista (2018), data show that e-commerce revenue was 2.842 trillion US dollar in the year 2018. Based on Department of Statistics Malaysia (2018), an income of e-Commerce in Malaysia was 3,751 Million US dollar in the year 2018.



Impulse Purchase (IP) has become a common purchase behaviour (Ian, 2012). It does not only exist in traditional marketing, but also in digital marketing. IP refers to the consumer purchases that may or may not need and which is out of their budget (Bhasin, 2018). Based on the research of Piron, he conducted a survey to know more specific about IP. The result of research indicates four-component in IP are unplanned, decide “on-the-spot”, the result of a response to boost and involves cognitive and emotive response (Jeffrey & Hodge, 2007).

According to Reikkinen (2017), there are four forms of IP which included reminder, pure, suggestion and planned IP. Pure IP means consumers make unplanned novelty purchase that is different compared to the normal purchase pattern of the consumers (Rubin, 2018). This happens when the product has a nice and attractive design. Reminder IP refers to consumers remember what they have bought before, once they had seen the product (Riekkinen, 2017). Suggestion IP refers to consumers who are noticing goods for the first time and envisage a desire about those goods (Riekkinen, 2017). Planned IP refers to a consumer who makes IP to take advantage of a promotional offer (Rubin, 2018). This type of planned impulse buying usually caused by low price promotion.

## **1.2 Problem Statement**

Worldwide E-commerce increase at a quicker clip which is 18% (Digital Commerce, 2019). Digital marketing has a larger potential to acquire more consumers because the cost to reach an audience is cheaper to compete with traditional marketing (Mercer, 2002). Based on the research of Eshopworld (2018), 16.53 million E-commerce consumers are currently in Malaysia. They consume 79.15 USD yearly. It also shows there are 59.22% of Malaysian

are social network users. They expected online users in Malaysian will increase to 21.44 million in the year 2022.

When a person makes IP, it might be something that a person doesn't need it. People will have emotions like fear of missing out the products, it would have the opportunity to increase IP (Scott, 2019). This had led to the wasteful purchase and become negative emotion for consumers like anger and guilt after they make IP (Trocchia & Janda, 2002).

According to the survey, there were over 217.6 million people had bought something impulsively online and 64% of 217.6 million people make IP at least once a month (Rachel, 2017). This survey also shows how people feel after they make IP. 44.5% of them feel regret, 42.5% of them feel contentment, 31.8% of them feel insufficient funds, 10.1% of them fight with their family or spouse (Rachel, 2017).

IP is an individual purchase a product immediately without thinking and product that purchase may or may not need (Bhasin, 2019). According to Bhasin (2019), it shows that Shopaholic syndrome will increase the problem for people and it has a high probability to gain credit card debt from IP. According to the Federal Reserve, there are more than \$1 trillion for total household credit card debt (O'Brien, 2018). Based on the Asian Institute of Finance (AIF), Gen Y rely on high borrowing expense and occupied a large scale of 47% in credit card borrowing (Vijiandren, 2017). Therefore, we conduct this research to examine the factor to influence OIP.

There is various online shopping festival that held to affect the IP such as Hari Raya Aidilfitri, Christmas Day, Valentine's Day, and the most important festival for certain online platform which is Double Eleven known as Singles' Day (11.11). Taobao is the first online platform to conduct Double Eleven Shopping Festival in the year 2009 (CIW Team,

2018). There are statistics shows that Singles' Day festival achieve \$30.8 billion (RMB 213.5 billion) in sales within 24 hours as measured by gross merchandise volume (Cheng, 2018). Most of the Malaysian participate in this shopping festival, they are unable to control themselves because they do not have proper planning on their purchase among promotion.

## **1.3 Research Objective**

### **1.3.1 General Research Objective**

The primary target to carry out this application is to find out what determinants concern OIP. To elucidate the influence of the PI, SI, T, and DE on OIP. Meanwhile, PA and NA will mediate the relationship between PI, SI, DE, T, and OIP. The specific objectives are as follows:

### **1.3.2 Specific Research Objective**

- i. To investigate the relationship between PI and OIP.
- ii. To investigate the relationship between SI and OIP.
- iii. To investigate the relationship between T and OIP.
- iv. To investigate the relationship between DE and OIP.
- v. To investigate PA and NA mediates on the relationship between PI and OIP.

- vi. To investigate PA and NA mediates on the relationship between SI and OIP.
- vii. To investigate PA and NA mediates on the relationship between T and OIP.
- viii. To investigate PA and NA mediates on the relationship between DE and OIP.

#### **1.4 Research Question**

- i. Does PI affect OIP?
- ii. Does SI affect OIP?
- iii. Does T affect OIP?
- iv. Does DE affect OIP?
- v. Do PA and NA mediate the relationship between PI and OIP?
- vi. Do PA and NA mediate the relationship between SI and OIP?
- vii. Do PA and NA mediate the relationship between T and OIP?
- viii. Do PA and NA mediate the relationship between DE and OIP?

#### **1.5 Research Significance**

This application is to define the factors that have an impact on OIP. E-commerce becomes an important element for a consumer to purchase impulse. Nowadays, many consumers become victim to OIP. OIP can bring positive and negative effect on the consumer.

Consumers feel satisfied after they purchase the products whereas some of the consumers feel regret due to their unplanned purchase decision. This research enables consumers to understand more about factors that influence them fall victim to IP. Otherwise, it also enables consumers to avoid IP. Besides that, this research ensures firms able to understand in detail about factors that influence OIP and gain more profits. This research will assist the government to reduce the debt problem among Gen Y. The theoretical model that applied in this study is CET. By using this theory, a new conceptual framework had been derived. There are few variables can be found by using these theoretical model which included PI, SI, T, DE, PA, NA, and OIP.

## **1.6 Conclusion**

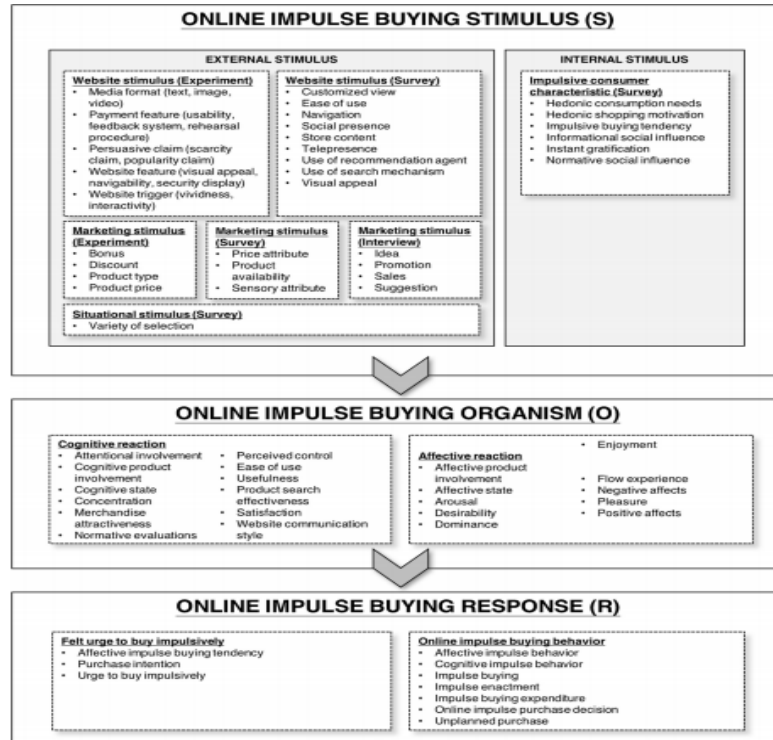
The problem statements, objectives and questions provide a clear way for the next chapter to proceed. The coming chapter will discuss the literature review.

## **CHAPTER 2 LITERATURE REVIEW**

### **2.1 Underlying Theory**

The purpose to carry this project is to learn ascendancy of cognitive towards emotion above the biological and behavioural action. CET is the idea of a stimulus and the outcome of assessment perception that originated from emotion (Verhagen & Dolen, 2011). Factors that influence OIP is the cognitive continuing by emotion (Reisenzein, 2009). According to the SOR, an organism is represented by affective and cognitive which intervene in the connection between the input and person's action. (Eroglu et al.2001). CET is derived from the SOR model of the organism state.

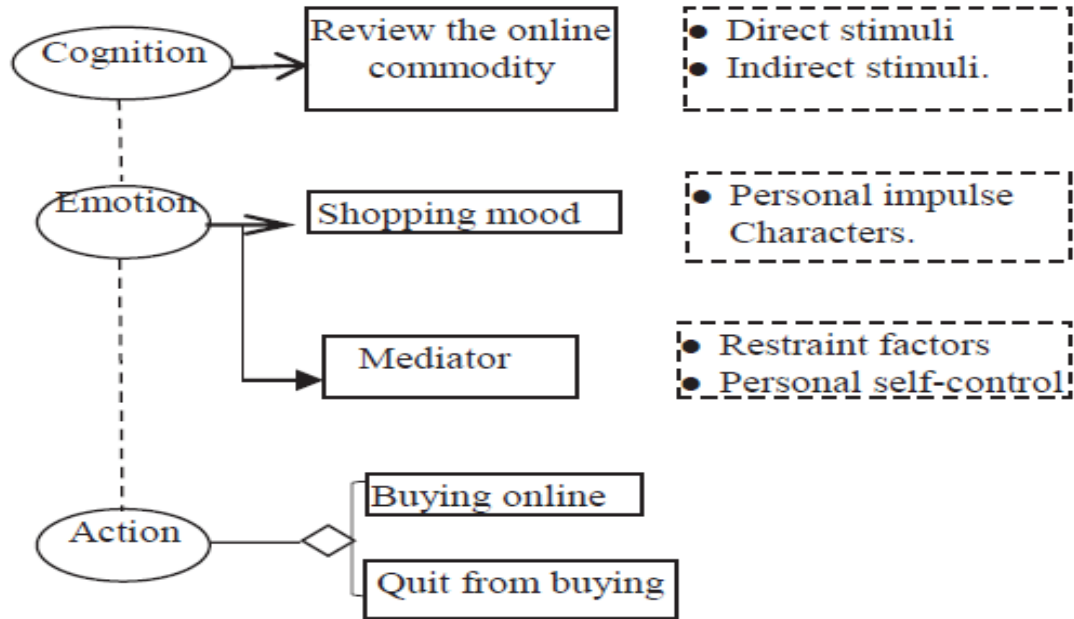
#### **Figure 2.01 Theoretical Framework**



Source: Chan, Cheung & Lee. (2017). The state of online impulse-buying research: A literature analysis. *Information & Management*, 54(2), 204-217

Cognitive response from the stimulus is the psychological procedure happening that takes place in the mind of an individual once consumers mix with the stimulus (Eroglu et al. 2001). Affective response catches an emotional reaction of an individual when connected to the situation (Sun & Zhang, 2006). Positive emotions like happiness and willingness may lead individuals to demand immediate gratification to purchase the product. While negative emotions such as anxiety or sorrow will cause consumers to make IP but they will feel relieved (Verhagen & Dolen, 2011). Cognitive-Emotion-Action links as the emotion will lead to impulse effect to the IP (Chen & Zhang, 2015).

