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Project Title: THE RELATIONSHIP BETWEEN ONLINE IMPULSIVE BUYING BEHAVIOUR, MATERIALISM AND SUBJECTIVE WELLBEING (SWB) AMONG MALAYSIAN YOUNG ADULTS
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THE RELATIONSHIP BETWEEN ONLINE IMPULSIVE BUYING

BEHAVIOUR, MATERIALISM, AND SUBJECTIVE WELLBEING

AMONG MALAYSIAN YOUNG ADULTS

FOONG KAI JIE

CHONG KA YEE

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The Relationship between Online Impulsive Buying

Behaviour, Materialism, and Subjective Wellbeing among

Malaysian Young Adults

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Universiti Tunku Abdul Rahman

This research project is submitted in partial fulfilment of the requirements for
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Declaration

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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This research paper attached hereto, entitled "The relationship between online impulsive buying behaviour, materialism and subjective wellbeing (SWB) among Malaysian young adults" prepared and submitted by Foong Kai Jie, Chong Ka Yee and Lee Shun Yi in partial fulfilment of the requirements for the Bachelor of Social Science (Hons) Psychology is hereby accepted.

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Abstract

In this consumer-oriented era, the acquisition of materials is considered to be the new prosperity. Purchasing and acquisition of materials become the current norm that linked to one's subjective wellbeing (SWB). Many especially young adults use the internet to make impulse purchases until they lost themselves and even went bankrupt while pursuing a high level of life fulfilment and happiness. This sparked a curiosity in seeing if there was a relationship between online impulsive buying, success materialism, happiness materialism, and SWB among Malaysian young adults. Hence, a cross-sectional study was used to conduct the research. A total of 372 young adults aged 18-25 years old from different states of Malaysia were recruited by purposive sampling. Data was collected via distributing the online survey on social networks. In this study, Impulse Buy Scale (IBS; Beatty & Ferrell, 1998), Material Value Scale-Short form (MVS; Richins, 2004) and Satisfaction with Life Scale (SWLS; Diener, 1985) were used to measure the variables. After analysis, the findings reveal a significant negative relationship between happiness materialism and SWB. However, there was no significant correlation between online impulsive buying, success materialism, and SWB. The findings of this study add additional support for the Maslow's hierarchy of needs and are considered an extension of the literature review. Besides, the findings can raise awareness for the government agencies, policymakers, and counsellors to develop strategies to reduce happiness materialism and increase SWB among Malaysian young adults.

Keywords: Online Impulsive Buying, Success Materialism, Happiness Materialism, Subjective Wellbeing

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Abbreviations

1. SWB	-	Subjective Wellbeing
2. IBS	-	Impulse Buy Scale
3. MVS	-	Material Value Scale-Short Form
4. SWLS	-	Satisfaction with Life Scale
5. MCO	-	Movement Control Order
6. NGO	-	Non-Government Organizations
7. IBT	-	Impulsive Buying Tendency
8. CBT	-	Compulsive Buying Tendency
9. UTAR	-	Universiti Tunku Abdul Rahman
10. SDT	-	Self-Determination Theory

Chapter I

Introduction

Background of Study

Recently, there has been a crucial threat to public health, which is the outbreak of the COVID-19 virus. On 25th January 2020, the Malaysian government released news of the first COVID-19 case due to a Chinese traveller is visited Malaysia from Singapore (Yong & Sia, 2021). Subsequently, the number of infections and deaths in Malaysia has snowballed. To contain the COVID-19 outbreak, the Malaysian government imposed a Movement Control Order (MCO). However, it was hard for Malaysians to align with the government policies and regulations (i.e., social distancing and prohibited gathering) since they are practising collectivist culture and social gathering is a part of their everyday life. The unreliable and fake news that spreads through social media aroused feelings of anxiety and fear among Malaysians, which led them to panic buying necessities before the MCO started (Wong et al., 2021).

The consequences of the COVID-19 pandemic are catastrophic social and economic disruptions. The human resource minister announced that 99,696 Malaysians have been unemployed since the MCO was developed (Yong & Sia, 2021). Due to the COVID-19 pandemic, young adults who transitioned from adolescence to young adulthood are exposed to problems in uncertainty about the future, low employment opportunities, employment insecurity, and change in social practice and belief (Halik et al., 2019). The study by Wong et al. (2021) reported a high percentage of depressive and anxiety symptoms among Malaysian young adults during the pandemic, 59.2% and 55.1%, respectively. The high level of depression and anxiety raises the concern of subjective wellbeing (SWB) among Malaysian young adults. SWB is defined as one's evaluation or appraisal of life, including pleasant emotion and life satisfaction (Reitz & Staudinger, 2017).

As mentioned above, COVID-19 also brings the effect of serious social disruptions. Everyone tends to maintain a safe distance from others by staying in their houses and relying on the Internet instead of going out to align with the government policies and control the COVID-19 outbreak. People tend to purchase products from the comfort of their homes without going out through online shopping platforms (i.e., Shopee, Lazada, Taobao, and Amazon). However, a new issue should be concerned, which is unintentional and impulsive buying. According to Teo et al. (2020), around 60% of sales in the market came through consumers' impulsive buying.

Impulsive buying behaviour is perceived as an unplanned act of purchase, which is usually motivated by irrationality (Santini et al., 2019). It is commonly triggered by the consumers' irrational emotions and feelings when they make a purchase decision. Consumers are more likely to conduct a quick and unlimited purchase without planning to possess a particular product or perform a certain purchase task. Emotions and feelings play a role in making purchase decisions when the consumers see the product or an interesting advertisement (Prawira & Sihombing, 2021). The items purchased on impulse are relatively unnecessary and non-functional in the consumer's daily life (Santini et al., 2019).

Impulsive buying behaviour is one of our concerns in this study since it is negatively correlated with SWB (Šeinauskienė et al., 2016). Large numbers of consumers are willing to sacrifice their financial wellbeing to fulfil their short-term sense of emotional wellbeing. However, a previous study documented the adverse consequences of impulsive buying behaviour. The more pathological and chronic end of the impulsive buying spectrum is well-known as compulsive buying. It can lead to more severe adverse outcomes, such as credit card debt which could cause financial and emotional distress (O'Creevy et al., 2018). Thus, it should be concerned about the relationship between online impulsive buying and SWB to prevent individuals from falling into addictive behaviour, leading to compulsive buying.

Moreover, one of our concerns in this study is materialism. Materialism can be explained in terms of psychology, one's desire to possess or own material goods. It also can be understood as the perception of material possessions can lead to a happy life (i.e., happiness), and the belief of material possessions warrant a high social status, power, and reputation (i.e., success) (Promislo et al., 2017). An early study suggested that materialism is negatively associated with SWB (Durose, 2019).

Some highly materialistic consumers may practise the belief that it can increase their level of happiness through acquiring possession and goods. It is often considered a negative practice since individuals are more concerned with enhancing the extrinsic self than the intrinsic self. However, a past study reported that individuals who extremely practise materialistic values could evolve into affluenza. Affluenza is a subjective malaise that causes chronic consequences of dissatisfaction, stress, depression, debt, and impaired relationships (Flurry et al., 2021). Therefore, there is a need to call for studies to have a better understanding of the relationship between materialism and SWB.

Martínez et al. (2019) said SWB is closely associated with mental health outcomes. In other words, the individuals who have a lower level of SWB are more vulnerable to mental health problems. The study of Chen et al. (2020) mentioned that around 16% of the global burdens of injuries and diseases are caused by mental health problems. Hence, it is crucial to study the SWB of Malaysian young adults since they will play the roles of parents, entrepreneurs, and leaders in the future, as well as provide an essential contribution to national development.

In conclusion, the issues of SWB should be concerned, especially in the modern-day era. It is essential to draw public attention to the relationship between online impulsive buying, materialism and one's SWB. By better understanding the relationship, individuals

can implement strategies to prevent the chronic effects caused by SWB that can influence their daily lives.

Problem Statement

Online shopping has become a new trend in modern life. According to a Malaysian statistic, Shopee and Lazada had 54 million and 14 million monthly visitors in September 2021, respectively (Müller, 2021). This figure strongly suggests that the majority of Malaysians purchase online. Furthermore, most young adults are constantly motivated to make large purchases because accumulating wealth and material possessions is one of their primary life goals (Islam et al., 2017). Additionally, the outbreak of COVID-19 has significantly increased online buying behaviour. They were forced to change their lifestyle due to the COVID-19. They need to experience an interruption of isolation, job loss, salary deduction, or even loss of loved ones. Not only that, but they also need to reduce their outdoor activities, such as jogging, shopping, and travelling, which may be one of their sources of happiness. These issues have contributed to high levels of stress and poor SWB in young people (Morelli et al., 2020). During the pandemic, young adults who are 18 years old and above were reported to have high levels of anxiety and depression symptoms that lead to low SWB (Wong et al., 2021). As a result, many young individuals began to use internet impulse purchases to accomplish and enhance their pleasure and SWB.

SWB has a significant impact on our lives. It had a strong connection to both our mental and physical wellbeing (Diener et al., 2017). Individuals with poor SWB and low life satisfaction are more prone to develop inflammation in the body, which can lead to immune system degeneration. As a result, illnesses such as influenza are more susceptible to infecting them. Low SWB also increases the risk of suicide behaviour by causing depression, tension,

hopelessness, and a loss of meaning in life. As a result, everyone will make every effort to find a means to boost their happiness and SWB.

According to O'Creevy et al. (2018), impulsive shopping is a kind of mood regulation. They may experience a favourable emotion as a result of purchasing the desired products. A study also found that a reasonable level of impulsive buying can boost an individual's happiness (Dey & Srivastava, 2017). Individuals who contribute to high levels of impulse shopping may be prone to feelings of guilt, which can lead to self-destruction. Furthermore, persons who indulge in impulsive buying emphasise short-term satisfaction over long-term financial wellbeing, and if they are unable to escape from their impulsive shopping habits, the continued expenditure will result in negative outcomes such as debt, sadness, and poor SWB.

According to Sundareson (2021), about 47% of Malaysian young adults are experiencing financial difficulties as a result of their significant credit card indebtedness. The young with a high level of materialism strives for a high standard of living, but they ignore the balance between income and spending. When they cannot pay with cash, they will use their credit card. They are unable to repay the bank's interest charges. As a result, their debt will grow until they are forced to declare bankruptcy. Over-indebted people reported decreased life satisfaction, as well as poorer health and sleep quality. As a result, those who file for bankruptcy may have unpleasant feelings, loss of happiness, and low SWB, which can lead to high suicide ideation, which is supported by Lew et al. (2019). Suicide attempts were shown to be more strongly connected with a bankruptcy within two years.

Finally, our research will provide knowledge and awareness to the public about the topic of online impulsive buying behaviour, materialism, and SWB. Furthermore, we hope that our research and findings will raise awareness about the significance of this issue and

educate people about the importance of avoiding excessive materialism and online impulsive

purchase, which can lead to poor SWB and high suicide ideation.

Research Questions

1. Is there any significant relationship between online impulsive buying behaviour
   and subjective wellbeing among Malaysian young adults?

2. Is there any significant relationship between materialism (success materialism and
   happiness materialism) and subjective wellbeing among Malaysian young adults?

Research Objectives

General Objective

This study aims to determine the relationship between online impulsive buying

behaviour, materialism and subjective wellbeing among Malaysian young adults.

Specific Objectives

This study aims to accomplish the following research objectives:

1. To study the relationship between online impulsive buying behaviour and subjective
   wellbeing among Malaysian young adults.

2. To study the relationship between materialism (success materialism and happiness
   materialism) and subjective wellbeing among Malaysian young adults.

Hypotheses

H1: There is a significant negative relationship between online impulsive buying

behaviour and subjective wellbeing among young adults in Malaysia.

H2: There is a significant positive relationship between success materialism and subjective wellbeing among young adults in Malaysia.

H3: There is a significant positive relationship between happiness materialism and subjective wellbeing among young adults in Malaysia.

Significance of Study

In the consumer culture of modern society, online buying and acquiring material goods have become prevalent. It comes to relate the economic success, personal achievements, and social status. Hence, this possesses an interest in the relationship between online impulsive buying behaviour, materialism and SWB of young adults. The research's findings can contribute more relevant information and fill in the literature gap that online impulsive buying behaviour and materialism play significant roles in the SWB of young adults in Malaysia. This can have a deeper insight to explore and identify how young adults behave on online impulsive buying and materialism associated with their SWB.

Beyond that, the research's findings can provide the government (i.e., Social Welfare Department Malaysia, etc) and non-government organizations (NGO) (i.e., Lions Clubs, UNICEF, etc) with a clue of what types of intervention programs can be carried out to foster positive SWB among young adults. As a matter of fact, online impulsive buying behaviour and materialism will become a practice if people are frequently impulsive online buying and overmuch value on the material goods. This will affect their wellbeing and lead to a lot of severe consequences like facing financial issues and so on. Next, this study can contribute to the counsellor and psychologist about the influence of poor SWB on mental health. Besides, the research can give ideas to the public about their current level of SWB. Throughout this, people will be aware that buying online without any

planning and overemphasizing the material goods will become addictive. Thus, people may begin to realise the magnitude of the problem and take control of impulsive online buying and not excessive materialism.

Operational Definitions

Online Impulsive Buying

Online impulsive buying is measured by Impulse Buy Scale (IBS; Beatty & Ferrell, 1998). The rating by each participant will be totaled up. A higher score indicates a high level of online impulsive buying.

Materialism

Materialism is measured by Material Values Scales- Short Form (MVS; Richins, 2004), a 6-items scale. It contains two subscales, which are success materialism, and happiness materialism.

Success Materialism. There are three items out of six items used to measure success materialism. The participants have to rate each item from 0 (*completely disagree*) to 3 (*completely agree*). A higher mean score in MVS denotes a high level of success materialism.

Happiness Materialism. There are three out of six items used to evaluate happiness materialism. The participants have to rate each item from 0 (*completely disagree*) to 3 (*completely agree*). A higher mean score in MVS reports a high level of happiness materialism.

Subjective Wellbeing (SWB)

SWB is evaluated with the Satisfaction with Life Scale (SWLS). A higher score indicates a high level of life satisfaction (Diener, 1985).

Conceptual Definitions

Online Impulsive Buying Behaviour

A type of consumer behaviour that suddenly stimulated, persistent and strong urge to purchase the products instantly (Wu et al., 2020).

Materialism

The degree of one's desire to possess, acquire or own the material goods and assets. There are three facets of materialism identified, which are success and happiness (Durose, 2019).

Success Materialism. The judgement of success is based on material assets or goods (Durose, 2019).

Happiness Materialism. The belief that possession could bring happiness (Durose, 2019).

Subjective Wellbeing (SWB)

The emotional quality of daily experience and the positive evaluation of one's feelings towards their own life. It focuses on happiness and life satisfaction components (Nie et al., 2020).

Young Adults

Young adults are described as individuals who aged 18 to 25 (Massachusetts Institute of Technology, 2018).

Chapter Summary

In short, some past studies indicated the relationship between online impulsive buying behaviour and SWB. However, there were scarce past studies on this topic in the Malaysian context. Besides, there are past studies that show the relationship between materialism and SWB. Yet, the correlation between the two variables remains unclear. Some studies showed a negative correlation, while other studies showed a positive correlation. Hence, this study aims to determine the relationship between online impulsive buying behaviour, materialism and SWB among Malaysian young adults.

Chapter II

Literature Review

Subjective Wellbeing (SWB)

SWB is a positive evaluation of how a person feels about his or her life. It is concerned with happiness and defines it as the attainment of pleasure and life satisfaction components (Nie et al., 2020). It is an aspirational goal for the whole community (D'Agostino et al., 2018). SWB is evaluated by individuals towards their life which can be affected by social determinants. For example, education, housing, transportation, employment, lifestyles and so on (Morton et al., 2018).

Societies face an aging population due to declining fertility rates and longer life spans. As the elderly population grows, so does the need for social support and personal care. A past study among childless older adults in India reflects low mental health and SWB. Children are the most important source of social support for older parents, emotionally, financially and in other ways. Childlessness later in life affects the quality of life, leading to reduced wellbeing, loneliness and an increased risk of depression (Patel et al., 2021).

Besides elderlies, the recent COVID-19 pandemic is disrupting the daily routines of other age groups as well. Findings show that many children and adolescents were anxious and bored at the peak of the first wave of the pandemic. Almost half of the children and adolescents surveyed reported patterns of change in their emotional states, leading to lower SWB. Factors like not having the opportunity to contact with friends, not playing and exercising indoors and outdoors, and not engaging in healthy exercise during the pandemic were associated with a higher likelihood of reporting low SWB (Mitra et al., 2021).

Furthermore, another factor that contributed to SWB is education. Higher education is associated with higher SWB. Higher education reduces the likelihood of poor mental health and SWB (Patel et al., 2021). Education fosters SWB by strengthening community cohesion and citizenship. However, the effect may work both ways so that happiness or wellbeing is derived from educational success. It can help individuals achieve happiness by increasing their chances of improving their work status and income (Morton et al., 2018). In addition, higher education is closely linked to older adults' overall quality of life because educated people are more likely to be in paid work, which further enhances adults' SWB. Education is considered to provide a better standard of living and improvement which can strengthen the SWB of adults (Patel et al., 2021).

Apart from that, wealth can contribute to SWB. The wealthiest quintile of the older adults aged 60 and above reported higher SWB than the poorest older adults (Patel et al., 2021). Wealth is significant in achieving a better SWB. There is a positive relationship between income and quality of life. The positive correlation between income and SWB of college students is also high in poorer countries. The researchers found that students with low economic conditions in poor countries were associated with low life satisfaction (Suar et al., 2019). Besides, employment can improve satisfaction by increasing disposable income. Young adults aged 18 to 34 who are employed can have a more satisfying financial situation and afford a better life (D'Agostino et al., 2018). Unemployed people are prone to be less happy and healthy than those with jobs. Even a brief period of unemployment can cause permanent changes to a person's long-term wellbeing (Morton et al., 2018).

SWB among Young Adults

Young adulthood is associated with the rapid self-growth period. During the transition from adolescence to young adulthood, the individuals will explore their self-identity and experience crucial changes in terms of environments and resources (Winpenny et al., 2020). Some important life events are likely to occur in the stage of young adulthood, which are living independently, entering the workforce, leaving or prolonging education, developing romantic relationships and assuming a parental role (Babajide et al., 2019). Some young adults may face confusion or challenges in exploring self-identity and adapting to the significant changes due to the loss of support and lack of resources (Wood et al., 2017). According to Klimstra and van Doeselaar (2017), the identity dimension is related to anxiety and depressive symptoms. For instance, a young adult who is newly involved in the work labour may feel stressed and anxious when adapting to a new working environment. Social support is essential during the transition from adolescence to young adulthood. Young adults may receive less social support since the major changes in social roles and responsibilities have occurred, such as leaving the parental home and transitioning from school or college to the workforce (Scardera et al., 2020). It would increase the stress when the young adults lack social support during the transition (Alsubaie et al., 2019). Hence, young adulthood is associated with low SWB (Lim et al., 2017).

For young adults who have poor SWB, they are more likely to change their coping strategies to deal with negative emotions. They tend to engage and practice risky behaviours, such as aggressive behaviour, violence, and substance abuse, inappropriately to increase their positive emotions and life satisfaction (Gan et al., 2020). Also, low SWB is associated with negative emotions (Rogowska et al., 2021). It leads to the development of psychopathological symptoms in terms of loneliness, anxiety, and depression when

young adults perceive a low level of SWB (Gan et al., 2020). According to Lim et al. (2017), the health and behaviour patterns influenced by low SWB during the transition can persist throughout later life. In other words, young adults are likely to practice unhealthy behaviours throughout their lives without implementing an intervention to increase their SWB.

Online Impulsive Buying Behaviour and SWB

Promoting one's SWB is essential in order to cope and deal with different situations and unexpected adverse events (Chen et al., 2020). Past studies show that impulsive buying behaviour is correlated with SWB. This might be due to the reason that online buying is becoming a common practice among people worldwide and hence affect the SWB. Impulsive buying behaviour is a consumer behaviour characterized by a sudden stimulus, sustained and strong impulse to buy a product immediately (Wu et al., 2020).

According to Olsen et al. (2021), this study contributes to the literature by investigating how impulsive buying tendency (IBT) and compulsive buying tendency (CBT) are correlated with SWB. Compulsive buying is viewed as chronic, overmuch and repeated behaviour, an uncontrollable obsession or coping mechanism. The study was conducted by snowballing in central Vietnam and the majority of participants were married women aged 18 to 65. A total of 348 self-administered questionnaires were valid for further analysis. As a result, IBT was positively associated with SWB while CBT was not significantly negatively associated with SWB. IBT contributes to the overall quality of life as it is a kind of happiness in shopping. Referring to the bottom-up spillover theory of life satisfaction, people go shopping to get pleasure and prevent pain. It is reasonable to expect a positive relationship between IBT and SWB since impulsive buying is a significant aspect of shopping, both offline and online for leisure, pleasure, and

excitement. Besides, impulsive shoppers undergo positive emotions such as happiness, excitement, passion, and feeling an urge at the place and time when the actual purchase occurs.