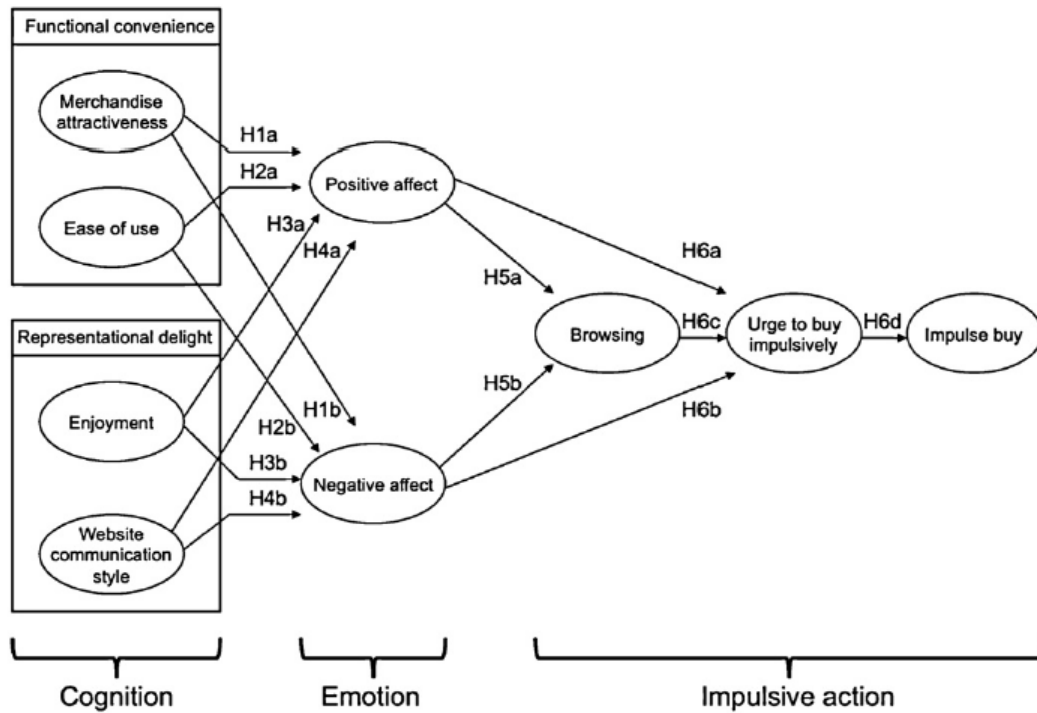
**Figure 2.02 Theoretical Framework**



Source: Chen & Zhang (2015). Influential factors for online impulse purchase in China: a model and its empirical analysis. *International Management Review*, vol 11, no. 2, 57-69.

**Figure 2.03 Theoretical Framework**





Verhagen, T., & Van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, vol. 48, no. 8, 320–327

## 2.2 Review of Variables

### 2.2.1 DV - Online Impulse Purchase (OIP)

OIP is an urge, unexpected and hedonically complex that influenced speed at which alternative information and selection take decisions (Bayley & Nancarrow, 1998). Some of the individuals will perform the unintended purchase, unreflective and instant purchase. (Jones et al., 2003) The strong immediate enjoyment that obtains in an impulsive purchase

is extremely powerful and hard to resist (Amos, Holmes, & Keneson, 2014). The unintended purchase will happen simply when consumers without a structured cart list. The significant gap between unplanned and planned purchasing are the amount of time and information used in decision making (Dewi et al., 2017).

#### **2.2.2 IV – Purchase Intention (PI)**

PI is the structure that made consumers have the intent to make a purchase online (Salisbury et al., 2001). Consumers will make their final purchase choice based on the basis of their intention. Consumers used their past knowledge and experience to do the product evaluation (Athapaththu & Kulathunga, 2018). Therefore, external determinants act as a meaningful role in PI by affecting the attitudes of consumers. Besides, sufficient internal and external information also will bring impact to the PI (Cronin et al., 2000). Internal information like brand awareness, earlier shopping experience whereas external is details about the website. Both of them can assist boost the consumer's desire to purchase or repurchase the products from the websites (Athapaththu & Kulathunga, 2018). If the website's information is sufficient for consumers, they have the intention to purchase the goods. However, consumers will feel worried if the websites are lack of information. Moreover, Athapaththu & Kulathunga (2018) proved that consumers will have the intention to purchase based on their satisfaction level of fulfilment to the products. If the satisfaction level is high, consumers will intent to purchase more whereas low satisfaction level will cause them not to repurchase and they will switch to other competitors.

#### **2.2.3 IV - Social Influence (SI)**

In general, SI arises when a group of people is formed through the social network as an intermediary to spread the thoughts, information, and influence among individuals

(Gopinathan, 2012). Hence, the influence of OIP occur during browsing and selecting in online store (Ning Shen & Khalifa, 2012). The studies show that the presence of two categories of SI is normative SI and informational SI. Normative SI defines as the influence of expectation from a considerable amount of others and also express the terms of “Compliance” in Kelman theory (1958) (Cheung, Chiu & Lee, 2011). The term of compliance is characterized as the influence to integrate the expectation from others. Members of the networks bound to fit in with other essential individuals' attitude and change their actions when the compliance pressure significantly arise (Gopinathan, 2012). In Kelman theory, normative interpersonal influence becomes significant when shopping with a contrary gender partner who displays impulse purchases behaviour (Cheng et al., 2012). Informational SI is a model of bandwagon diffusion which able to examine the information influence and reputational on this process. In details, the bandwagon effect represents the people who follow the trend and intention from other people include personal social evidence and group behaviour (Kuan, Zhong & Chau, 2014).

#### **2.2.4 IV – Traits (T)**

It contains big five personality dimensions like extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. Extraversion specify that individual that is more outgoing, sociable, and friendly (Turkyilmaz, Erdem, & Uslu 2015). Based on the studies, individual that have personality materialism will be more impulsive because they wish to fulfil their personal gratification (Wells, Parboteeah, & Valacich 2011). In addition, openness is a person who is imaginative and broad-minded. Individuals are willing to accept new things and not only restrict their own personal view (Mathai & Haridas, 2014). An individual that is agreeable tends to be kind, cooperative, caring, confiding and forgiving. Agreeable is able to achieve a high value of interpersonal relationships because they are highly cooperative (Larson & Sachau, 2008). Conscientiousness refers to the tendency of accomplishment, reliability, diligent, and self-

motivated. They are willing to be risk-averse and develop long-term relationships (Leong, Jaafar, & Sulaiman 2017). Neuroticism is an individual tendency of emotional stability. Individuals with an elevated neurotic rating would experience the state of anxiousness, fearfulness, depressed, anger and guilt (Turkyilmaz, Erdem, & Uslu 2015). They are easier to get nervous, anxiety and emotions. According to Bhakat and Muruganatham (2013), consumer's various personal traits impacted the IP decision.

#### **2.2.5 IV - Diderot Effect (DE)**

According to McCracken (1988), DE is the force that will influence the individual to keep on purchase the product in a consistent way. Purchase of certain product will direct consumers to purchase other products. Nowadays, people identify each other based on materials object (Niamh, 2015). According to Turk & Ercis (2017), consumers purchase unnecessary to show greater social stratification in their life (Türk & Ercis, 2017). DE will influence consumers to purchase more even this will exceed their economic limit (Vohra, 2016). DE also impact on sustainable consumption. This effect operated in three district way. One of the ways is to keep unity within the product complement. Secondly, it is to understand and manipulate the unity to generate the message of consumption and lifestyle. The third one is creating new product unity (Davis & Gregory, 2003).

#### **2.2.6 Mediator – Positive Affect (PA)**

According to Soodan and Pandey (2016), emotion can be the mediator between consumers PI and OIP although the product is slightly used. The emotion of the individual can be categorized into two dimensions, PA and NA on self-regulation toward the purchase decision (Verhagen & Dolen 2011). Based on the researcher, an individual will make IP to reduce their depression, emotion and upset (Bhakat & Muruganatham, 2013). This had

been categorized into “compensatory impulse” (Lin & Chuan, 2013). When consumers have a positive mood like feeling happy, enjoy and be satisfied with their products, it will lead to a high level of PI (Ahmad et al., 2019).

### **2.2.7 Mediator – Negative Affect (NA)**

According to Lin and Chuan (2013), an individual that have unstable emotions or bad mood will lead to OIP. This process is able to fulfil and amuse themselves. Consumers will have negative emotions like feeling guilty and anger after they make OIP due to lack of self-control on their purchase decision (Li, 2015; Li, 2013). Rumination is known as negative emotions such as distress, it can significantly affect the daily mood of teenagers and they will act as escapist behaviour. (Liu, He & Li, 2019).

## **2.3 Hypothesis Development**

### **The relationship between PI and OIP Intention**

PI will be affected by the emotions of the consumers. Consumers’ emotions will be influenced by the external and internal information that would bring to influence OIP intention. According to Cronin et al. (2000), internal information such as brand familiarity and prior experience will impact the motivation of the consumer to get hold of the products. If consumers had a good experience to purchase a product, they will have a good emotion to repurchase the same product or other products which came from the same brand. Based on the Kiel and Layton (1981), we are able to understand the satisfaction level of consumers will increase if they can find the information they want from a particular website. Consumers will feel impatient if they are unable to find any useful information. If they are

able to find the feedback is not as good as expected, they would not repurchase the product. The higher level of PI will bring to a higher level of impact on IP.

*H1a) There is a positive significant relationship between PI and OIP.*

*H1b) There is a positive significant relationship between PI and PA.*

*H1c) There is a negative significant relationship between PI and NA.*

### **The relationship between DE and OIP Intention**

Based on McCracken (1988), there are at least five DE. Those effects include continuity, transformation, experimentation, roll up, and ratcheting. They refer to the particular pattern of consumption of the consumer. Continuity refers to the effect that forces the consumer to purchase the product to fill in perceived gaps in an established assemblage. Transformation effect refers to a force that makes the consumers purchase a product that departs from a regular pattern (McCracken, 1988). Experimentation refers to a force that encouraged consumer trials with new materials (McCracken, 1988). Roll up effect is refer to where an object considers a part of the set but is replaced by another similar object with the greater value (McCracken, 1988). Ratcheting purchase is quite similar to continuity but the boundaries are vague. Consumers have the ambiguous idea about what the object looks like when it is completed (Niamh, 2015).

*H2a) There is a positive significant relationship between DE and OIP.*

*H2b) There is a positive significant relationship between DE and PA.*

*H2c) There is a negative significant relationship between DE and NA.*

### **The relationship between T and OIP Intention**

According to Turkyilmaz, Erdem and Uslu (2015), the individual character is expected to have a relationship between IP. Sharma, Sivakumaran, and Marshall (2010) saying that T

is an impulsive force due to lack of self-control. Apart from that, the researchers also found that there is a significant relationship between extraversion and neuroticism for IP (Bratko et al., 2013). Extraversion is a consumer that is willing to accept the uncertainty and more excitement-seeking compared to the others (Chen, 2011). Based on the past literature review, neuroticism is part of the negative effects like anxiety and emotional instability. The researcher had proved that it can be a significant relationship between OIP (Dewi et al., 2017). Personality traits of openness are preferred to try new product and technology, consumers will adopt it more quickly compared to the others (McCrae & Costa, 2008). According to Richins (2011), he mentioned that consumer always follow the trend and social status would lead to an immediate decision on OIP. These create an important relationship between materialism with OIP.

*H3a) There is a positive significant relationship between T and OIP.*

*H3b) There is a positive significant relationship between T and PA.*

*H3c) There is a negative significant relationship between T and NA.*

### **The relationship between SI and OIP Intention**

SI able inspected through consumer affection to interpersonal impact, which indicates the degree of personal purchase decision are impacted by other individuals (Silvera, Lavack & Kropp, 2008). Meanwhile, those consumers with less information may suspicion about their ability to make good judgment and perceive more risks. They are intended to reduce the risk by coercing themselves and following the advice given by another knowledgeable individual (Hoffmann & Broekhuizen, 2009). SI has been commonly perceived as a critical tendency forming a personality in consumers' behaviour and these impact may happen to precede of impulsive purchase such as data searching and word-of-mouth. (Bilgihan, Peng & Kandampully, 2014). According to normative expectations, a consumer may see from peers which include colleague, schoolmate or companions who are probably going to reward spontaneity and seeking quick hedonic objective and consider impulsive purchases

to be attractive for them. Lastly, the relationship between SI and OIP behaviour can be effected through the interceding role of browsing from online reviews (Zhang et al., 2018). Consequently, there is no persuading reason to expect a larger impact of social influence online WOM.

*H4a) There is a positive significant relationship between SI and OIP.*

*H4b) There is a positive significant relationship between SI and PA.*

*H4c) There is a negative significant relationship between SI and NA.*

### **The relationship between PA, PI, DE, T, SI, and OIP Intention**

According to Flight, Rountree & Beatty (2012), PA mediates the relationship among OIP because it would increase the urge to buy of the consumer. Fournier (1998) and Arnould & Price (1993) considered that the emotional relationship between consumers and the company will be more closely with their PI in the future. According to Chen and Zhang (2015), individuals who have a positive mood will direct to the IP without consideration. An individual can indicate positive feelings like encouragement toward others (Chen & Wang, 2015). Based on Hu, Chen & Davison (2019), positive emotion would bring to normative influence which encourages by users. PA such as attention, consciousness, and determined from a group of users that will lead consumers to receive more information and willing to accept a recommendation from others (Hu, Chen, & Davison, 2019).