The finding of Handayani et al. (2018) aimed to study the relationship between impulsive buying and happiness. 150 female consumers with ages above 17 years old in Surabaya were recruited. The result showed that impulsive buying is significantly positively associated with happiness. An impulse purchase based on a positive experience will lead to the happiness of customers. There are many signs of an impulse purchase that make a person feel happy, good, fulfilled, wandering, excited or beautiful. Many people go through positive emotions after an impulse purchase due to motivation satisfaction, product satisfaction, and so on. Situational mindsets may be correlated with post-purchase emotions and involve relatively low arousal like pleasure while materialism and narcissism may be correlated with post-purchase emotions and thus involve high arousal like joy.

Apart from this, the study of Kumar et al. (2020) aimed to examine the relationship between impulsive buying and post-purchase regret in the context of grocery products that require low levels of engagement. 402 customers in Odisha and the majority of male shoppers aged 26 to 35 and regularly bought grocery items were recruited. The result supported that impulsive buying positively correlated to post-purchase regret. After an impulse purchase, satisfaction or regret will happen to evaluate the purchase. Customers have both positive and negative evaluations of impulsive buying. These feelings may vary depending on the individual and the situation. People with high impulsivity levels undergo higher post-purchase regret after an impulsive buying than people with low impulsivity levels. Most people have negative feelings, including guilt, financial risk, and so on after their impulse purchase. Impulsive buying can lead to dissatisfaction and regret. The

greater the level of impulsive buying, the greater the level of regret and the poorer the level of satisfaction. When people are high in regret, they are less happy. Hence, impulsive buying negatively correlated to SWB.

The study of Secapramana et al. (2021) aimed to examine the relationship between impulsive buying, post-purchase regret, and credit card. Convenient sampling technique was used, and 249 young adult women aged 18 to 22 were recruited in this study. As a result, there is a significant positive correlation between credit cards and impulsive buying, as well as between impulsive buying and post-purchase regret. Most participants buy items because they enjoy buying goods rather than they need the goods. So, purchases are unplanned and the choice to buy is made immediately because they have a strong preference for the item. Paying with a credit card offers its convenience because it can be an option when customers do not have cash with them. If the use of credit cards becomes uncontrolled, consumers will have a feeling of regret after making a purchase. Consumers will make an assessment which will determine if someone is satisfied with the product they have purchased after making a purchase. They will regret not choosing another product when evaluating the outcome by comparing what they have received with what they should have been able to receive. When people have high levels of regret, their wellbeing decreases. Therefore, impulsive buying is negatively related to SWB.

In short, there are contradictory perceptions among the relationship between impulsive buying and SWB. Studies showed that impulsive buying is positively associated with happiness and wellbeing (Handayani et al., 2018; Olsen et al., 2021). However, some studies showed that impulsive buying correlated with adverse effects like guilt, financial risk, and so on (Kumar et al., 2020; Secapramana et al., 2021) and hence negatively associated with happiness and SWB.

Materialism and SWB

Materialism is defined as individuals who have a high value on material possessions (Durose, 2019). Materialism can be explained in two perspectives, which are success, and happiness. Success materialism is referred to as the extent where one uses material possession as the prioritized indicator of success in life. Happiness materialism is defined as one's belief that material possessions can contribute to wellbeing (i.e., happiness) and life satisfaction (Durose, 2019). A few studies were reviewed to explain the relationship between materialism and SWB.

Materialism is positively related to SWB (i.e., happiness). Richins and Dawson (1992) stated that materialistic individuals are more likely to pursue happiness through material acquisition rather than achievements. Individuals who possess higher materialistic value will gain more joy and happiness while spending money on things. A study was proposed to examine the relationship between materialism and purchase-evoked happiness (Duan, 2020). 112 undergraduate students from a north-eastern university in the United States were recruited. The majority of the participants are female, with a mean age of 18.64. This study's finding showed a positive correlation between materialism and purchase-evoked happiness. The higher materialism individuals are more likely to recall material purchases (i.e., smartphones, shoes, handbags, and books) than experiential purchases (i.e., travel). The finding supported that the individuals who engage in material purchase are more likely to perceive happiness. Additionally, when they gain benefits from the purchased material, it will reduce depression and enhance positive emotion. Hence, positive emotion can contribute to positive SWB.

Although there is a study that supports the idea that materialism would bring happiness to individuals, there is a study that argues that materialism negatively correlated with SWB. A finding has studied the antecedents and consequences of material values

(Díaz & Arroyo, 2017). 386 participants with a mean age of 22. 47 were recruited from two private universities in Mexico City and Puebla. The data of this finding endorsed that materialism negatively correlates with SWB, life satisfaction and positive emotion. The study explained the antagonistic relationship in terms of social comparisons. Social comparisons have become a force that decides what is desirable to possess. Material acquisition has given the individuals what is desirable and valuable for them to attain social status. However, materialistic individuals that emphasize competence will foster social isolation and increase loneliness, which leads to negative SWB (Wang et al., 2017).

Wang et al. (2017) proposed studying the relations among materialism, psychological needs satisfaction and personal wellbeing. A total of 908 undergraduate students, who ranged from 17 to 23 in Eastern China, were recruited. However, only 565 students completed the experiment. The study indicated that materialism implicitly influenced SWB and depression through psychological needs satisfaction. Materialism harms autonomous motives. They will experience deterioration in the motive to succeed, achieve self-actualization. Furthermore, when the individuals prioritize the material, appearance, and social status, they will ignore their basic psychological needs and contribute to a decrease in happiness level and lead to depression. Thus, materialism led to psychological problems and low levels of SWB.

Furthermore, a finding has studied the relationship of the dual model of materialism (i.e., success versus happiness materialism) on present and future life satisfaction (Sirgy et al., 2019). The study recruited 7599 German panel members from the GESIS Panel. 25.6% of the respondents are below 40 years old, while the other 74.4% are above 40 years old. The finding supported that materialism was associated with high dissatisfaction with the standard of living and contribute to poor SWB. When materialistic individuals have high expectations or ideal standards of living, they are more likely to

experience the feeling of dissatisfaction. This is because the materialistic individuals will imagine the best products (i.e., condominium, luxury car), but they cannot fulfil their satisfaction. Consequently, the high level of dissatisfaction will cause them to feel angry and stressed, leading to poor SWB (i.e., happiness).

In short, there are more studies (Díaz & Arroyo, 2017; Wang et al., 2017; Sirgy et al., 2019) that showed that materialism is negatively correlated with SWB. Although, at specific points, materialism could bring happiness in the short term (Duan, 2020). However, materialism brings long-term adverse effects to SWB. For example, individuals who place a high value on material possessions are more likely to experience social isolation, deterioration in autonomy, and dissatisfaction with the standard of living. These negative issues heavily impact SWB, which leads to low levels of happiness.

Theoretical Framework

Maslow's hierarchy of needs provides some explanations regarding human behaviours based on a set of needs. According to the five levels of pyramidal structure, the individuals were motivated by physiological or fundamental needs (i.e., air, water, food, and shelter). When the elementary needs have been satisfied, they will be gradually pursued to higher levels of needs, which are safety (i.e., employment, health, property, and resources), love and belongingness (i.e., family, friendship, and intimacy), esteem needs (i.e., achievement, respect by others, and confidence), and self-actualization (i.e., morality, lack of prejudice, creativity, and problem solving) (Fallatah et al., 2017). Individuals can gain happiness when they achieve different levels of needs based on Maslow's pyramid structure.

Maslow's hierarchy of needs can be used to explain our study. Impulsive buying is considered a hedonic need classified in Maslow's hierarchy of needs (Dhandra, 2020).

Individuals can perceive happiness through buying hedonic and utilitarian products. In contrast, the individuals who are influenced by impulsive buying behaviour may contribute to low happiness. The hedonic and utilitarian products are often used to classify the goods or products found in the market. Utilitarian products refer to the necessities or products which can fulfil consumers' basic needs (i.e., eating). Examples of utilitarian products are chairs, tables, pens and tissues. Hedonic products are defined as products that can fulfil the consumers' emotional needs (i.e., desire and entertainment). It aims to provide emotional pleasure and sensory stimulation to the consumers, such as flowers and tickets for concerts. Also, some products consist of both hedonic and utilization characteristics simultaneously, which are candies and cars (Rajan, 2020). To explain both products in terms of Maslow's hierarchy needs, utilitarian products are considered the most essential product since they can sustain human survival. However, the consumers may have feelings of regret or guilt when buying impulsively and excessively hedonic products (Zhao et al., 2019).

Furthermore, the individuals who engage in impulsive buying behaviours have a strong desire to boost their self-image. When pursuing a positive self-image, they are attaining the fourth level of needs, which is self-esteem. However, the individuals may not gain happiness while attaining their self-esteem. The expenditure in purchasing products has indirectly shaped and promoted the ways they express their self-identity. They may purchase the products from small, cheap to substantially large, expensive, which contribute to financial issues and negative SWB (Dhandra, 2020).

Maslow's hierarchy of needs cannot bring happiness to individuals with high materialistic values (Lee & Ahn, 2016). In order to seek happiness, the individuals need to achieve self-actualization, which is the highest order of needs in the pyramid structure. However, the individuals who are driven and motivated by extrinsic growth (i.e., high

social status) cannot experience happiness. Materialistic individuals have a high value on material possessions. In fact, they cannot obtain self-actualization solely by wealth and property or belongings that are tangible. Individuals need to achieve self-actualization with the motivation from intrinsic growth (i.e., memorable experience). Thus, highly self-actualization people may feel greater happiness (Maslow, 1943, as cited in Compton, 2018).
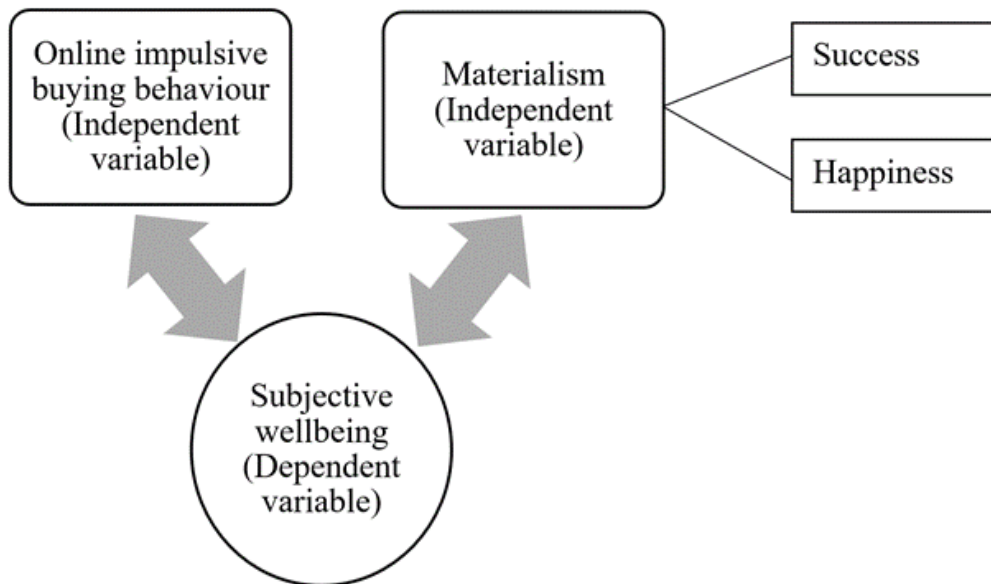
In our study, Maslow's hierarchy of needs was used to explain the relationship between the variables (i.e., impulsive buying behaviour, materialism, and SWB). Individuals need to achieve the highest level of self-actualization in order to gain happiness. However, Maslow proposed that self-actualization cannot be easily attained by material possessions (Lee & Ahn, 2016). Therefore, by buying the hedonic products impulsively and excessively to achieve the fourth level of the hierarchy, self-esteem, the consumer may induce feelings of guilt which can reduce the happiness level (Zhao et al., 2019).

Conceptual Framework

There are two independent variables which are online impulsive buying behaviour and materialism, and a dependent variable which is subjective wellbeing (SWB) in this study. This study would bring attention to investigate the relationship between online impulsive buying behaviour and SWB. Simultaneously, the relationship between materialism and SWB is also a concern in this study. The relationship between two independent variables and dependent variables will be tested and how strong or weak they are correlated with each other.

Figure 1

Conceptual Framework of the Study on "The Relationship between Online Impulsive

Buying Behaviour, Materialism and Subjective Wellbeing among Malaysian Young

Adults".

Chapter Summary

       In this chapter, we have reviewed past research literature to support the relationship between online impulsive buying behaviour, materialism and SWB. In addition, Maslow's hierarchy of needs was used to explain the correlation between online impulsive buying behaviour, materialism and SWB. Ultimately, the conceptual framework is presented graphically to allow for a better understanding of the relationships between the variables used in this study.

Chapter III

Methodology

Research Design

This study is a quantitative study. Quantitative study is defined as the explanation of a phenomenon or issue through the collection of numerical data and analysis using mathematical methods (Aliaga & Gunderson, 2002, as cited in Apuke, 2017). The study adopted a cross-sectional research method to examine the relationship between online impulsive buying behaviour, success materialism, happiness materialism and SWB among Malaysian young adults. Cross-sectional research method was implemented to predict the prevalence of the interest result for a particular population at a given time point (Levin, 2006). Using a cross-sectional study is easy to carry out since it does not follow individuals over time. Besides, it can minimize the cost of this study as it is an inexpensive tool (Wang & Cheng, 2020). The data and information involved in this study were collected using a self-administered questionnaire.

Location of Study

The responses were collected across different states of Malaysia. Due to the COVID-19 pandemic, an online survey was created and distributed via social media (i.e., Facebook, WhatsApp, WeChat, Instagram, and Microsoft Team) by a survey link or an attached QR Code in the poster (See Appendix B).

Sampling Method

Purposive sampling was implemented for selecting the participants in the study. It is one of the non-probability sampling techniques that allow the researchers to collect data from the sample who meet the criteria and are willing to provide information for this study (Etikan,

2016). In other words, not everyone has an equal opportunity to participate in the study, but only the participants who fulfil the criteria will be chosen. The inclusion criteria for the study were that the nationality of participants is Malaysian, and the age range of participants is between 18 to 25. The purposive sampling method was chosen because it is seeking not to have randomness or generalization but the capable of maximizing the opportunities of observing phenomena of interest (Serra et al., 2018). This study focused on the subjective wellbeing of Malaysian young adults. Due to the COVID-19 pandemic, it was convenient and safe to find the target samples by spreading the online questionnaire, and thus purposive sampling was implemented for this study.

Sample Size

In the year 2020, there was 3,380 thousand young adult population in Malaysia with an average annual growth of 2.01% (Knoema, 2021). The sample size of the study is 385. This study used Cochran's formula (1963) to calculate the sample size. We calculated the ideal sample size with the desired level of precision (e), desired confidence level, and the estimated proportion for the population (p). We assumed our proportion for the population is 0.5. We decided the confidence level as 95%, and at least 5% plus or minus precision. After the calculation, the result was 385. Below was the calculation of the sample size.

$$\text{Sample size } (n^o) \quad = Z^2pq/e^2$$

$$= ((1.96)^2\,(0.5)\,(0.5)) / (0.05)^2$$

$$= 385$$

Instruments/Questionnaire

A total of three instruments were used in this study. The two instruments, Impulse Buy Scale (IBS; Beatty & Ferrell, 1998) and Material Value Scale-Short Form (MVS; Richins, 2004) were used to evaluate the degree of impulsive buying and the level of materialistic value respectively. Besides, the instrument, Satisfaction with Life Scale (SWLS; Diener, 1985), was used to examine the respondents' level of happiness and life satisfaction. There were three sections in the questionnaire (i.e., informed consent and information sheet, demographic information, and instruments' items) (See Appendix C).

Informed Consent and Information Sheet

Informed consent and information sheet is the first section in the questionnaire. It explained Personal Data Protection Act 2010 to inform the participants that their information will be protected. The participants were also being asked about their participation whether it is voluntary or involuntary. Then, the contacts of the researchers were attached. So, when they met any issue with the research, they can contact us for further information. Lastly, before they proceed to the demographic information, they will be asked again for their participants whether continue or not to continue for the research.

Demographic Information

Demographic information of respondents (i.e., age, occupation, income, gender, religion, and ethnicity) was acquired. Age was the first question answered by the participants, followed by gender, ethnicity, religion, occupation, and income. For the age, occupation and income questions, a column was provided for the participants to type their answers respectively. Instead, for the gender, religion and ethnicity questions, the participants were required to choose their particular answers.

Impulse Buy Scale (IBS; Beatty & Ferrell, 1998)

The scale contains five items to measure the tendency of impulse buying. This scale is used to measure the level of impulsivity of respondents. It is a seven-point Likert scale ("1" = strongly disagree, "2" = disagree, "3" = more or less disagree, "4" = undecided, "5" = more or less agree, "6" = agree, "7" = strongly agree) measuring the impulse buying. The rating of items by each participant was totalled up, with a total score ranging from 5 to 35. Then, the mean score was calculated. A high mean score indicated a high level of online impulsive buying. The Cronbach's Alpha for this scale is 0.70 (Beatty & Ferrell, 1998).

Material Value Scale-Short Form (MVS; Richins, 2004)

The scale consists of 6 items to measure materialism. MVS is used to measure materialism in two perspectives, which are success and happiness. Each subscale consists of three items. For success materialism, it contains item 1, 3 and 4. For example, item 1 'I admire people who own expensive homes, cars, and clothes.' For happiness materialism, it contains item 15, item 17, and item 18. For example, item 17 'I'd be happier if I could afford to buy more things.' It is a five-point Likert scale ("1" = strongly disagree, "2" = disagree, "3" = neither agree nor disagree, "4" = agree, "5" = strongly agree) measuring each type of materialism. The higher score indicated a higher mean score, which denoted a high level of materialism. The Cronbach's Alpha for this scale is 0.84 (Richins, 2004).

Satisfaction with Life Scale (SWLS; Diener, 1985)

SWLS measures the global cognitive judgments of one's life satisfaction and happiness. The scale consists of five items. A seven-point Likert scale rated all items ("1" = strongly disagree, "2" = disagree, "3" = more or less disagree, "4" = undecided, "5" = more or less agree, "6" = agree, "7" = strongly agree). The rating of items by each participant was

summed up, with a total score ranging from 5 to 35, and a higher score indicated a higher level of life satisfaction (Diener, 1985). In Ortega et al. (2016) study, Cronbach's Alpha of the scale was 0.74.

Pilot Study

A pilot study reflects all the protocols of the primary study and verifies the feasibility by evaluating the participants' inclusion and exclusion criteria (In, 2017). Also, it can provide information and preparation regarding challenges and issues that may arise in the substantive research, leading to the likelihood of success (Malmqvist et al., 2019). A pilot study was conducted with 30 Malaysian young adults. The online questionnaire was created via Qualtrics, followed by the distribution of the questionnaire unique URL link through social media (i.e., Facebook, WhatsApp, WeChat, Instagram, and Microsoft Team). The data collection period for the pilot study was around one week.

Reliability

The reliability test result of the pilot study was calculated. The general indication of reliability is Cronbach alpha. According to George and Mallery (2003), the reliability level has classified into excellent (>.90), good (.80-.89), acceptable (.70-.79), questionable (.60-.69), poor (.50-.59) and unacceptable (<.59). Cronbach's alpha of the scales used in this study was ranged from .773 to .885, which considered highly reliable. In this section, the variable, centrality materialism is excluded from the study, due to the low reliability in the pilot study. The reliability test detailed result is shown in the table 3.1.

Table 3.1

Reliability Results

Scales		Subscales	No of Items	Cronbach's Alpha		
				Previous Study	Pilot Study	Actual Study
Impulse Buy Scale (IBS)			5	.70	.78	.72
Material Value Scale-Short Form (MVS)			6	.84	.77	.72
	I.	Success Materialism	3		.83	.64
	II.	Happiness Materialism	3		.69	.65
	III.	Centrality Materialism	3		-.05	
Satisfaction with Life Scale (SWLS)			5	.74	.89	.82

Research Procedure

In the study, young adults in Malaysia were recruited via a purposive sampling method. Before collecting the data, approval, and permission from the UTAR Scientific and Ethical Review Committee (Re: U/SERC/290/2021) (See Appendix D) were acquired to conduct the study. Then, a survey link was sent to the participants to let them fill in the

questionnaire. As a targeted sample, young adults were approached via social media (i.e., Facebook, WhatsApp, WeChat, Instagram, and Microsoft Team) to fill in the questionnaire. The data collection period was around two months.

For the first section of the questionnaire, an information sheet and consent form was provided to the participants. It provided a better understanding of the purpose of this study. The participants were required to sign the informed consent to get their permission to participate in the study. It ensured the participants voluntarily took part in this study and agreed that their responses were collected for academic use. On the other hand, the participants were prohibited to fill in the questionnaire if they did not agree to disclose their personal information. The participants' demographic information (i.e., age, occupation, income, gender, race, and ethnicity) was collected in the second section of the questionnaire. For the third part of the questionnaire, three components of measures were included: Impulsive Buy Scale (IBS; Beatty & Ferrell, 1998), Material Values Scales-Short Form (MVS; Richins, 2004) and Satisfaction with Life Scale (SWLS; Diener, 1985). Every component was briefly introduced at first, followed by the questions. IBM SPSS Statistics Version 25 was used to process and analyse the collected responses.