*H5a) PA mediates the relationship between PI and OIP.*

*H5b) PA mediates the relationship between DE and OIP.*

*H5c) PA mediates the relationship between T and OIP.*

*H5d) PA mediates the relationship between SI and OIP.*

### **The relationship between NA, PI, DE, T, SI, and OIP Intention**



Researchers found that NA such as irritation, depression, and disappointment can be contributed to IP and it can improve the mood of consumer (Silvera, Lavack, Kropp, 2008). When the consumers get lower prices from the promotion they will have a good emotion continue to purchase the products they need. Therefore, they have more intention to purchase. Consumers are anticipated to avoid anxiety when encountering difficult circumstances in the OIP (Lu & Yu, 2009). Chen & Wang (2015) mentioned that consumer with traits of careless thinking will lead to instant decision making on IP. When consumers unsatisfied about product and service will cause negative word-of-mouth which expresses negative judgment to others in OIP (Joukanen, 2019)

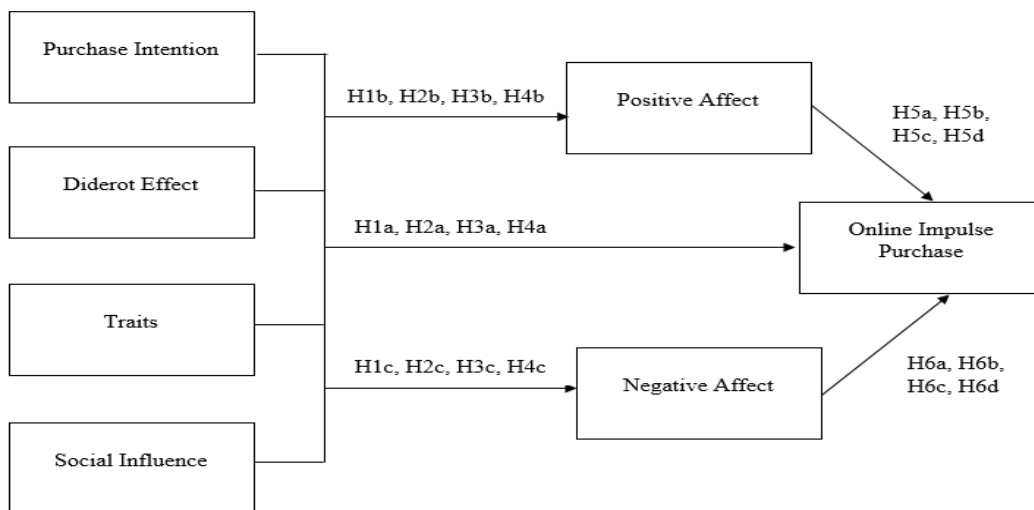
*H6a) NA mediates the relationship between PI and OIP.*

*H6b) NA mediates the relationship between DE and OIP.*

*H6c) NA mediates the relationship between T and OIP.*

*H6d) NA mediates the relationship between SI and OIP.*

## 2.4 Conceptual Framework



**Source: Developed from research**

For the independent variables refer to PI, SI, T, and DE. The relationship between PI and OIP can be mediated by PA and NA. The dependent variable is OIP.

## **2.5 Conclusion**

This chapter had clearly mentioned the model and a framework has been created which expresses the connection between each IV and DV. The next section will study research methodology.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

Based on research methodology it will deliver about research method in data collection, collection method, and sampling design procedures with a systematic approach. In this chapter, this study will examine the feasibility of the proposed methodology for OIP by conducting the pilot test.

### **3.1 Research Design**

#### **3.1.1 Quantitative Research**

Quantitative methods have been introduced in this study as the research design. Quantitative research is designed to investigate the depth of the relationship between factors and OIP (McCusker & Gunayadin, 2014). According to researchers, this approaches is to gather information by using precise questionnaires and the data will be depicted into numerical and statistical form (Polit & Beck, 2010). The outcome of the research will be generated by a large scale of respondents. Based on the researcher, the features of the target respondents were being examined by using descriptive research (Nassaji, 2015). Descriptive Research also is known as an observational research method because variable would not be intervening in any capacity.

## **3.2 Sampling Design**

### **3.2.1 Target Population**

Based on the study of Malhotra & Peterson (2006), it states that target population related to the group of individuals that have specific characteristics. This particular group of people identifies as the recipient of a certain advertisement, product, promotion, research, and others. It also can be defined as a target audience. The target population in our research are those Gen Y internet users in Malaysia that have experience of online shopping. We choose Gen Y as our target population as they have more intention to make OIP compared to Gen X. They spend more time on the internet compared to Gen X.

### **3.2.2 Sampling Frame**

Sampling frame refers to the information that is used to identify individuals involved in the research (Malhotra, 2010). It includes the list or direction to guide the researcher to determine the participants (Malhotra, 2010). In this study, there is no sampling frame as no listing or other sources that can provide more detailed information about an individual that involve in this study to the researcher.

### **3.2.3 Sampling Location**

The location is not limited because the online Google form is used in our study to distribute the questionnaire to the respondents. The online survey is able to distribute to all locations within Malaysia. This is because the internet does not have a boundary for location. The

online survey is also accessibility. Including tablets, desktop computers, laptops, and mobile devices, respondents have a range of ways to access the questionnaire. The survey will be spread online to reach the respondents in Malaysia.

### **3.2.4 Sampling Elements**

Based on the MCMC 2017, there are 48.8% of the internet users were shopped online and more than 89% of the users were accessing the internet using a mobile device in Malaysia. The respondents of this research are Gen Y network consumer that had experienced virtual shopping or e-shopping at least one time. Gen Y also is known as millennial. Gen Y includes those people that were born between the Year 1981 and 1999. They were the earliest generation that has their whole life with digital circumstance (Bolton et al., 2013). This is designed to guarantee that the respondents have plenty of information to answer our questionnaire survey.

### **3.2.5 Sampling Techniques**

In this study, we are using non-probability sampling. It mentions the researcher's personal judgment, knowledge, and experience to select the sample (Malhotra, 2010). The non-probability technique of convenience sampling is applied in this study which is quick and easy to implement.

### **3.2.6 Sampling Size**

Sampling size is to evaluate the number of an individual that involve in survey or experiment. We are using the item-to-response ratio to identify the sample size. Item-to-response ratio stated that the sample size is from the range of 1:4 to 1:10 (Hinkin, 1998). In our study, the sampling size was range in between 140 and 340, thus our research applies the sample size with 340.

## **3.3 Data Collection Method**

### **3.3.1 Primary Data**

Primary data is referred to the latest information provided by the respondents. Primary data able to classify into surveys, observations, questionnaires, and interviews. In this research studies, 340 sets of the questionnaire will be distributed and collected from our target respondents. Respondents are requested to answer honestly through the online survey so that the result will be more accurate.

### **3.3.2 Questionnaire Design**

This research using an online survey as the questionnaire design. We will distribute the questionnaire that was made in the Google form survey via online social media. This questionnaire had been categorized into three categories: Section A, S, B, and C.

6 demographic questions about age, gender, occupation, state, income level, and highest education level allocated in Section A. Demographics question can let us know more about the background of the target population. In this research, Section B contains 30 questions. The IV that related to Section B are PI, SI, T, and DE. Questions are designed for respondents to give their review on the factors that influence consumers OIP. Besides that, it does require the respondent to answer questions for the PA and NA toward OIP. Likert scale is being applied in Section B and C. The Likert scale includes 5 point scale which 1 represents strongly disagree and scale 5 representing strongly agree. Section C will be focusing on OIP as our dependent variables. Table 3.01 is the sources of construct that shown below.

**Table 3.01: Source of Constructs**

<b>Constructs</b>	<b>Sources</b>
Purchase Intention	Athapaththu & Kulathunga (2018)
Social Influence	Chen & Zhang (2015)
Traits	Rammstedt & John (2007)
Diderot Effect	Moran, Bryant & Kwak (2015)
Online Impulse Purchase	Chen & Yao (2018)
Positive Affect	(Verhagen & Dolen, 2011)
Negative Affect	(Verhagen & Dolen, 2011)

### 3.3.3 Pilot test

Possibility, reliability, and validity can be defined by the pilot test before we finalised our research design (Thabane et al., 2010; Liao et al., 2016). From the outcome of the pilot test, it able to collect information before we started large-scale design and enhance the success of the main research. According to Johanson and Brooks (2009), their results and past literature review has suggested that an interval estimate from 24 to 36 was suitable for the pilot test. In addition, 36 copies of the survey are allocated to respondents who are located in Malaysia and they are required to answer and evaluate their opinion toward the questionnaire.

**Table 3.02: Reliability Analysis of Pilot Test**

Construct	Number of items	Cronbach's Alpha	AVE
DE	8	0.847	0.534
NA	3	0.847	0.752
OIP	5	0.824	0.591
PA	4	0.882	0.739
PI	5	0.826	0.590
SI	5	0.793	0.547
T	5	0.802	0.559

Source: Data Generated by SmartPLS 3.0



Table 3.02 above shows all elements of Cronbach's Alpha had reached greater than 0.7 and below 0.9. Cronbach's Alpha value for DE (0.847), NA (0.847), OIP (0.824), PA (0.882), PI (0.826), SI (0.793), and T (0.802). All variables had a range of good reliability for the pilot test. Furthermore, the AVE of all the variables had reached above 0.5 which mean is acceptable.

### **3.4 Proposed Data Analysis Tool**

The techniques used in this research as a part of data investigation in PLS-SEM. The analysis tools used in SmartPLS 3.0, this structure model function smoothly with little sample sizes and it is proper for reflective and formative structure. In addition, it functions smoothly for the objective of hypothesis development or exploratory research (Poushneh & Vasquez-Parraga, 2017). There are two-step analytical procedures will be verified through SmartPLS 3.0. It is used to evaluate the hypothesized relationship between the structural and measurement pattern (Xiang et al., 2016). An additional advantage of using PLS-SEM is to provide high efficiency for a researcher in parameter estimation, which illustrate in the great statistical force of the route by further progressive inclined to disseminate a certain connection extreme while in reality and large among the population. Researchers can show diverse exogenous and endogenous forms. Exogenous is dictated by the factor from outside of the model and unable to clarified by other variable or develop. In endogenous is dependent on different constructs and the variable decided inside the model (Malhotra, 2010).

#### **3.4.1 Descriptive Analysis**

Descriptive research will be utilized for converting data into descriptive information. Descriptive research is connected to investigate the conceivable relationships between at least two variables (Malhotra, 2015). Aside from that, it uses a study technique to collect data from target respondents from the branch number of representatives. Therefore, data collection will become more reliable in this study by offering accurate analysed outcomes.

### 3.4.2 Reliability Test

In the reliability test, Cronbach's Alpha being utilized by the researcher to test internal consistency. It is able to express towards number in the range of 0 to 1 (Tavakol & Dennick, 2011). Based on Mahlangu and Kruger (2015), when the value is less than 0.6, it indicated the strength of association consider as poor; 0.6 - <0.7 consider as moderate; 0.7 - <0.8 consider as good; 0.8 - <0.9 consider as very good; above 0.9 is seen as excellent reliability in the value.

**Table 3.03: Cronbach's alpha coefficient sizes**

<b>Cronbach's Alpha coefficient range</b>	<b>Strength of association</b>
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very good
>0.9	Excellent

Source: Mahlangu, B. P., & Kruger, L. (2015). The Impact Of The Maintenance Management System: A Case Study Of The Petrosa Gtl Refinery. *The South African Journal of Industrial Engineering*, 26(3). doi:10.7166/26-3-1197

### **3.4.3 Validity Test**

#### **3.4.3.1 Convergent Validity**

Convergent validity had been conducted through this research, it is to measure the degree of positive scale correlates and other similar constructs (Malhotra, 2010). The convergent validity had represented that items of a similar construct should be closely connected with one another. There are two indicators to evaluate convergent validity. The first indicator is Average Variance Extracted (AVE), it verifies when AVE value is more than 0.5 (Wong, 2013). Convergent validity able to proof when attaining the lowest required dimension of 0.50, it implies that AVE values for all illustrated research constructs (Rezaei et al., 2016). The second indicator is Composite Reliability (CR), it verifies when CR value is more than an acceptable threshold of 0.7 (Fornell & Larcker, 1981).

#### **3.4.3.2 Discriminant Validity**

Henseler, Ringle, & Sarstedt (2014) stated that discriminant validity is to show two measures that are not intended to be connected. Discriminant validity is to assure there is no factor overlapping with others factor (Hair et al, 2010; Hair et al., 2014). AVE of each construct must be compared in the model to establish the discriminant validity (Henseler, Ringle, & Sarstedt, 2014). Fornell & Larcker (1981) stated that if the AVE's square root is bigger when comparing the correlation value with other variables, the fair discriminant validity was achieved. The discriminant validity can examine by analysing cross-loading value and comparing the loading of items.

### **3.4.3.3 Mediating Analysis**

The overall impact of mediator in the relationship between the IV and DV can be examined by using the data. Under 'Bootstrapping' report, Total Effect Value and Specific Indirect Value can be found. The data can be analysed by using T-statistics. The relationship between variable is regarded as positively important if the T-statistics is larger than 1.96.

## **3.5 Construct Measurement**

Construct measurement is used to evaluate the construction techniques and the type of scale measurement used in the survey.

### **3.5.1 Measurement Scale**

#### **3.5.1.1 Nominal Scale**

The nominal scale is only identifying and classifying the objects for labels and tags. The nominal scale is also known as categories and it does not reflect the attribute of the object but reflects the classes. Three questions of 1, 3 and 4 had designed in Section A by applying the nominal scale in this study.

### **3.5.1.2 Ordinal Scale**

An ordinal scale is to determine whether an object has one or more features than some other objects. Ordinal scales can be used when the basic ordering of the objects is fixed. We applied the ordinal scale to design two questions in Section A which are Questions 2 and 5.

### **3.5.1.3 Likert Scale**

The Likert Scale is a measurement which can tell the respondents whether they agree or disagree with the declaration of the objects. In this research, 5 points Likert Scale had been used to design the questionnaire. Each scale of the item has five categories so that respondents can evaluate their answer. Thus, this scale had been applied in questions for Section B and C.

## **3.6 Conclusion**

In this outline, we had decided the research instrument which had been executed for this study is a detailed explanation. In the following section, information collection and analysis will be performed.

## **CHAPTER 4 DATA ANALYSIS**

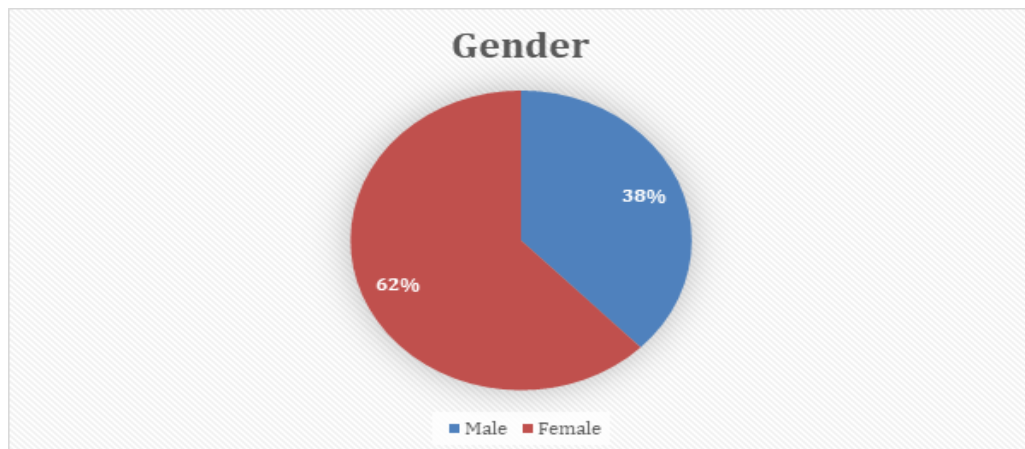
### **4.1 Introduction**

The topic describes the outcome and data from the descriptive analysis, model of measurement and analysis of inferences by using survey forms. The survey forms had been distributed to Malaysian respondents and collected through Google form. In addition, SmartPLS 3.0 is used to generate the results of the data.

### **4.2 Survey Response Analysis**

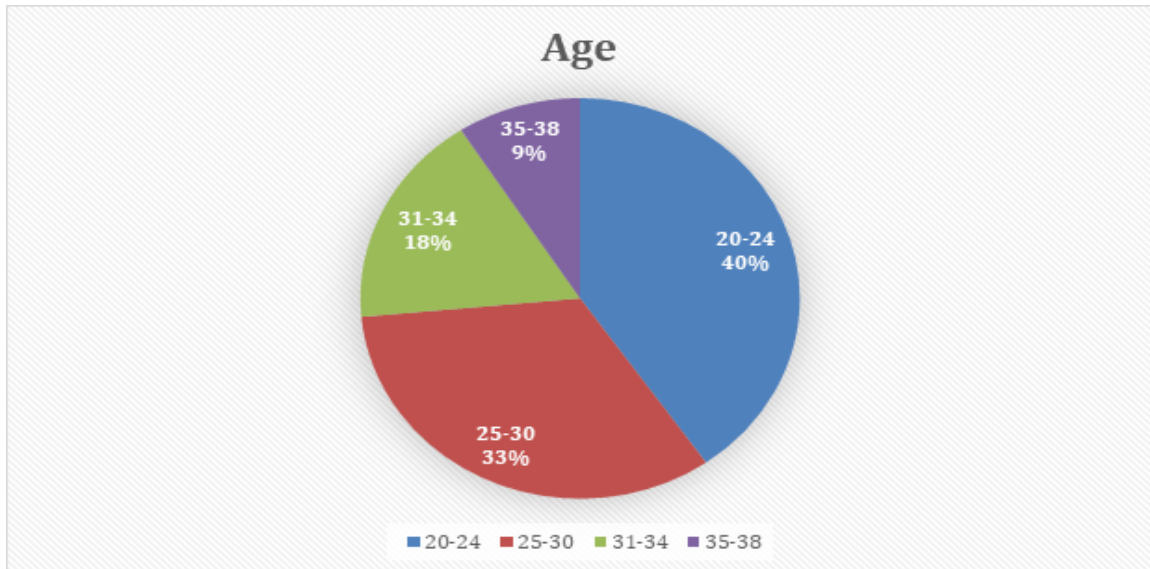
Online distribution is used in these studies to obtain information through respondents from Gen Y in Malaysia. A sum of 340 questionnaire sets will be allocated to respondents. The total amount of questionnaire that we collected is valid with the completed answer. Moreover, all the questions are the compulsory question for respondents to answer.

#### **4.2.1 Respondent's Demographic Profile**



**Figure 4.01**

From figure 4.01, we can know that there were 340 respondents participated in this survey. There were 128 male respondents (37.65%) in this research while female respondents were 212 respondents (62.35%).



**Figure 4.02**

Figure 4.02 shows the most respondents came from the age of 20 - 24 with a result of 40.29% followed by the age of 25 - 30 with 33.24%. Ages from 35 - 38 ages had 31 respondents (17.35%) while the lowest numbers of respondents came from the ages 35 - 38 with a result of 9.12%.

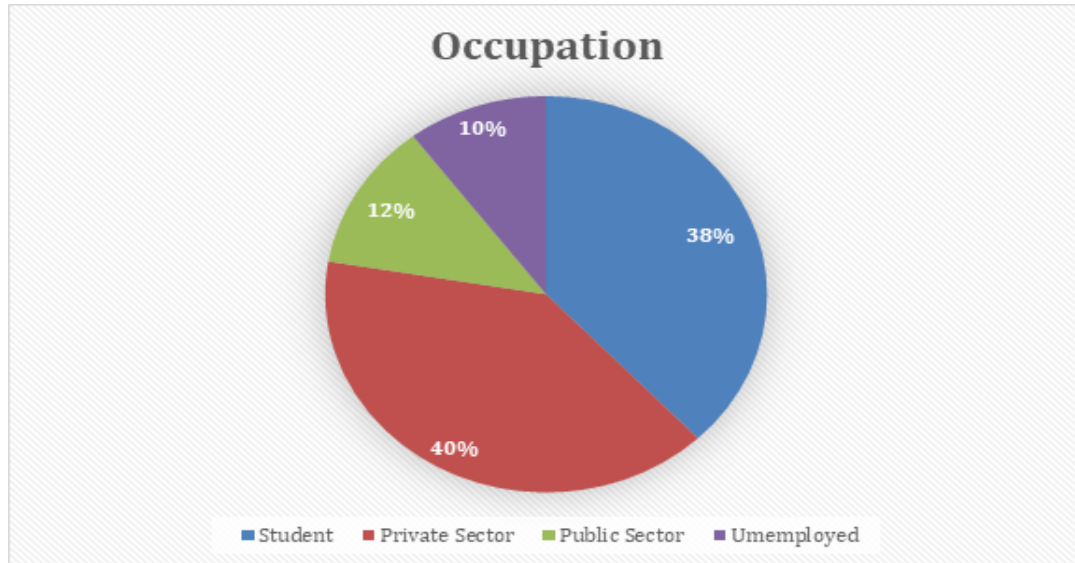
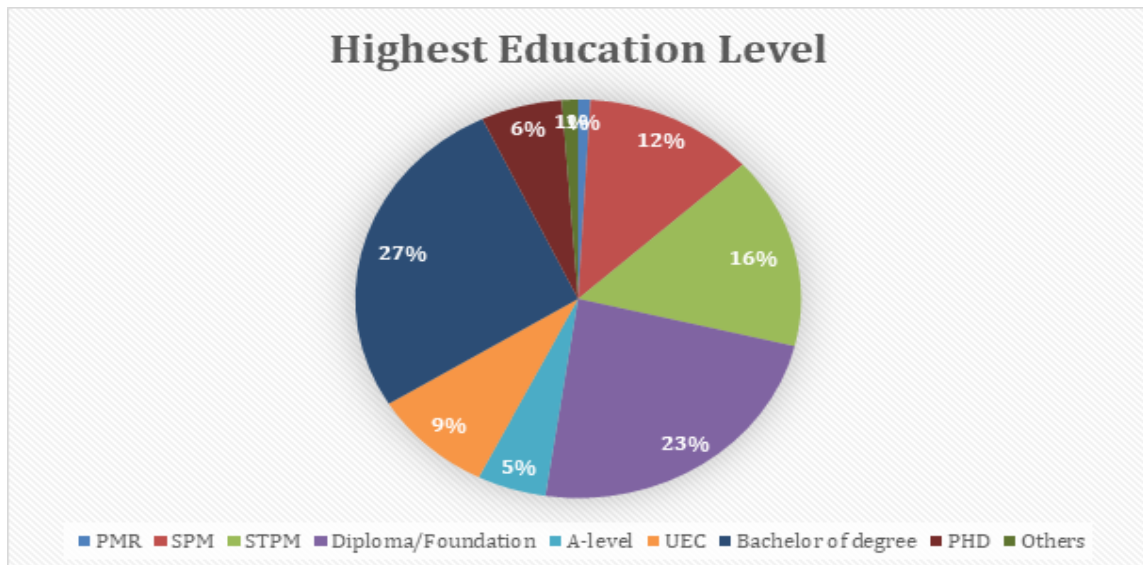


Figure 4.03

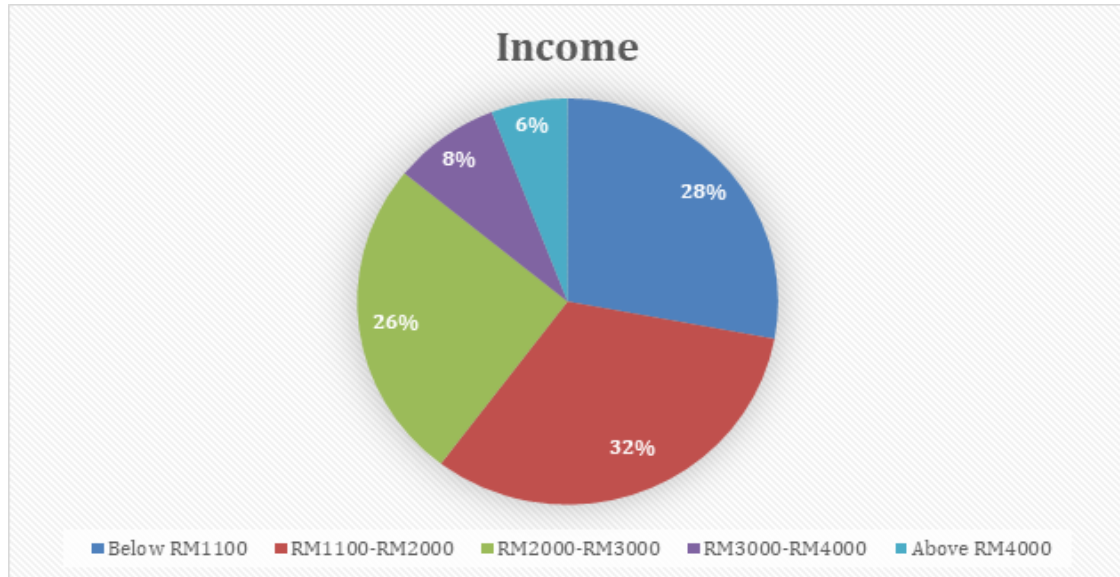
Moreover, figure 4.03 was indicated that the greater proportion of the respondents who occupation in the private sector. It showed 135 respondents at 39.71%, followed by the student which were 129 respondents (37.94%). The public sector had shown 41 respondents at 12.06% and the lowest percentage of the respondents' is unemployed which were 35 respondents (10.29%).