Data Analysis Plan

After the data collection and data cleaning process, data analysis has been completed. IBM SPSS Statistics Version 25 was used to analyze the data for the study. Before further analysis, the total scores for Impulse Buy Scale, two subscales from Material Value Scale (MVS) and Satisfaction with Life Scale (SWLS) were computed and total up. After computing the data, the outlier was tested, and the cases were excluded after determining the boxplots generated. Subsequently, descriptive statistics of categorical variables such as gender, ethnicity and religion were measured in term of frequency and percentages. The

descriptive statistics of continuous variable such as age was measured in terms of frequency, percentage, mean, standard deviation, minimum value, and maximum value. A reliability test was also conducted and test with Cronbach alpha.

Then, the assumption of normality was carried out. Assumption of normality consists of skewness and kurtosis, probability-probability (P-P) plot, Kolmogorov-Smirnov (K-S) test and Shapiro-Wilk test (S-W) was administrated to test for the normality of the statistics. Lastly, Pearson correlation analysis was used to test the relationship between online impulsive buying, materialism and subjective wellbeing.

Chapter Summary

In this chapter, a quantitative study is conducted by using a cross-sectional research method. Purposive sampling was implemented for selecting the participants in this study. The sample size was calculated by using Cochran's formula (1963). After the calculation, 385 responses should be collected. The responses were collected by distributing the online survey via social media platforms. For the survey, it included informed consent and information sheet, demographic information, Impulse Buy Scale (IBS; Beatty & Ferrell, 1998), Material Value Scale-Short Form (MVS; Richins, 2004), and Satisfaction with Life Scale (SWLS; Diener, 1985). Before the actual study, a pilot study was conducted. Reliability was tested, and centrality materialism was excluded from the study due to its low reliability. Then, the collection of responses for the actual research was conducted.

Chapter IV

Findings

Descriptive Statistics

Background of Respondents

Table 4.1 shows the demographic details of the respondents. There were 372 participants from 18 to 25 years old (*M*= 21.65, *SD*= 1.58).

The highest percentage for the age groups was 43.5% (*n*=162), which is 22 years old, followed by 21 years old which covered 16.1% (*n*=60). 9.1% was 20 years old (*n*=34), 8.3% was 19 years old (*n*=31), 8.1% was 24 years old (*n*=30), 6.7% was 23 years old (*n*=25), 4.8% was 25 years old (*n*=18), and 3.2% was 18 years old (*n*=12). Throughout the respondents, more than half of the respondents were female, which is 69.1% (*n*=257), while only 30.9% of respondents were male (*n*=115). In this study, 91.1% of the respondents were Chinese (*n*=339), followed by 4.3% of respondents were Indian (*n*=16), 4% were Malay (*n*=15), and 0.5 % are from other ethnicity groups (*n*=2). For the religion, most of the respondents are Buddhism, which showed 82.3% (*n*=306), followed by 7% were Christian (*n*=26), 4.6% were Muslim (*n*=17), 3.8% were Hindu (*n*=14), and 2.4% were others (*n*=9).

Then, 87.09% of the respondents were students (*n*=324). 12.37% of the respondents were working from different aspects (*n*=46), as shown in Table 4.1. 0.54% of the respondents were fresh graduates, or unemployed (*n*=2).

Table 4.1

Background Details of Respondent (n=324)

Variables	*M*	*SD*	Frequency (*n*)	Percentage (%)
Age	21.65	1.58		
18			12	3.20

19	31	8.30
20	34	9.10
21	60	16.10
22	162	43.50
23	25	6.70
24	30	8.10
25	18	4.80
Gender		
Female	257	69.10
Male	115	30.90
Ethnicity		
Malay	15	4.00
Chinese	339	91.10
Indian	16	4.30
Others	2	0.50
Religion		
Muslim	17	4.60
Buddhism	306	82.30
Hinduism	14	3.80
Christian	26	7.00
Others	9	2.40
Occupational		
Student	324	87.09
Executives	34	9.14
Non- Executives	12	3.23

Unemployed		2	0.54

Description for Variables

Table 4.2 showed the means score and standard deviation for three variables, which are online impulsive buying, materialism and subjective wellbeing. The mean scores for online impulsive buying are 19.38 with a standard deviation is 5.768. For success materialism, the mean scores are 9.65 (*SD*=2.323), while the means scores of happiness materialism are 10.74 (*SD*= 2.164) and followed by the mean scores are 23.11 (*SD*= 5.430) for the total scores of subjective wellbeing.

Table 4.2

Descriptive Statistics among Variables

Variables	*M*	*SD*	Min	Max
Online Impulsive Buying	19.38	5.768	5	35
Success Materialism	9.65	2.323	3	15
Happiness Materialism	10.74	2.164	4	15
Subjective wellbeing	23.11	5.430	7	35

Note. M = Mean, *SD* = Standard Deviation, Min: = Minimum Score, Max = Maximum Score

Data Cleaning

A total of 568 responses was collected. However, 196 responses were excluded from the study. Most of them were tricked by two questions, which are "select 'Strongly Agree' for this statement" and "select 'Agree' for this statement" (See Appendix C; Q16 item 4 and Q18 item 6). We used these two questions to test the alertness of the respondents and avoid the careless answer, which may influence our findings. Also, some of them were excluded

due to the incomplete answers. Then, a further analysis was performed to determine the outlier and a total of thirteen outliers were found and excluded from the study. After the removal of outliers, 372 responses were used for further data analysis.

Normality Assumptions

The normality assumptions were examined through these five normality indicators: histogram, P-P plot, skewness and kurtosis, and Kolmogorov-Smirnov. The distribution is claimed to be normal of three normality indicators and above show no violation.

Univariate outliers

The normality result will be more accurate if outliers were reduced (Malkic et al., 2012). Hence, the outliers were found and identified from boxplots through case numbers labelled with the small circles respectively (See Appendix E). For the current study, after three times analysis of outliers, a total of thirteen cases of outliers were found and removed from the study.

Histogram

After the analysis of SPSS, the histograms were shown to be normally distributed for the variables, which are online impulsive buying, success materialism and centrality materialism. The histograms of these variables showed the bell-shaped and have been found with a normal curve. However, the histogram of happiness materialism and subjective wellbeing showed slightly negatively skewed. In short, all the variables have achieved normality (See Appendix F).

P-P plot

The P-P plots that the observed data fell closely on the diagonal line for online impulsive buying, materialism, and subjective wellbeing. The more the data fall closely on the diagonal line, the better the normality distributed. Hence, the P-P plot indicated that the data were normally distributed (See Appendix G).

Skewness and Kurtosis

Table 4.3 showed that there is no violation of the skewness and kurtosis assumption since the values were within the acceptable range of +2 to -2. For skewness and kurtosis, +2 and -2 are the values support normal univariate distribution (Gravetter & Wallnau, 2014).

Table 4.3

Skewness and Kurtosis Table

	Skewness	Kurtosis
Total score of OIB	.174	-.219
Total score of Success	-.192	-.119
Total score of Happiness	-.444	.039
Total score of SWLS	-.423	-.391

Note. OIB = Online Impulsive Buying, SWLS = Satisfaction with Life Scale

Normality test

Kolmogorov-Smirnov test is used due to the sample size is larger than fifty respondents. When the result of Kolmogorov-Smirnov test showed *p*>.05 which is not significant, this means the data are normally distributed. In the current study, the data were not normally distributed for all variables due to a large sample (See Table 4.4). The large

sample size would cause a significant value. The significant value indicated a small deviation from the expected value and lead to a significant Kolmogorov-Smirnov test (Ghasemi & Zahediasl, 2012).

Table 4.4

Kolmogorov-Smirnov Test

	Kolmogorov-Smirnov Test		
Variables	Statistic	*df*	Sig.
Online Impulsive Buying	.057	372	.006
Success Materialism	.123	372	.000
Happiness Materialism	.129	372	.000
Subjective Wellbeing	.048	372	.000

Note. df = degree of freedom

Conclusion for Assumption of Normality

Based on the assumption of normality, three variables, online impulsive buying, materialism, and subjective wellbeing achieved 4 over 5 for the normality indicators. Thus, all variables have achieved normal distribution.

Inferential Analysis

In this section, the analysis of Pearson's Correlation Coefficients was conducted (See Appendix L). It was used to study the association between online impulsive buying behavior, materialism, and SWB. Table 4.5 showed the result of Pearson's Correlation Coefficients between the variables.

H1: There is a significant negative relationship between online impulsive buying behaviour and subjective wellbeing among young adults in Malaysia

The result showed that there was no significant relationship between online impulsive buying behaviour and subjective wellbeing, *r* (372) = .097, *p*= .06. Thus, H1 is rejected.

H2: There is a significant positive relationship between success materialism and subjective wellbeing among young adults in Malaysia

The result revealed that the success materialism has no significant relationship with subjective wellbeing, *r (372) =* -.023, *p*=.653. Hence, H2 is not supported.

H3: There is a significant positive relationship between happiness materialism and subjective wellbeing among young adults in Malaysia

The result demonstrated that there was significant negative relationship between happiness materialism and subjective wellbeing, *r (372) =* -.153, *p*=.003. So, H3 is rejected.

Table 4.5

Pearson Correlation of Online Impulsive Buying, Success Materialism, Happiness Materialism and Subjective Wellbeing

Variables	1.	2.	3.	4.
1.Online Impulsive Buying	1			
2.Success Materialism	.216**	1		
3.Happiness Materialism	.169**	.426**	1	
4.Subjective wellbeing	.097	-.023	-.153**	1

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

 **p<.01*

Chapter Summary

In this chapter, the data cleaning was conducted before analysing the result. After excluding the outlier and incomplete responses, a total of 372 respondents was used in this study. Then, the normality assumptions, such as histogram, P-P plot, skewness and kurtosis, were showed achieved the normality, while only the Kolmogorov-Smirnov showed a violation of normality due to the large sample size. Then, a descriptive analysis of the respondents' demographic was conducted, followed by the analysis of the description for variables. Lastly, Pearson's Correlation analysis was executed to examine the relationship between online impulsive buying behaviour, materialism and SWB. This study found a significant negative relationship between happiness materialism and SWB.

Chapter V

Discussion & Conclusion

Discussion

Online Impulsive Buying Behaviour and SWB

In order to test the first hypothesis, Pearson correlation analysis was conducted. The analysis indicates that online impulsive buying behaviour has no significant association with SWB. Hence, H1 was rejected.