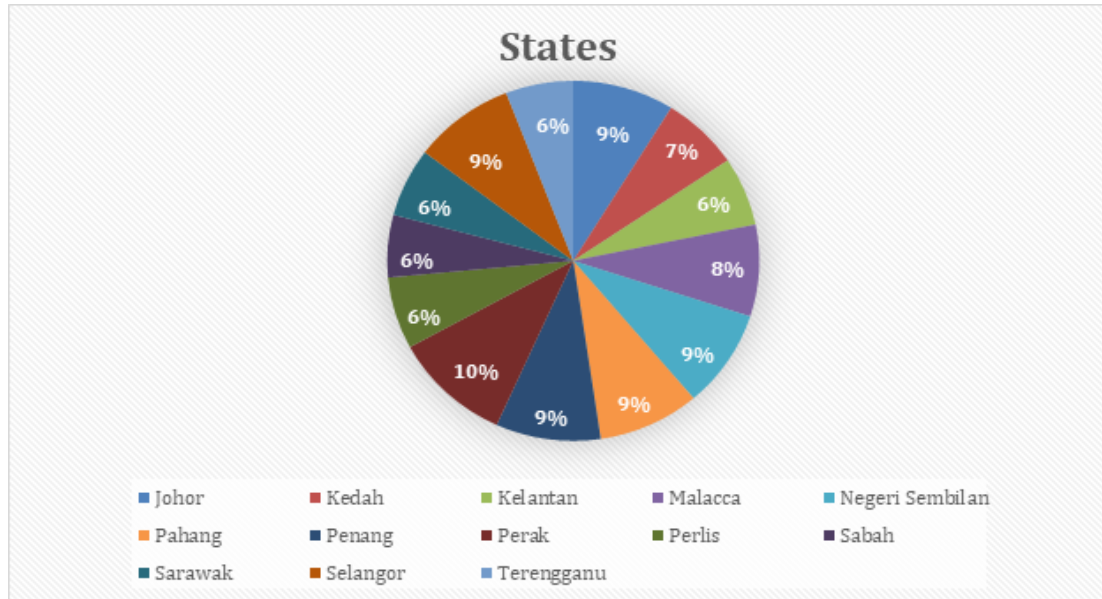
**Figure 4.04**

Figure 4.04 showed the highest education level of majority respondents were from bachelor degree (26.76%), followed by diploma/ foundation (23.53%), STPM (15.59%), SPM (12.35), UEC (8.82%), PhD (5.89%), A-level (5%), and others (1.18%). The lowest respondents fell into the category of PMR (0.88%).



**Figure 4.05**

Majority of respondents have an income of RM1100 - RM 2000 with 110 respondents, which represent 32.35%. The second ruling group was the category below RM1100 with 95 respondents (27.94%) followed by the group of RM2000 - RM3000 with 87 respondents (25.59%). Next income group was RM3000 - RM4000 with 28 respondents (8.24), whereas above RM4000 were 20 respondents (5.88%).



**Figure 4.06**

The Figure 4.06 showed the respondents' state. In this study, there were 8.82% of respondents from Johor, 6.76% from Kedah and 6.18% from Kelantan. There were also 8.23% of respondents from Malacca, 8.82% from Negeri Sembilan, 8.82% from Pahang and 9.12% from Penang. Furthermore, there were also 10.29% of respondents from Perak, 6.47% from Perlis, 5.59% from Sabah, 6.18% from Sarawak, 8.82% from Selangor and 5.88% from Terengganu.

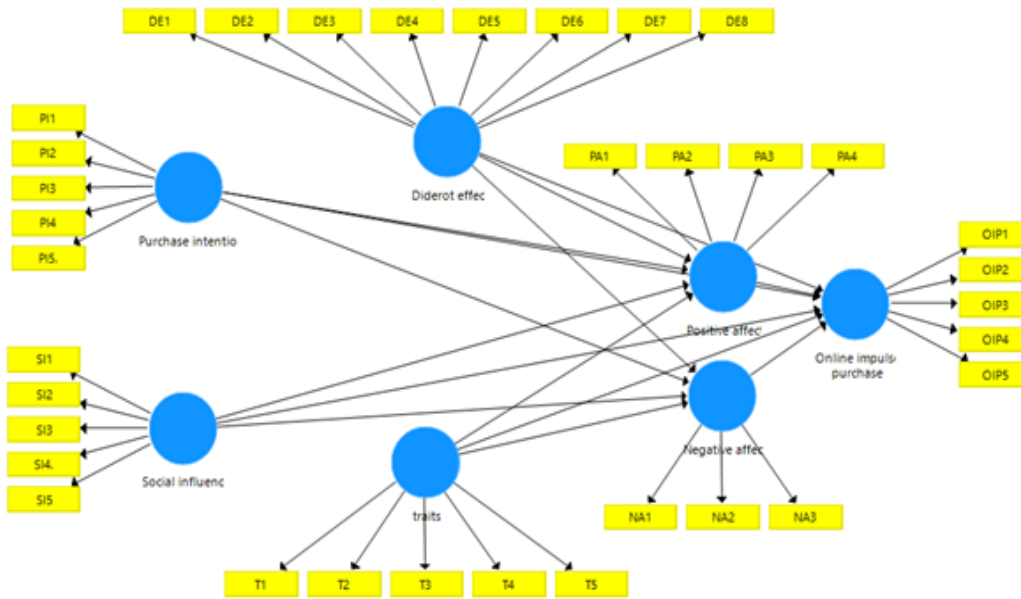


Figure 4.07 Result of Partial Least Square

### 4.3 Reliability and Validity Analysis

#### 4.3.1 Reliability Test

Table 4.01: Internal Reliability Analysis

Construct	Number of items	Cronbach's Alpha	Reliability Range
DE	8	0.918	Excellent
NA	3	0.832	Very Good

<b>OIP</b>	5	0.934	Excellent
<b>PA</b>	4	0.879	Very Good
<b>PI</b>	5	0.822	Very Good
<b>SI</b>	5	0.849	Very Good
<b>T</b>	5	0.862	Very Good

Table 4.01 demonstrates the outcome of Cronbach's Alpha in this study. Cronbach's Alpha above 0.7 is defined as good whereas the values below 0.6 are defined as poor reliability (Hair et al., 2014). From the table, the extent of the value among 0.822 and 0.934 are acceptable with favourable reliability.

#### 4.3.2 Validity test

##### 4.3.2.1 Convergent Validity

Convergent validity can be defined based on values of CR and AVE. The first indicator is CR value, it needs to be more than 0.7 to considered acceptable (Fornell & Larcker, 1981). The second indicator is AVE, it verifies when AVE value is more than the acceptable threshold of 0.5 (Wong, 2013).

**Table 4.02: Convergent Validity Analysis**

<b>Construct</b>	<b>CR</b>	<b>AVE</b>	<b>Cronbach's Alpha</b>
<b>DE</b>	0.926	0.611	0.918
<b>NA</b>	0.900	0.750	0.832
<b>OIP</b>	0.950	0.792	0.934
<b>PA</b>	0.917	0.734	0.879
<b>PI</b>	0.875	0.584	0.822
<b>SI</b>	0.892	0.624	0.849
<b>T</b>	0.899	0.640	0.862

Source: Developed from research

Table 4.02 show CR values range between 0.875 until 0.950 and AVE values range between 0.584 until 0.792 of all variables in this study. Hence, all value had accomplished a fine convergent validity.

#### **4.3.2.2 Discriminant Validity**

Discriminant validity is to demonstrate two extents which are not linked. Besides, discriminant validity is to ensure there are no factors overlapping with other factors (Hair

et al., 2010; Hair et al., 2014). Based on Henseler, Ringle, & Sarstedt (2014) and Fornell & Larcker (1981), there are various ways that discriminating validity can be examined: (1) The Square root of the AVE is greater when comparing the correlation value by another variable to establish the discriminant validity. (2) Everything ought to have a factor loading of at least 0.70 and the cross-loading value have to compare with the others item's loading.

**Table 4.03: Discriminant Validity Analysis - Fornell-Larcker Criterion**

	<b>DE</b>	<b>NA</b>	<b>OIP</b>	<b>PA</b>	<b>PI</b>	<b>SI</b>	<b>T</b>
<b>DE</b>	<b>0.782</b>						
<b>NA</b>	0.153	<b>0.866</b>					
<b>OIP</b>	0.692	0.105	<b>0.890</b>				
<b>PA</b>	0.437	-0.138	0.581	<b>0.856</b>			
<b>PI</b>	0.360	-0.188	0.311	0.625	<b>0.764</b>		
<b>SI</b>	0.579	-0.100	0.686	0.597	0.626	<b>0.790</b>	
<b>T</b>	0.574	-0.302	0.545	0.538	0.705	0.752	<b>0.800</b>

Source: Developed from research

Every construct in this research has achieved the larger square root of AVE compare to others construct from the table above. The result of DE (0.782), NA (0.866), OIP (0.890), PA (0.856), PI (0.764), SI (0.790) and T (0.800) are higher than the values in both of their

columns and rows. The result of Table 4.03 shows the discriminant validity exists in this research.

### **Cross-Loading**

According to Fornell & Larcker (1981), they state that the result of cross loading also can be used to examine discriminant validity. If there are fair discriminant validity exists, the cross-loading values with the related construct must exist 0.7. Based on the result (Appendix 4.11), the cross-loading value of the related construct exist 0.7 and the value is larger compared to the value in the same rows and columns. It shows that there are discriminant validity exists in research.

### **Heterotrait-Monotrait Ratio (HTMT)**

**Table 4.04: Heterotrait-Monotrait Ratio (HTMT)**

	<b>DE</b>	<b>NA</b>	<b>OIP</b>	<b>PA</b>	<b>PI</b>	<b>SI</b>	<b>T</b>
<b>DE</b>							
<b>NA</b>	<b>0.196</b>						
<b>OIP</b>	<b>0.648</b>	<b>0.167</b>					
<b>PA</b>	<b>0.414</b>	<b>0.173</b>	<b>0.640</b>				
<b>PI</b>	<b>0.408</b>	<b>0.357</b>	<b>0.358</b>	<b>0.730</b>			

<b>SI</b>	<b>0.523</b>	<b>0.229</b>	<b>0.747</b>	<b>0.701</b>	<b>0.763</b>		
<b>T</b>	<b>0.582</b>	<b>0.370</b>	<b>0.570</b>	<b>0.586</b>	<b>0.835</b>	<b>0.846</b>	

Table 4.04 shows that all factors are reliable because the range of Heterotrait-Monotrait Ratio (HTMT) is between 0.167 and 0.846 which is below 1. Pair of traits and social influence have the highest HTMT value which is 0.846. It will have the highest probability for the multicollinearity problem exist.

### 4.3.3 Bootstrapping Analysis

#### 4.3.3.1 Significance Analysis of the Direct and Indirect Effect (Total Direct and Indirect)

**Table 4.05 Bootstrapping Result from PLS-SEM (Total Direct)**

	<b>Direct Effect</b>	<b>T-Value ( T&gt;1.96)</b>	<b>Significance value &lt; 0.05)</b>	<b>Result of significance</b>
DE → OIP	0.319	8.254	0.000	Yes
PI → OIP	-0.378	10.059	0.000	Yes
SI → OIP	0.413	8.516	0.000	Yes



T → OIP	0.162	3.900	0.000	Yes
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**Table 4.06 Bootstrapping Result from PLS-SEM (Total Indirect)**

	Direct Effect	T-Value ( T>1.96)	Significance (P-value < 0.05)	Result of significance
DE → OIP	0.115	4.411	0.000	Yes
PI → OIP	0.169	4.430	0.000	Yes
SI → OIP	0.120	3.878	0.000	Yes
T → OIP	-0.119	2.430	0.000	Yes

Bootstrapping analysis is the method to analyse and evaluate the 5000 sets of different combinations to test the approximate level for the normality of data. Table 4.05 and Table 4.06 showed direct and indirect effects for the IVs towards DV. The result shows that the overall direct and indirect effect for this research is partial mediation. Partial mediation expresses that both results from direct and indirect effects have resulted significance. The results show IV has significant effects on the DV after include with the mediator variables (Zhao et al., 2010).

#### 4.3.3.2 Bootstrapping Analysis – Inner Model Path Coefficients

**Table 4.07: Path Analyses**

<b>Path</b>	<b>VIF</b>	<b>Path Coefficient</b>	<b>T-Statistics</b>	<b>P-Value</b>	<b>Result</b>
<b>DE → NA</b>	1.643	0.464	9.251	0.000	Accept
<b>DE → OIP</b>	2.015	0.319	8.254	0.000	Accept
<b>DE → PA</b>	1.643	0.157	3.098	0.002	Accept
<b>NA → OIP</b>	1.370	0.126	4.029	0.000	Accept
<b>PA → OIP</b>	1.933	0.361	6.891	0.000	Accept
<b>PI → NA</b>	<b>2.115</b>	<b>0.067</b>	<b>0.888</b>	<b>0.375</b>	<b>Reject</b>
<b>PI → OIP</b>	2.516	-0.378	10.059	0.000	Accept
<b>PI → PA</b>	2.115	0.446	6.566	0.000	Accept
<b>SI → NA</b>	<b>2.631</b>	<b>0.119</b>	<b>1.489</b>	<b>0.137</b>	<b>Reject</b>
<b>SI → OIP</b>	2.827	0.413	8.516	0.000	Accept
<b>SI → PA</b>	2.631	0.291	4.218	0.000	Accept
<b>T → NA</b>	3.169	-0.706	6.480	0.000	Accept
<b>T → OIP</b>	3.888	0.162	3.900	0.000	Accept
<b>T → PA</b>	<b>3.169</b>	<b>-0.084</b>	<b>0.854</b>	<b>0.394</b>	<b>Reject</b>

Every path of VIF values is in the scope of 1.370 until 3.888 from the table above. This result proves that no multicollinearity problems occur because all of the VIF values are below 5. The results also show that path coefficient value of all paths in the range between -0.706 to 0.464 which is in the range between -1.0 to 1.0.

By analysing the data of T-Statistic and P-Values, the relationship of variables can be identified. The result shows the relationship between DE and NA (T-Statistics: 9.251, P-Value: 0), the relationship between DE and OIP (T-Statistics: 8.254, P-Value: 0), the relationship between DE and PA (T-Statistics: 3.098, P-Value: 0.002), the relationship between NA and OIP (T-Statistics: 4.029, P-Value: 0), the relationship between PA and OIP (T-Statistics: 6.891, P-Value: 0), the relationship between PI and OIP (T-Statistics: 10.059, P-Value:0), the relationship between PI and PA (T-Statistics:6.566, P-Value:0), the relationship between SI and OIP (T-Statistics: 8.516, P-Value: 0), the relationship between SI and PA (T-Statistics: 4.218, P-Value: 0), the relationship between T and NA (T-Statistics: 6.480, P-Value: 0), the relationship between T and OIP (T-Statistics: 3.900, P-Value:0) are significant because the value of T-Statistics are above 1.96 and P-Value are below 0.05.

The outcomes demonstrate the PI and NA connection (T-Statistics: 0.888, P-Value: 0.375), the relationship between SI and NA (T-Statistics: 1.489, P-Value: 0.137), the relationship between T and PA (T-Statistics: 0.854, P-Value: 0.394) are not important because value for T-Statistics is below 1.96 and P-Value are above 0.05.

#### **4.3.3.3 Bootstrapping Analysis – Mediating Latent Variable**

**Table 4.08: Mediator Analyses**

Path	T-Statistics	P-Value	Result
<b>DE→NA→OIP</b>	3.661	0.000	Accept
<b>PI → NA → OIP</b>	<b>0.853</b>	<b>0.394</b>	<b>Reject</b>
<b>SI → NA → OIP</b>	<b>1.337</b>	<b>0.182</b>	<b>Reject</b>
<b>T → NA → OIP</b>	3.123	0.002	Accept
<b>DE → PA → OIP</b>	2.593	0.010	Accept
<b>PI → PA → OIP</b>	4.970	0.000	Accept
<b>SI → PA → OIP</b>	3.374	0.001	Accept
<b>T → PA → OIP</b>	<b>0.835</b>	<b>0.404</b>	<b>Reject</b>

According to this study, PA and NA are the mediating variables which act as a bridge that connected the IV for DE, PI, SI, and T) to the DV as OIP. Table 4.08 shows the relationship DE→NA→OIP (T-Statistics: 3.661, P-Value: 0), T→NA→OIP (T-Statistics: 3.123, P-Value: 0.002), DE→PA→OIP (T-Statistics: 2.593, P-Value: 0.010), PI→PA→OIP (T-Statistics: 4.970, P-Value: 0), SI→PA→OIP (T-Statistics: 3.374, P-Value: 0.001) are significant because the value of T-Statistics are above 1.96 and P-Value are below 0.05.

The relationship of PI→NA→OIP (T-Statistics: 0.853, P-Value: 0.394), SI→NA→OIP (T-Statistics: 1.337, P-Value: 0.182), T→PA→OIP (T-Statistics: 0.835, P-Value: 0.404) are not important because value for T-Statistics are below 1.96 and P-Value are above 0.05.

## **4.4 Conclusion**

In summary, SmartPLS 3 was utilized for the data assessment. Demographic information like age, gender, education, income, occupation, and state of respondents are transcribed into a pie chart for easier understanding. The answer to the questionnaire is analysed by using Internal Reliability Analysis, Convergent Validity Analysis, Fornell-Larcker Criterion, Cross Loading, Path Analyses, and Mediator Analyses. Analysis of H1c, H3b, H5c, H4c, H6a, and H6d are not supported in this research. However, the information in this section is proved to be trustworthy and validated.

## **CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION**

### **5.0 Introduction**

From this topic, statistical data analysis from previous chapters will sum up. Besides, major findings, implications, and limitations will be reviewed. Finally, recommendations will be suggested to support the forthcoming study.

### **5.1 Summary of Statistical Analyses**

#### **5.1.1 Descriptive Analysis**

##### **5.1.1.1 Demographic Background of Research Respondents**

There were 128 (37.65%) male respondents and 212 (62.35%) female respondents in total. 137 (40.29%) respondents came from the age group 20-24, 135 (39.71%) respondents came from the private sector and occupied 129 (37.94%) students. 91(26.76%) respondents came from Bachelor of degree and Perak had the highest number of respondents which were 35 (10.29%).

#### **5.1.2 Scale Measurement**

##### **5.1.2.1 Internal Reliability Test**

To measure the reliability of the variables, Cronbach's Alpha is being used. The results showed all DV and IVs are dependable as all value exceeds 0.6. DE reach Cronbach's Alpha's maximum value of 0.918. The study of reliability is followed by PI, T, and SI which are 0.822, 0.862 and 0.849. OIP as DV shows the result of 0.934 and followed by the mediator, PA and NA are 0.879 and 0.832.

### **5.1.3 Validity Test**

#### **5.1.3.1 Convergent Validity**

According to the result from the assessment in Convergent Validity, every construct of our research achieved AVE with over 0.5, ranging from 0.584 to 0.792. In overall, all constructs in this research are accepted since it achieved CR value with more than 0.7 which fall under the range between 0.875 and 0.950.

#### **5.1.3.2 Discriminant Validity**

To determine the discriminant validity, two tests had been conducted. The square root of AVEs along with all constructs in our research is higher than other constructs' coefficient. In the result of loadings and cross-loading, each of our indicator's loading values is greater on its corresponding construct as compared to other constructs. These had been proven that our research model had obtained fair discriminant validity.

### **5.1.4 Inferential Analysis**

#### **5.1.4.1 Path Analysis**

VIF value of the paths is between 1.370 and 3.888. This result proves that no multicollinearity problems occur because VIF values are below 5. The results also show that the path coefficient value of all paths is in the range of -0.706 to 0.464 which is in the range of -1.0 to 1.0.

## 5.2 Discussion of Major Finding

**Table 5.01: Summary of Major Finding**

<b>Hypothesis</b>	<b>Results</b>
H1a. There is a <b>positive significant relationship</b> between <b>PI and OIP.</b>	Accept
H1b. There is a <b>positive significant relationship</b> between <b>PI and PA.</b>	Accept
H1c. There is a <b>negative significant relationship</b> between <b>PI and NA.</b>	<b>Reject</b>
H2a. There is a <b>positive significant relationship</b> between <b>DE and OIP.</b>	Accept
H2b. There is a <b>positive significant relationship</b> between <b>DE and PA.</b>	Accept
H2c. There is a <b>negative significant relationship</b> between <b>DE and NA.</b>	Accept
H3a. There is a <b>positive significant relationship</b> between <b>T and OIP.</b>	Accept
H3b. There is a <b>positive significant relationship</b> between <b>T and PA.</b>	<b>Reject</b>
H3c. There is a <b>negative significant relationship</b> between <b>T and NA.</b>	Accept
H4a. There is a <b>positive significant relationship</b> between <b>SI and OIP.</b>	Accept
H4b. There is a <b>positive significant relationship</b> between <b>SI and PA.</b>	Accept
H4c. There is a <b>negative significant relationship</b> between <b>SI and OIP.</b>	<b>Reject</b>



H5a. PA mediates the relationship between PI and OIP.	Accept
H5b. PA mediates the relationship between DE and OIP.	Accept
H5c. PA mediates the relationship between T and OIP.	Reject
H5d. PA mediates the relationship between SI and OIP.	Accept
H6a. NA mediates the relationship between PI and OIP.	Reject
H6b. NA mediates the relationship between DE and OIP.	Accept
H6c. NA mediates the relationship between T and OIP.	Accept
H6d. NA mediates the relationship between SI and OIP.	Reject

According to the result, it shows that **H1a and H1b were acceptable but H1c was rejected**. This means PI is positively significant related to the OIP and PA. Ling, Chai, and Piew (2010) demonstrate the consideration when purchasing a brand or can be used to access consumer IP expectations. According to Pavlou (2003), an online transaction can be viewed as the activities of data restoration, data transmission, and item purchase. Positive emotions can help to create an unforgettable experience for consumers so that consumers have the intention to make OIP. Based on Ren and Hong (2018), NA will cause failure to service, unhappiness, grumbling and bad review in the whole after-sales service. Therefore, H1c is rejected.

Based on the result, **H2a, H2b, and H2c were accepted**. The research shows that DE had an important impact on sustainable consumption. Nowadays, people identify each other based on materials object (Niamh, 2015). DE refers to how consumer purchase can lead to others purchase (Alexander, 2012). Based on the DE in consumption, it means obtained products will lead the consumers to purchase the new product which is related (Ovchinnikov, 2017).

From the result, **H3a and H3c were accepted, but H3b was rejected**. T and NA have a significantly negative relationship. T influence OIP but do not affect by state effect which appears in IP (Thompson & Prendergast, 2015). Conscientiousness, extraversion, openness to experience, agreeableness, and neuroticism are essential duty to influence OIP (Turkyilmaz, Erdem & Uslu, 2015). When consumer found websites to shop, they will show gratification and contentment. (Muhammad Bilal et al, 2019).

Based on the result of this research, **H3b and H5c were rejected**. Research of Rook & Fisher (1995) and Silvera et al. (2008) explains that consumers having a high level of self-esteem tend to show a high level of satisfaction for their personalities. Those people who do not feel abashed, low confidence and low worthy about themselves do not need to raise their self-esteem by making IP.

Based on the result, **H4a and H4b were acceptable, yet H4c shown rejected** for the final outcome. Based on **H4a**, SI and OIP have a positive significant relationship. Whereby, IP is bound to happen when shopping with companions, and impacts of close friends when individuals are vulnerable to affect (Cheng et al., 2012). Based on **H4b**, SI and PA also have a positive significant relationship due to affect of customer emotional response to the item either in storytelling or visual format. Thus, the outcomes had provided suggestions with distinctive stories and visual sign to increase followers' positive emotional response. In contrast, **H4c** shown SI and NA have a negative significant relationship. Based on the research finding, it showed H4c has no direct effect on SI and NA due to ignorant comment from online shopping websites, fake news from social media and un-relevant brand information received from social networking sites (Ko, 2018).