The plausible reason for no correlation between online impulsive buying and SWB is due to the COVID-19 pandemic. The outbreak of the COVID-19 pandemic resulted in a globally manifested shift in consumer spending patterns. There is a great reduction in the consumption of unnecessary items like buying clothes, bags, and so on (Roggeveen & Sethuraman, 2020). On the contrary, there has been a growing trend in the sale of essential goods. People have prioritised the basic needs, such as food, hygiene and cleaning products during the COVID-19 (Wang et al., 2021). They tended to impulsively focus on buying essential goods, particularly those related to virus prevention (i.e., face masks, goggles, face shields, disinfection liquid, and so on). The impulsive buying of necessary goods only fulfil people's basic needs and does not influence the SWB. Hence, online impulsive buying behaviour has no significant correlation with SWB.

However, the present finding was contradicted with the past studies of Olsen et al. (2021) and Handayani et al. (2018), which showed a significant positive correlation between impulsive buying behaviour and SWB among female adults. Impulsive buying is an emotional purchase where people feel happy when making an impulsive purchase. Impulsive shoppers perceived positive feelings (i.e., happiness, excitement, passion, and feeling an urge) at the location and time of their actual purchase. Consumers tend to increase shopping frequency when they gain psychological pleasure and satisfaction from online shopping

(Olsen et al., 2021). Also, people often go shopping to relieve stress due to the high mobility of work. Therefore, this kind of entertainment is often followed by unplanned purchases that can make them happy and relieve stress (Handayani et al., 2018).

Few other recent studies by Kumar et al. (2020) and Secapramana et al. (2021) among adults also contradicted with present finding. The latter studies indicate that impulsive buying behaviour reduces their wellbeing. The majority of unplanned purchases result in negative feelings (i.e., anger, regret, guilt, and financial risk) (Kumar et al., 2020). This is due to the lack of searching for information in the decision-making process and as the emotional element's dominance over the rational element. The low-income consumers experience post-purchase regret more intensely than high-income consumers (Secapramana et al., 2021). Hence, they are less happy and decline in their wellbeing.

Success Materialism and SWB

The present result revealed that success materialism has no significant relationship with SWB. Hence, H2 is not supported.

The present findings could be explained by the perspectives of cultures in society. Malaysians practice collectivist culture and the group over the individual (Sumari et al., 2019). They tend to work within groups (Mustafa et al., 2017). Hence, they are more likely to receive other comments to define their success, like receiving praise from the group.

Besides, collectivists more focus on the group, like in a family, social group and so on (Mustafa et al., 2017). They are focused on building and maintaining good relationships within the groups. For example, they will feel successful when maintaining family harmony and developing new relationships in a social group. Hence, the collectivist group does not focus on material possessions in defining their success and does not correlate to SWB.

In addition, the present result is in parallel with the claim by Maslow's theory of hierarchy of needs. Maslow explained that a high SWB is achieved by attaining the highest level of needs in the pyramid structure which is self-actualisation. People need to live in a way that makes the best use of their strengths while taking steps to achieve their dreams (Peng, 2020). For example, getting their dream job or achieving their ideal position in their career. Thus, success material possession was not significantly related to SWB.

Although the present study is supported by Malow's theory, but it is contradicted with few earlier studies by Díaz and Arroyo (2017) and Wang et al. (2017), which showed a significant negative relationship between success materialism and SWB among undergraduate students. According to social comparison theory, people evaluate themselves automatically and unconsciously by comparing their views and abilities with others. People compare material possessions as they provide them with information about what is desirable and valuable. It also assists them in communicating their social status with others. Humans are capable of paying close attention to social status and rank. They tend to compare with others and be materialistic to indicate a higher and successful social status. Thus, materialistic people who place a premium on competence will increase social isolation and loneliness, resulting in negative SWB (Díaz & Arroyo, 2017).

Besides that, self-determination theory (SDT) also can be used to explain the negative effect of success materialism on wellbeing from the viewpoint of needs. SDT maintains three basic psychological needs (i.e., autonomy, relatedness, and competence). Basic psychological needs promote wellbeing and, to some extent, determine whether people experience happiness or exhibit mental health. People who prioritise appearance, popularity, financial success, and other extrinsic motivations are more likely to disregard the inherent satisfaction of basic psychological needs, resulting in decreased wellbeing and increased psychological problems (Wang et al., 2017).

Happiness Materialism and SWB

The present result demonstrated that happiness materialism has a significant negative correlation with SWB. In another word, higher happiness materialism results in lower SWB. Hence, H3 was rejected.

The present finding was consistent with the past study by Sirgy et al. (2019), which showed a negative correlation between happiness materialism and SWB. In general, happiness materialism is the perception that owning and acquiring property brings happiness to people's lives. Happiness materialism adversely influences SWB in two ways. One is the dissatisfaction with the standard of living, which has a negative impact on SWB. Materialistic people often seem to be dissatisfied with their lives in general, and especially with their standard of living. They are more likely to have high expectations and unrealistic when evaluating their standard of living. Materialists will have a higher expectation when achieving their existing goals. Hence, they will be dissatisfied with their standard of living as they want to pursue ideal material possession or even something that they cannot achieve.

Another negative way includes dissatisfaction with other aspects of life. Happiness materialism generates dissatisfaction with current living standards along with dissatisfaction with non-material life domains (i.e., financial life, family life, social life, community life and so on). Materialists frequently evaluate their current living standards based on ideal expectations. For instance, there is an expectation of being very rich. Then, materialistic people often use this ideal standard to evaluate their current financial situation, and they are more likely to be disappointed with their current financial life. Dissatisfaction with the standard of living and non-material life areas leads to dissatisfaction with the present, which leads to dissatisfaction with the future. Hence, negative SWB will be promoted (Sirgy et al., 2019).

In contrary, the results of a study by Duan (2020) was dissimilar with the present study, which showed a positive correlation between happiness materialism and SWB among university students and ordinary consumers. Materialists seek happiness through acquisition instead of another ways (i.e., experiences, personal relationships, or accomplishments). Higher materialism consumers enjoy spending money on things, experience more positive emotions triggered by products in the purchase process and gain more benefits from purchasing products to enhance positive emotions and reduce negative emotions. Also, when materialists are depressed, they prefer to cheer themselves up by buying things. They use materials to distract themselves from their negative emotions. Thus, possession of materials increases happiness and levels of satisfaction, leading to positive SWB.

Implications

Theoretical Implication

The findings of this study have significant theoretical implications. The study has filled the knowledge gap in studying the relationship between happiness materialism and SWB by using Maslow's hierarchy of needs in Malaysian context. Besides, it has provided additional support to the theory (Maslow's hierarchy of needs) and is considered an extension of the literature review. The theory can also be applied to the Malaysian context as the results of this study supported the theory. It found that materialism was related to Maslow's hierarchy of needs and associated with SWB. Therefore, this theory can be applied to future studies when a similar topic is being explored. Besides, the findings provided clues for future researchers who are interested in studying the association between these variables with Maslow's hierarchy of needs.

Practical Implication

There are few implications in this study. Firstly, there are limited studies that examined if online impulsive buying and materialism have a correlation with SWB among young adults in Malaysia; therefore, this present study enhanced future research literature in the Malaysian context. In this study, it proposed that happiness materialism was significantly and negatively associated with SWB. Also, the result showed there was a significant relationship between online impulsive buying and materialism. Therefore, this study can provide a direction to future researchers who are interested in exploring more in the related field of study.

By having a better insight into the correlates of SWB in this study, a program and policy can be established in reducing one's materialism values. The policymakers can collaborate with Malaysian therapists and counsellors to develop interventions that aim to weaken the participants' materialistic goal orientation and root them in intrinsic goals for personal growth. The policymakers can also take some actions in advance to train the therapists and counsellors, establish more counselling centres, and provide treatment to young adults with high materialistic values and low SWB. This study may help counsellors and psychologists to view the correlations of SWB in a different dimension.

Besides, to the findings, success materialism might consider harmless, but happiness materialism had a significant negative relationship with young adults' SWB. Hence, it can bring more adverse effects to young adults. The Malaysian government agencies perhaps should be concerned about the issue and do not let materialism become a practice among young adults. Early education programs and campaigns can be developed through the cooperation between government and educational institutions. The students can understand the importance of SWB and learn how to practise intrinsic values instead of materialistic values by participating in the programs and campaigns.

Recommendation

Limitations

     This study has a few limitations. Firstly, the findings cannot be generalised to the entire Malaysian young adult population since the purposive sampling method was used in this study. According to Andrade (2020), the study findings that implemented the purposive sampling method can only be generalised to the (sub)population from the sample defined by the same selection criteria instead of the entire population. The purposive sampling method seeks to maximise the opportunities of observing phenomena of interest but does not aim to have randomness or generalisation (Serra et al., 2018).

     Besides, this study did not support a causal relationship between online impulsive buying, materialism, and SWB. Pearson's Correlation Coefficients were implemented to examine the relationship between X (i.e., online impulsive buying and materialism) and Y (i.e., subjective wellbeing). It was used to examine a statistical relationship between X and Y and described how the variables are related or associated with each other. However, it did not necessarily mean that X causes Y, in which not the online impulsive buying and materialism variables cause SWB to change (Hung et al., 2017).

     Last but not least, it was a self-administered questionnaire; therefore, the response bias is inevitable. The accuracy of a self-administered questionnaire can be affected by social desirability, approval, and external bias (Althubaiti, 2016). In this study, 91.1% of respondents were Chinese, followed by 4.3%, 4%, and 0.5% of respondents were Indian, Malay, and other ethnic groups, respectively. It might affect the respondents providing accurate information when they complete the survey in a non-native language since they tend to face difficulties understanding and interpreting the survey questions (Wenz et al., 2021).

Recommendations

In the future study, probability sampling methods (i.e., simple random sample, stratified random sample, systematic sample, and cluster sample) can be implemented. According to Elfil and Negida (2017), probability sampling methods allow the subjects in the target population have an equal opportunity to be chosen as a respondent for the study. In other words, the principle of randomization is applied in selecting a sample. Therefore, the selected samples are more representative and generalizations of the target population by using probability sampling methods.

Moreover, this study was examined the association between online impulsive buying, materialism and SWB using Pearson's analysis. It is recommended that future researchers investigate the causal relationship between these variables since association does not imply causation. Studying the causal relationship can contribute some important knowledge about whether impulsive buying and materialism affect the level of SWB in the Malaysian context.

Furthermore, as a recommendation, the questionnaire can be translated into different versions, such as Malay, Chinese, and Indian versions. By translating the questionnaire into the respondents' native languages, they can accurately understand and interpret the items' meanings. Besides using a quantitative survey, the future study can implement qualitative research methods that can examine respondents' thinking in detail.

Conclusion

Due to the outbreak of the COVID-19 pandemic, Malaysian young adults aged 18 years old and above were reported to have low SWB due to mild anxiety and depression symptoms. As young adults play important roles in society as future parents, entrepreneurs, and leaders, studying SWB and related variables are essential. This study had implemented a

cross-sectional study to examine if online impulsive buying and materialism have an association with SWB.