Table 5.01 had shown that the result of **H5a is accepted**. Consumers with purchase enjoyment are likely to IP without thinking rational. Positive feelings increase the

likelihood of IP because they replace rational thinking in many ways (Muhammad Bilal et al., 2019).

Based on the result, **H5b and H6b are acceptable. H6a is rejected.** The research showed consumers purchase unnecessary to show greater social stratification in their life (Türk & Ercis, 2017). Based on the DE in consumption, it refers to the “chain” consumption, which means obtained products will lead the consumers to purchase the new product which is related (Ovchinnikov, 2017).

**H6a is rejected.** According to Li (2015), when consumers are giving up saving and doing IP, it incarnates they lack determination and restraint. Consumers will feel angry and guilty for their waste when they make IP. **H5d shown that PA mediates the relationship between SI and OIP.** This is because the impression from a branch of the group can create negative feelings in the shoppers with regulating behaviours, purchasers can shift their emotions and produce positive emotions. Meanwhile, **H6d is rejected.** This is because negative feelings regulator reverses the trend for lesser IP and lower satisfaction to more IP and higher satisfaction (Ferreira, Brandão & Bizarrias, 2017).

**H6c is accepted.** Consumers’ feelings are viewed as an inconsistent variable that influences purchase behaviour. IP is regularly joined by drastic emotion and conceive a more cheerful character (Lee & Yi, 2008).

## 5.3 Implication of Study

### 5.3.1 Theoretical Implication

This study had led useful data to society from a theoretical view. In this study, SMART PLS 3 is applied to investigate the relationship between PI, SI, T, DE, PA, NA and OIP. This framework can serve as a resource and references for those interested in studying the factors that influence OIP in Gen Y. This study helps them to have a greater comprehension of the behaviour of the youngsters when taking place into OIP.

### **5.3.2 Managerial Implication**

In Malaysia, PI has positive significant influences on OIP among Gen Y. If the consumers are interested to purchase online, they will consider the website first before they make a purchase. They intend to purchase if they feel consideration is good and comfortable. Consumers will purchase the same or other things from the same website. The well-known firm will attract consumers to visit their website when the firm having good reviews and reputation.

SI has a positive significant relationship on OIP towards Gen Y. They will seek for their friends and family's advice about the product quality and usefulness before they purchase. This had reduced the perceived risk after purchase the product. A positive review is a way to share knowledge, sophisticated, and opinion to enhance IP trust. The firms can increase the reputation of the company to gain positive reviews from consumers. Consumers are willing to do IP on the websites recommended by their friends or family.

Furthermore, there is an important significant relationship between T and OIP among Gen Y in Malaysia. From the study, T includes five measurements of personality traits. The firms can target consumers who have certain personality traits such as openness. They can launch some innovative products for those consumers because they are willing to try new products.

According to the findings, DE is one of the IV affect the OIP among Gen Y in Malaysia. Nowadays, most of the youngsters are paying more attention to pursuing materialism. They no longer satisfied with purchasing one item but need to buy other items to support that particular item. The firms can target those consumers with these purchase patterns to gain more profits. They can launch the product that matches with each other to attract the attention of consumers. Consumers also can avoid themselves from OIP by not purchase those related products.

The relationship between PA and PI, PA and DE, PA and SI. PA such as excited, enthusiastic, proud and inspired that will influence the consumer's IP is positive. NA include distressed, upset and irritable. Negative emotions will cause consumers do not have the intention to make an IP. A financial provider can launch the plan with higher interest saving to encourage customers to save money from IP. The government also can provide some campaign for the public to ensure they understand more about OIP and avoid themselves from OIP.

## **5.4 Limitation**

There were some constraints that need to be concerned in this research. Firstly, gender biases are one of the limitations of our study. The majority of our respondents were female. These situations happen due to the OIP are usually made by a female as they are more emotionally when online shopping. They enjoy online shopping when they are happy or distressed to release their emotion while making OIP. Male is more rational to control their emotions during OIP.

This research used a quantitative method which was a survey form for data collection purpose. Compared to qualitative methods, quantitative methods do not allow respondents

to explain their choice and provide feedback to the researcher. The researcher will fail to observe the phenomena due to a focus on theory and hypothesis testing.

## **5.5 Recommendations for Future Study**

To accomplish those limitations stated, future investigators supposed to take into account that gender should be balanced to avoid bias in the results of the study.

To solve the problem, future researchers should use mix strategy by combining quantitative and qualitative method together. This will help researchers to obtain a valuable opinion, feedback and response from respondent which able to increase the quality of a study. The researcher can conduct face to face interview for the respondent to understand more about their opinion.

## **5.6 Conclusion**

In a nutshell, this study proves that major finding on H1c, H3b, H4c, H5c, H6a, and H6d is rejected. Limitations and recommendations are stated for this study to a future researcher.

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## Appendices

### 3.01 Appendix: Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN**  
**FACULTY OF BUSINESS AND FINANCE**  
**UNDERGRADUATE FINAL YEAR PROJECT [FYP]**  
**BACHELOR OF MARKETING (HONS)**  
**Factor that Influences Online Impulse Purchase among Gen Y in Malaysia**

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#### Survey Questionnaire

##### **Introduction**

We are undergraduate marketing course students from University Tunku Abdul Rahman (UTAR). We are conducting a study on the factor that influences online impulse purchase. Please help us by filling up the questionnaire. Thank you very much!

##### **Confidentiality**

The information provided will only be analysed for academic purpose. Rest assured that the answers provided to this survey questionnaire will be treated with the utmost confidentiality.



### **Participation**

Your participation in this research is completely voluntary. There is no right or wrong answer for any statements in this questionnaire. This survey questionnaire consists of three sections. Please answer **ALL** questions in all section. This survey will take you approximately 5-10 minutes to complete.

Thank you for filling up this survey-questionnaire and your kind cooperation and participation in this study.

Best Regards,

Chan Man Ting	cmanting96@gmail.com
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Yin Weng Hong	davityinden32i@gmail.com

## Section A: Demographic Profile

*(Please tick the appropriate answer that best describes yourself)*

Q1. Gender

<input type="checkbox"/>	Male
<input type="checkbox"/>	Female

Q2. Age

<input type="checkbox"/>	20 – 24 years old
<input type="checkbox"/>	25 – 30 years old
<input type="checkbox"/>	31 – 34 years old
<input type="checkbox"/>	35 – 38 years old

Q3. Occupation

<input type="checkbox"/>	Student
<input type="checkbox"/>	Private Sector
<input type="checkbox"/>	Public Sector
<input type="checkbox"/>	Unemployed

Q4. Highest Education Level

<input type="checkbox"/>	PMR
<input type="checkbox"/>	SPM
<input type="checkbox"/>	SPTM
<input type="checkbox"/>	Diploma/ Foundation
<input type="checkbox"/>	A-Level
<input type="checkbox"/>	UEC
<input type="checkbox"/>	Bachelor of Degree
<input type="checkbox"/>	PHD
<input type="checkbox"/>	Others

Q5. Income

<input type="checkbox"/>	Below RM 1100
<input type="checkbox"/>	RM 1100 - RM 2000
<input type="checkbox"/>	RM 2000 – RM 3000
<input type="checkbox"/>	RM 3000 – RM 4000
<input type="checkbox"/>	Above RM 4000

Q6. State

<input type="checkbox"/>	Johor
<input type="checkbox"/>	Kedah
<input type="checkbox"/>	Kelantan
<input type="checkbox"/>	Malacca
<input type="checkbox"/>	Negeri Sembilan
<input type="checkbox"/>	Pahang
<input type="checkbox"/>	Penang
<input type="checkbox"/>	Perak
<input type="checkbox"/>	Perlis
<input type="checkbox"/>	Sabah
<input type="checkbox"/>	Sarawak
<input type="checkbox"/>	Selangor
<input type="checkbox"/>	Terengganu

**Section B: Factor that Influences Online Impulse Purchase**

Kindly provide your opinion base on your understanding of Online Impulse Purchase. Please circle one answer per box out of the five scales given below.

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

No.	Purchase Intention (PI)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI 1	I would be comfortable when shopping at the website.	1	2	3	4	5
PI 2	I will consider the website first when I want to buy the products.	1	2	3	4	5
PI 3	I intend to continue using online shopping website in the future.	1	2	3	4	5
PI 4	I would like to buy new products or services from the online shopping website.	1	2	3	4	5
PI 5	I will purchase other products or services at this online shopping website.	1	2	3	4	5
	<b>Social Influence (SI)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
SI 1	I believe the suggestions and recommendations of my friends.	1	2	3	4	5
SI 2	I am willing to refer to the purchase experiences provided by others on the internet.	1	2	3	4	5

SI 3	I am willing to refer to the reviews made by previous buyers.	1	2	3	4	5
SI 4	My shopping mood is affected by others' recommendations	1	2	3	4	5
SI 5	I buy a commodity on the basis of others' recommendations through the Internet.	1	2	3	4	5
	<b>Traits (T)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
T 1	I see myself as someone who is outgoing, sociable in an online impulse purchase.	1	2	3	4	5
T 2	I see myself as someone who has an active imagination in an online impulse purchase.	1	2	3	4	5
T 3	I see myself as someone who is relaxed, handles stress well in an online impulse purchase.	1	2	3	4	5
T 4	I see myself as someone who is generally trusting in an online impulse purchase.	1	2	3	4	5
T5	I see myself as someone who does a thorough survey of online shopping.	1	2	3	4	5
	<b>Diderot Effect (DE)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>

DE 1	I admire people who own expensive homes, cars and clothes.	1	2	3	4	5
DE 2	I like a lot of luxury in my life.	1	2	3	4	5
DE 3	I'd be happier if I could afford to buy more things.	1	2	3	4	5
DE4	It sometimes bothers me quite a lot that I can't afford to buy all the things I'd like.	1	2	3	4	5
DE 5	Some of the most important achievements in life include acquiring material possessions.	1	2	3	4	5
DE 6	The things I own say a lot about how well I'm doing in life.	1	2	3	4	5
DE 7	I like to own things that impress people.	1	2	3	4	5
DE 8	Buying things gives me a lot of pleasure.	1	2	3	4	5

### Section C: Online Impulse Purchase

	Online Impulse Purchase (OIP)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
OIP 1	When I browse the online shopping website, I buy things that I not intended to purchase.	1	2	3	4	5
OIP 2	I can't resist buying merchandise if I really like it.	1	2	3	4	5
OIP 3	If I see a discount price, I tend to buy on impulse.	1	2	3	4	5

OIP 4	I buy things according to how I feel at the moment.	1	2	3	4	5
OIP 5	I spent more money to buy the merchandise than I expected.	1	2	3	4	5

**Section D: Affect (Mediator)**

	Positive Affect (Mediator)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PA 1	I was excited while shopping at online websites.	1	2	3	4	5
PA 2	I was enthusiastic while shopping at online websites.	1	2	3	4	5
PA 3	I was proud while shopping at online websites.	1	2	3	4	5
PA 4	I was inspired while shopping at online websites.	1	2	3	4	5
	Negative Affect (Mediator)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
NA 1	I was upset while shopping at online websites.	1	2	3	4	5
NA 2	I was irritable while shopping at online websites.	1	2	3	4	5
NA 3	I was distressed while shopping at online websites.	1	2	3	4	5

#### **Appendix 4.01: Gender of Respondents**

<b>Category</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Male</b>	<b>128</b>	<b>37.65</b>
<b>Female</b>	<b>212</b>	<b>62.35</b>
<b>Total</b>	<b>340</b>	<b>100</b>

#### **Appendix 4.02: Age of Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>20-24</b>	<b>137</b>	<b>40.29</b>
<b>25-30</b>	<b>113</b>	<b>33.24</b>
<b>31-34</b>	<b>59</b>	<b>17.35</b>
<b>35-38</b>	<b>31</b>	<b>9.12</b>
<b>Total</b>	<b>340</b>	<b>100</b>



### **Appendix 4.03: Occupation of Respondents**

<b>Occupation</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Student</b>	<b>129</b>	<b>37.94</b>
<b>Private Sector</b>	<b>135</b>	<b>39.71</b>
<b>Public Sector</b>	<b>41</b>	<b>12.06</b>
<b>Unemployed</b>	<b>35</b>	<b>10.29</b>
<b>Total</b>	<b>340</b>	<b>100</b>