To explain the association between the variables, Maslow's hierarchy of needs theory was implemented. This theory was explained human behaviours according to a set of needs. The individuals needed to achieve the highest order of needs in the hierarchy, self-actualisation, to gain happiness. The extensive purchasing of products might induce feelings of guilt which can reduce one's SWB. Also, the materialistic individuals could not reach their self-actualisation needs since they had a high value on material possessions. Hence, according to this theory, it is assumed that impulsive buying and materialism were correlated to one's SWB.

This study is quantitative. It adopted a cross-sectional research method to investigate the relationship between the variables. A purposive sampling method was implemented to recruit the sample in this study. 372 out of 568 respondents were used for further data analysis. 69.1% of the respondents were female, while only 30.9% were male. Three sections were included in the questionnaire, which is the information sheet and consent form, followed by demographic information, and three measures (i.e., Impulsive Buy Scale, Material Values Scales-Short Form, and Satisfaction with Life Scale) respectively.

Besides, a pilot study was conducted with 30 Malaysian young adults in this study. The pilot study result showed high reliability with Cronbach's alpha of the scales used in this study was ranged from .773 to .885.

Moreover, Pearson's Correlation Coefficients was conducted to examine if online impulsive buying and materialism have a correlation with SWB. The present finding rejected the first hypothesis, H1, because there was no significant relationship between online impulsive buying and SWB (r=.097). The finding did not support the second hypothesis, H2, since it reported no significant relationship between success materialism and SWB (r=.023).

The finding did not support the third hypothesis, H3 showing a significant negative

relationship between happiness materialism and SWB (r=-.153).

Chapter Summary

        The result of this study was discussed in this chapter with the proposed hypotheses.

For the theoretical implications, this study may fill in the knowledge gap in the theoretical

literature since it is considered additional support of Maslow's Hierarchy of Needs theory in

the Malaysian context. The practical implication of the findings highlighted the importance of

studying SWB among the young adult population in Malaysia. All parties, such as

policymakers, government agencies, and counsellors, should cooperate to promote young

adults' SWB. Last but not least, some limitations in this study and recommendations for

future studies were also presented in this chapter.

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Appendix A

Turnitin Report

Universiti Tunku Abdul Rahman			
Form Title : Supervisor's Comments on Originality Report Generated by Turnitin for Submission of Final Year Project Report (for Undergraduate Programmes)			
Form Number: FM-IAD-005	Rev No.: 0	Effective Date: 01/10/2013	Page No.: 1of 1

UTAR FACULTY OF ARTS AND SOCIAL SCIENCE

Full Name(s) of Candidate(s)	FOONG KAI JIE CHONG KA YEE LEE SHUN YI
ID Number(s)	1803503 1804885 1804756
Programme / Course	BACHELOR OF SOCIAL SCIENCE (HONOURS) PSYCHOLOGY
Title of Final Year Project	THE RELATIONSHIP BETWEEN ONLINE IMPULSIVE BUYING BEHAVIOUR, MATERIALISM AND SUBJECTIVE WELLBEING (SWB) AMONG MALAYSIAN YOUNG ADULTS

Similarity	**Supervisor's Comments** **(Compulsory if parameters of originality exceeds the limits approved by UTAR)**
Overall similarity index: 13 % **Similarity by source** Internet Sources: 9 % Publications: 2 % Student Papers: 6 %	
Number of individual sources listed of more than 3% similarity: _____	

Parameters of originality required and limits approved by UTAR are as follows:
  (i)   Overall similarity index is 20% and below, and
  (ii)   Matching of individual sources listed must be less than 3% each, and
  (iii) Matching texts in continuous block must not exceed 8 words
Note: Parameters (i) – (ii) shall exclude quotes, bibliography and text matches which are less than 8 words.

Note Supervisor/Candidate(s) is/are required to provide softcopy of full set of the originality
       report toFaculty/Institute

Based on the above results, I hereby declare that I am satisfied with the originality of the Final Year Project Report submitted by my student(s) as named above.

Sarvarubini

Signature of Supervisor

Name: Sarvarubini Nainee

Date: 4 April 2022

Signature of Co-Supervisor

Name:

Date:

FYP 2

ORIGINALITY REPORT

13% SIMILARITY INDEX	9% INTERNET SOURCES	2% PUBLICATIONS	6% STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universiti Tunku Abdul Rahman Student Paper	3%
2	eprints.utar.edu.my Internet Source	3%
3	hdl.handle.net Internet Source	1%
4	www.science.gov Internet Source	<1%
5	gbata.org Internet Source	<1%
6	link.springer.com Internet Source	<1%
7	www.emerald.com Internet Source	<1%
8	researchbank.rmit.edu.au Internet Source	<1%
9	mhealth.jmir.org Internet Source	<1%

Appendix B

Poster

Appendix C

Questionnaire

The relationship of online impulse buying, materialism and subjective well being

Survey Flow

Block: Default Question Block (9 Questions)
Standard: Demographic Information (6 Questions)
Standard: Online Impulsive Buying Behavior (1 Question)
Standard: Material Value Scale (1 Question)
Standard: Satisfaction with Life Scale (SWLS) (1 Question)

Page Break

Q1

Personal Data Protection Statement In accordance with Personal Data Protection Act 2010 ("PDPA") which came into force on 15 November 2013, Universiti Tunku Abdul Rahman ("UTAR") is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
For assessment of any application to UTAR For processing any benefits and services For communication purposes For advertorial and news For general administration and record purposes For enhancing the value of education For educational and related purposes consequential to UTAR For the purpose of our corporate governance For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Q2 Consent Form for Research Participation and Personal Data Protection

Title of Project: The relationship between online impulsive buying behavior, materialism and subjective wellbeing among young adults in Malaysia.

NOTE: This consent form will remain with the UTAR researchers for their records.

Q4 I understand that I will be asked to complete a questionnaire about online impulsive buying behaviour, materialism and subjective wellbeing.

○ Yes (1)

○ No (2)

Q5 My participation is voluntary, that I can choose not to participate in part or all of the project, and that I can withdraw at any stage of the project without being penalised or disadvantaged in any way.

○ Yes (1)

○ No (2)

Q6 I may ask at any time for my data to be withdrawn from the project.

○ Yes (1)

○ No (2)

Q7 No information I have provided that could lead to the identification of any other individual will be disclosed in any reports on the project, or to any other party.

○ Yes (1)

○ No (2)

Q8 It is my sole responsibility to look after my own safety for the above project. In the event of any misfortune or accidental injury involving me, whether or not due solely to personal negligence or otherwise, I hereby declare that UTAR shall not be held responsible.

○ Yes (1)

○ No (2)

Q11 *By submitting this form I hereby authorise and consent to UTAR processing (including disclosing) my personal data and any updates of my information, for the purposes and/or for any other purposes related to the purpose.*

I acknowledge that if I do not consent or subsequently withdraw my consent to the processing and disclosure of my personal data, UTAR will not be able to fulfil their obligations or to contact me or to assist me in respect of the purposes and/or for any other purposes related to the purpose.

If you have any inquiries, please do not hesitate to contact the researchers via email.
foongkaijie@1utar.my (Foong Kai Jie)
kayeechong14@1utar.my (Chong Ka Yee)
shunyi120@1utar.my (Lee Shun Yi)

Q12 Acknowledgment of Personal Data Protection Notice

○ I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice. (1)

○ I disagree, my personal data will not be processed. (2)

End of Block: Default Question Block

Start of Block: Demographic Information

Q9 Age

_____

Q10 Gender

○ Male (1)

○ Female (2)

Q13 Ethnicity

○ Malay (1)

○ Chinese (2)

○ Indian (3)

○ Others (Kindly Specify) (4) _____

Q14 Religion

○ Muslim (1)

○ Buddhist (2)

○ Hindu (3)

○ Christian (4)

○ Others. (Kindly specify) (5) _____

Q15 Occupational (i.e., student)

_____

Q19 Income / Pocket Money per month (i.e., RM 50)

_____

Q16
Online Impulsive Buying Scale.
Below is a list of statements dealing with online impulsive buying behaviour. Please indicate how strongly you agree or disagree with each statement.

	Strongly Disagree (1)	Somewhat disagree (2)	More or Less Disagree (3)	Undecided (4)	More or Less Agree (5)	Agree (6)	Strongly Agree (7)
My purchase was spontaneous. (1)	○	○	○	○	○	○	○
My purchase was unplanned. (2)	○	○	○	○	○	○	○
I have no prior intention of purchasing a particular product. (3)	○	○	○	○	○	○	○
Select 'Strongly Agree' for this statement. (4)	○	○	○	○	○	○	○
I couldn't resist to buy products on this website/online store (5)	○	○	○	○	○	○	○
Before visiting this website/online store, I had no plans to purchase this product. (6)	○	○	○	○	○	○	○

End of Block: Online Impulsive Buying Behavior

Start of Block: Material Value Scale

Q18 Material Value Scale.
You may agree or disagree with the statements below. Using the 1-5 scale below, indicate your agreement with each item by placing the approriate number on the line preceeding that item.

	Strongly Disagree (1)	Disagree (2)	Neither agree nor disagree (3)	Agree (4)	Strongly agree (5)
I admire people who own expensive homes, cars, and clothes. (1)	○	○	○	○	○
The things I own say a lot about how well I'm doing in life. (4)	○	○	○	○	○
I like to own things that impress people. (5)	○	○	○	○	○
My life would be better if I owned certain things I don't have. (16)	○	○	○	○	○
I'd be happier if I could afford to buy more things. (17)	○	○	○	○	○
Select 'Agree' for this statement. (18)	○	○	○	○	○
It sometimes bothers me quite a bit that I can't afford to buy	○	○	○	○	○

all the things
I'd like. (19)

End of Block: Material Value Scale

Start of Block: Satisfaction with Life Scale (SWLS)

Q19 Satisfaction with Life Scale.
Participants indicate how much they agree or disagree with each of the 5 items using a 7-point scale that ranges from 1 strongly disagree to 7 strongly agree .

	Strongly Disagree (1)	Disagree (2)	More or Less Disagree (3)	Undecided (4)	More or Less Agree (5)	Agree (6)	Strongly Agree (7)
In most ways my life is close to my ideal. (1)	○	○	○	○	○	○	○
The conditions of my life are excellent. (2)	○	○	○	○	○	○	○
I am satisfied with my life. (3)	○	○	○	○	○	○	○
So far I have gotten the important things I want in life. (4)	○	○	○	○	○	○	○
If I could live my life over, I would change almost nothing. (5)	○	○	○	○	○	○	○

End of Block: Satisfaction with Life Scale (SWLS)

Appendix D

Approval from the UTAR Scientific and Ethical Review Committee

UNIVERSITI TUNKU ABDUL RAHMAN
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

Re: U/SERC/290/2021

17 December 2021

Dr Pung Pit Wan
Head, Department of Psychology and Counselling
Faculty of Arts and Social Science
Universiti Tunku Abdul Rahman
Jalan Universiti, Bandar Baru Barat
31900 Kampar, Perak.