### **Appendix 4.04: Highest Education Level of Respondents**

<b>Highest Education Level</b>	<b>Frequency</b>	<b>Percentage(%)</b>
<b>PMR</b>	<b>3</b>	<b>0.88</b>
<b>SPM</b>	<b>42</b>	<b>12.35</b>
<b>STPM</b>	<b>53</b>	<b>15.59</b>
<b>Diploma/Foundation</b>	<b>80</b>	<b>23.53</b>
<b>A-level</b>	<b>17</b>	<b>5.00</b>

<b>UEC</b>	<b>30</b>	<b>8.82</b>
<b>Bachelor of Degree</b>	<b>91</b>	<b>26.76</b>
<b>PHD</b>	<b>20</b>	<b>5.89</b>
<b>Others</b>	<b>4</b>	<b>1.18</b>
<b>Total</b>	<b>340</b>	<b>100</b>

#### **Appendix 4.05: Income of Respondents**

<b>Income</b>	<b>Frequency</b>	<b>Percentage(%)</b>
<b>Below RM1100</b>	<b>95</b>	<b>27.94</b>
<b>RM1100 – RM2000</b>	<b>110</b>	<b>32.35</b>
<b>RM2000 – RM3000</b>	<b>87</b>	<b>25.59</b>
<b>RM3000 – RM4000</b>	<b>28</b>	<b>8.24</b>
<b>Above RM4000</b>	<b>20</b>	<b>5.88</b>
<b>Total</b>	<b>340</b>	<b>100</b>

#### **Appendix 4.06: State of Respondents**

<b>State</b>	<b>Frequency</b>	<b>Percentage(%)</b>
<b>Johor</b>	<b>30</b>	<b>8.82</b>
<b>Kedah</b>	<b>23</b>	<b>6.76</b>
<b>Kelantan</b>	<b>21</b>	<b>6.18</b>
<b>Malacca</b>	<b>28</b>	<b>8.23</b>
<b>Negeri Sembilan</b>	<b>30</b>	<b>8.82</b>
<b>Pahang</b>	<b>30</b>	<b>8.82</b>
<b>Penang</b>	<b>31</b>	<b>9.12</b>
<b>Perak</b>	<b>35</b>	<b>10.29</b>
<b>Perlis</b>	<b>22</b>	<b>6.47</b>
<b>Sabah</b>	<b>19</b>	<b>5.59</b>
<b>Sarawak</b>	<b>21</b>	<b>6.18</b>
<b>Selangor</b>	<b>30</b>	<b>8.82</b>
<b>Terengganu</b>	<b>20</b>	<b>5.88</b>
<b>Total</b>	<b>340</b>	<b>100</b>

## Appendix 4.07 - Outer Loading

	Diderot effect_	Negative affect_	Online impulse purchase	Positive affect_	Purchase intention_	Social influence	traits_
DE1	0.863						
DE2	0.843						
DE3	0.736						
DE4	0.737						
DE5	0.719						
DE6	0.736						
DE7	0.804						
DE8	0.802						
NA1		0.919					
NA2		0.879					
NA3		0.794					
OIP1			0.836				
OIP2			0.921				
OIP3			0.924				
OIP4			0.838				
OIP5			0.923				
PA1				0.833			
PA2				0.865			
PA3				0.835			
PA4				0.892			
PI1					0.747		
PI2					0.749		
PI3					0.837		
PI4					0.750		
PI5.					0.735		
SI1						0.744	
SI2						0.850	
SI3						0.748	
SI4.						0.747	
SI5						0.853	
T1							0.874
T2							0.804
T3							0.774
T4							0.735
T5							0.806

## Appendix 4.08 Construct Reliability and Validity

### Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Diderot effect_	0.918	0.953	0.926	0.611
Negative affect_	0.832	0.861	0.900	0.750
Online impulse purchase_	0.934	0.933	0.950	0.792
Positive affect_	0.879	0.882	0.917	0.734
Purchase intention_	0.822	0.830	0.875	0.584
Social influence_	0.849	0.860	0.892	0.624
traits_	0.862	0.885	0.899	0.640

## Appendix 4.09 Discriminant Validity (Fornell-Larcker Criterion)

### Discriminant Validity

#### Fornell-Larcker Criterion

	Diderot effect_	Negative affect_	Online impulse purchase_	Positive affect_	Purchase intention_	Social influence_	traits_
Diderot effect_	0.782						
Negative affect_	0.153	0.866					
Online impulse purchase_	0.692	0.105	0.890				
Positive affect_	0.437	-0.138	0.581	0.856			
Purchase intention_	0.360	-0.188	0.311	0.625	0.764		
Social influence_	0.579	-0.100	0.686	0.597	0.626	0.790	
traits_	0.574	-0.302	0.545	0.538	0.705	0.752	0.800

## Appendix 4.10 Heterorait-Monotrait Ratio (HTMT)

### Heterotrait-Monotrait Ratio (HTMT)

	Diderot effect_	Negative affect_	Online impulse purchase_	Positive affect_	Purchase intention_	Social influence_	traits_
Diderot effect_							
Negative affect_	0.196						
Online impulse purchase_	0.648	0.167					
Positive affect_	0.414	0.173	0.640				
Purchase intention_	0.408	0.357	0.358	0.730			
Social influence_	0.523	0.229	0.747	0.701	0.763		
traits_	0.582	0.370	0.570	0.586	0.835	0.846	

## Appendix 4.11 Cross Loading

	Diderot effect_	Negative affect_	Online impulse purchase	Positive affect_	Purchase intention_	Social influence	traits_
DE1	<b>0.863</b>	0.222	0.741	0.516	0.306	0.590	0.478
DE2	<b>0.843</b>	0.130	0.602	0.438	0.375	0.543	0.528
DE3	<b>0.736</b>	0.208	0.282	0.120	0.109	0.120	0.218
DE4	<b>0.737</b>	0.215	0.277	0.126	0.113	0.118	0.219
DE5	<b>0.719</b>	0.008	0.328	0.324	0.228	0.272	0.385
DE6	<b>0.736</b>	0.224	0.282	0.118	0.107	0.119	0.217
DE7	<b>0.804</b>	0.008	0.618	0.300	0.319	0.639	0.615
DE8	<b>0.802</b>	0.039	0.701	0.415	0.412	0.626	0.581
NA1	0.171	<b>0.919</b>	0.132	-0.073	-0.151	-0.070	-0.285
NA2	0.180	<b>0.879</b>	0.008	-0.179	-0.227	-0.143	-0.223
NA3	0.034	<b>0.794</b>	0.122	-0.122	-0.117	-0.054	-0.274
OIP1	0.635	0.085	<b>0.836</b>	0.569	0.268	0.560	0.518
OIP2	0.597	0.098	<b>0.921</b>	0.474	0.277	0.639	0.458
OIP3	0.607	0.098	<b>0.924</b>	0.482	0.285	0.645	0.466
OIP4	0.632	0.090	<b>0.838</b>	0.569	0.267	0.560	0.514
OIP5	0.601	0.097	<b>0.923</b>	0.482	0.285	0.645	0.464
PA1	0.332	-0.216	0.374	<b>0.833</b>	0.610	0.525	0.398
PA2	0.328	-0.081	0.496	<b>0.865</b>	0.613	0.530	0.472
PA3	0.380	-0.140	0.576	<b>0.835</b>	0.379	0.431	0.455
PA4	0.455	-0.048	0.542	<b>0.892</b>	0.531	0.554	0.514
PI1	0.437	0.090	0.362	0.415	<b>0.747</b>	0.588	0.529
PI2	0.193	-0.224	0.292	0.401	<b>0.749</b>	0.592	0.597
PI3	0.241	-0.244	0.266	0.548	<b>0.837</b>	0.533	0.516
PI4	0.224	-0.432	0.124	0.440	<b>0.750</b>	0.365	0.658
PI5.	0.306	0.140	0.154	0.573	<b>0.735</b>	0.318	0.402
SI1	0.310	-0.170	0.379	0.547	0.560	<b>0.744</b>	0.490
SI2	0.617	0.046	0.733	0.416	0.437	<b>0.850</b>	0.654
SI3	0.322	-0.177	0.379	0.537	0.555	<b>0.748</b>	0.507
SI4.	0.341	-0.199	0.402	0.474	0.520	<b>0.747</b>	0.647
SI5	0.626	0.037	0.732	0.423	0.441	<b>0.853</b>	0.660
T1	0.490	-0.302	0.599	0.480	0.619	0.680	<b>0.874</b>
T2	0.397	-0.371	0.186	0.386	0.635	0.452	<b>0.804</b>
T3	0.430	-0.091	0.494	0.629	0.626	0.719	<b>0.774</b>
T4	0.579	-0.126	0.590	0.168	0.270	0.609	<b>0.735</b>
T5	0.399	-0.373	0.187	0.389	0.637	0.455	<b>0.806</b>

## Appendix 4.12 Inner VIF Values

### Inner VIF Values

	Diderot effect_	Negative affect_	Online impulse purchase	Positive affect_	Purchase intention_	Social influence	traits_
Diderot effect_		1.643	2.015	1.643			
Negative affect_			1.370				
Online impulse purchase							
Positive affect_			1.933				
Purchase intention_		2.115	2.516	2.115			
Social influence		2.631	2.827	2.631			
traits_		3.169	3.888	3.169			

## Appendix 4.13 Bootstrapping Result (Path Coefficients)

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Diderot effect_ -> Negative affect_	0.464	0.462	0.050	9.251	0.000
Diderot effect_ -> Online impulse purchase_	0.319	0.316	0.039	8.254	0.000
Diderot effect_ -> Positive affect_	0.157	0.159	0.051	3.098	0.002
Negative affect_ -> Online impulse purchase_	0.126	0.124	0.031	4.029	0.000
Positive affect_ -> Online impulse purchase_	0.361	0.358	0.052	6.891	0.000
Purchase intention_ -> Negative affect_	0.067	0.057	0.076	0.888	0.375
Purchase intention_ -> Online impulse purchase_	-0.378	-0.373	0.038	10.059	0.000
Purchase intention_ -> Positive affect_	0.446	0.450	0.068	6.566	0.000
Social influence_ -> Negative affect_	0.119	0.117	0.080	1.489	0.137
Social influence_ -> Online impulse purchase_	0.413	0.409	0.048	8.516	0.000
Social influence_ -> Positive affect_	0.291	0.289	0.069	4.218	0.000
traits_ -> Negative affect_	-0.706	-0.695	0.109	6.480	0.000
traits_ -> Online impulse purchase_	0.162	0.164	0.041	3.900	0.000
traits_ -> Positive affect_	-0.084	-0.087	0.099	0.854	0.394

## Appendix 4.14 Bootstrapping Result (Total Indirect)

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Diderot effect_ -> Negative affect_					
Diderot effect_ -> Online impulse purchase_	0.115	0.115	0.025	4.516	0.000
Diderot effect_ -> Positive affect_					
Negative affect_ -> Online impulse purchase_		0.000	0.000		
Positive affect_ -> Online impulse purchase_					
Purchase intention_ -> Negative affect_					
Purchase intention_ -> Online impulse purchase_	0.169	0.169	0.035	4.835	0.000
Purchase intention_ -> Positive affect_					
Social influence_ -> Negative affect_					
Social influence_ -> Online impulse purchase_	0.120	0.119	0.030	3.940	0.000
Social influence_ -> Positive affect_					
traits_ -> Negative affect_					
traits_ -> Online impulse purchase_	-0.119	-0.119	0.048	2.488	0.013
traits_ -> Positive affect_					

## Appendix 4.15 Specific Indirect Effects

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Diderot effect_ -> Negative affect_ -> Online impulse purchase_	0.058	0.057	0.016	3.661	0.000
Purchase intention_ -> Negative affect_ -> Online impulse purchase_	0.008	0.008	0.010	0.853	0.394
Social influence_ -> Negative affect_ -> Online impulse purchase_	0.015	0.015	0.011	1.337	0.182
traits_ -> Negative affect_ -> Online impulse purchase_	-0.089	-0.087	0.028	3.123	0.002
Diderot effect_ -> Positive affect_ -> Online impulse purchase_	0.057	0.058	0.022	2.593	0.010
Purchase intention_ -> Positive affect_ -> Online impulse purchase_	0.161	0.161	0.032	4.970	0.000
Social influence_ -> Positive affect_ -> Online impulse purchase_	0.105	0.104	0.031	3.374	0.001
traits_ -> Positive affect_ -> Online impulse purchase_	-0.030	-0.032	0.036	0.835	0.404



## Appendix 6.01 Turnitin Report

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