Dear Dr Pung,

Ethical Approval For Research Project/Protocol

We refer to the application for ethical approval for your students' research projects from Bachelor of Social Science (Hons) Psychology programme enrolled in course UAPZ3013/UAPZ3023. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	The Mediation Role of Academic Achievement in the Relationship between Religiosity and Pornography Addictiveness Among Undergraduate Students in Malaysia	1. Chan Wei Hung 2. Lee Jane 3. Lim Zhen Chin	Ms Natasha Amira binti Hushairi	17 December 2021 - 16 December 2022
2.	The Mediating Role of Self-Efficacy Between Parent-Child Attachment and Romantic Relationship Among Undergraduate Students in Malaysia	1. Beh Zye Han 2. Hiew Yi Xin 3. Olivia Koh Shu Qi		
3.	The Relationship Between Self-esteem and Psychological Well-being on Stress Among Undergraduate Students in Malaysia	1. Foo Zyon Khang 2. Loh Zhi Yuan 3. Yugambegai Vijaya Kumaran	Ms Pavithra a/p Muniandy	
4.	Relationship of Sleep Quality, Perceived Stress, and Creativity Among Undergraduates in Malaysia	1. Chiew Yong Nuo 2. Logish a/l Baskaran 3. Tan Wei Hou		
5.	The Relationship Between Self-efficacy, Perceived Social Support, and Subjective Wellbeing Among Undergraduate Students	1. Chiew Wei Chen 2. Deneshwaran Raj a/l Seeralan		
6.	The Study of Relationships Between Job Satisfaction, Co-worker's Relationships and Malaysian Worker's Psychological Wellbeing	1. Tan jia Jun 2. Tan Qi Xian	Ms Sarvarubini a/p Nainee	
7.	The Relationship Between Online Impulsive Buying Behaviour, Materialism, and Subjective Wellbeing Among Malaysian Young Adults	1. Foong Kai Jie 2. Chong Ka Yee 3. Lee Shun Yi		

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

Professor Ts Dr Faidz bin Abd Rahman
Chairman
UTAR Scientific and Ethical Review Committee

c.c   Dean, Faculty of Arts and Social Science
         Director, Institute of Postgraduate Studies and Research

Appendix E

Outlier
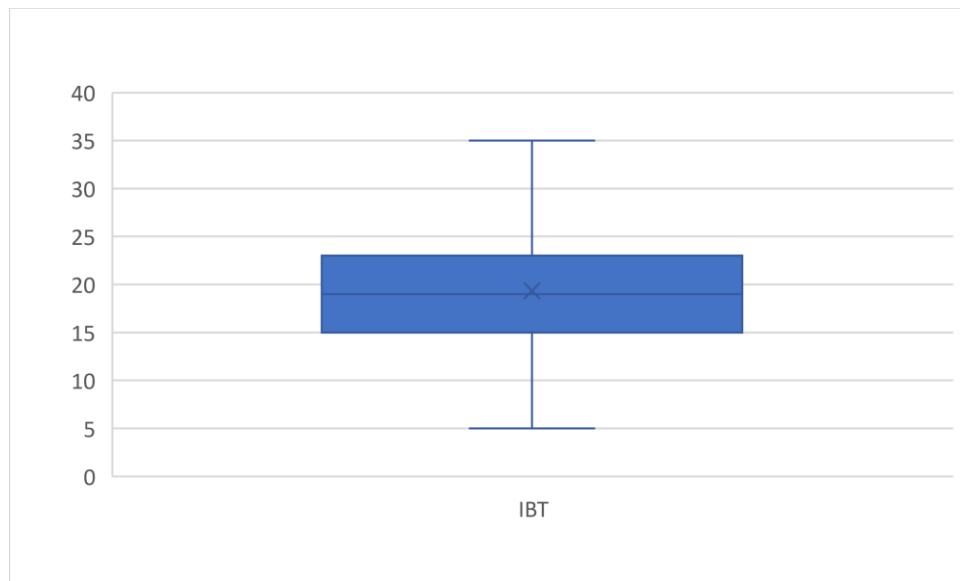
First Round Outlier Boxplot of Online Impulsive Buying
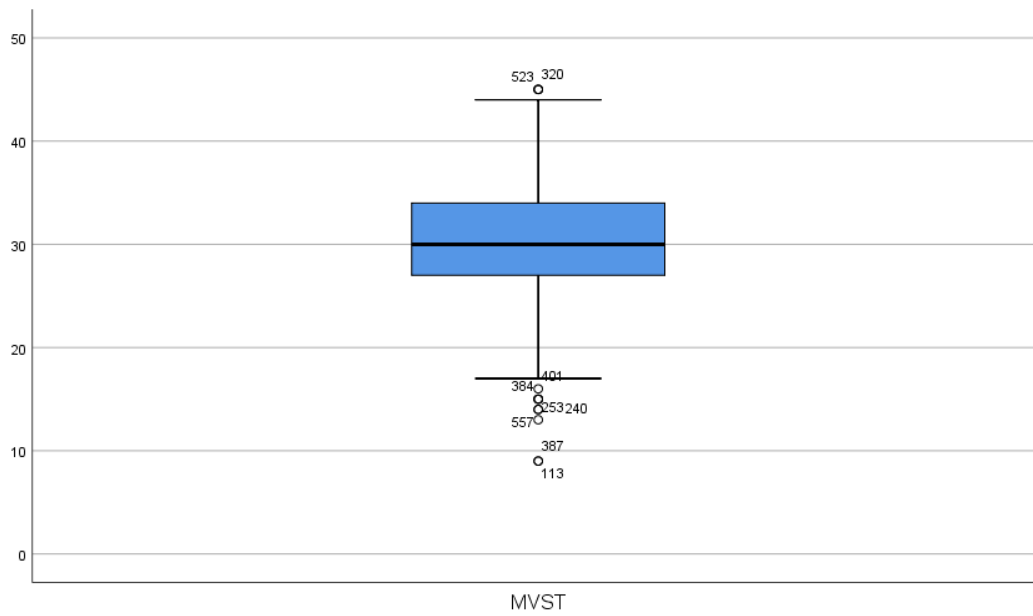
First Round Outlier boxplot of Materialism
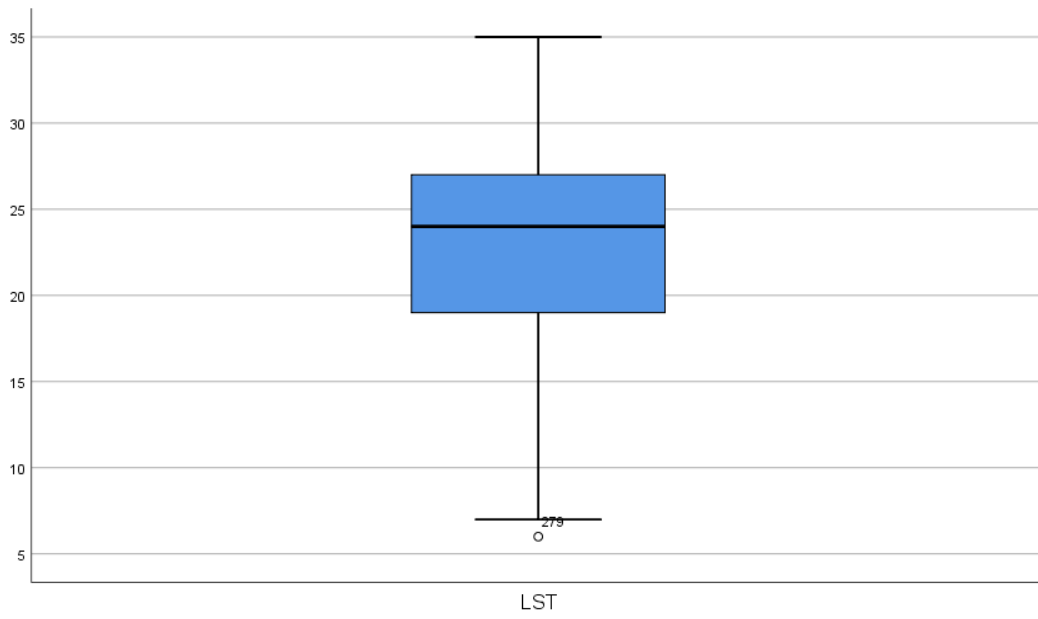
First Round Outlier Boxplot of Subjective Wellbeing
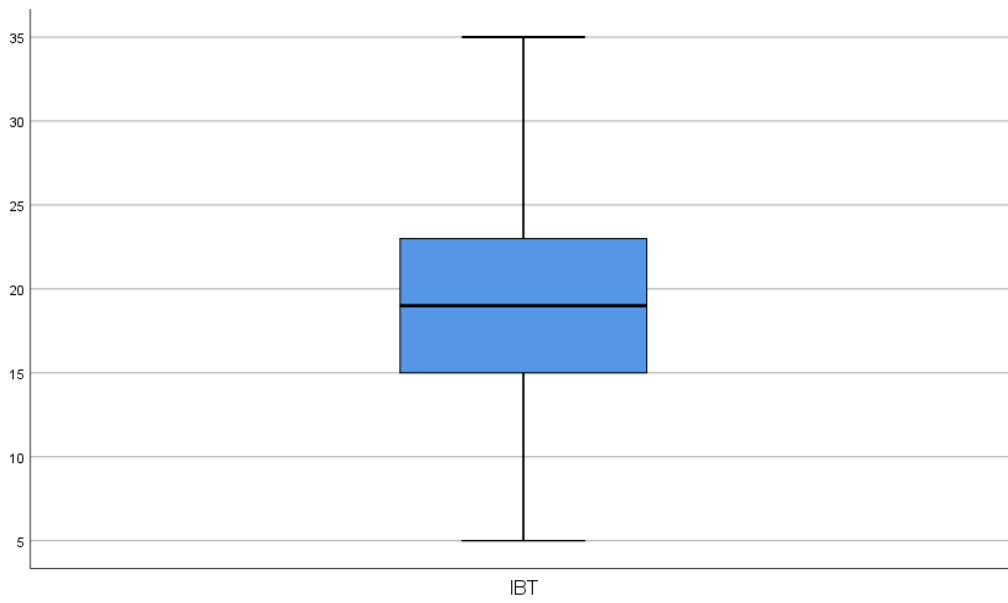
Second Round Outlier Boxplot of Online Impulsive Buying
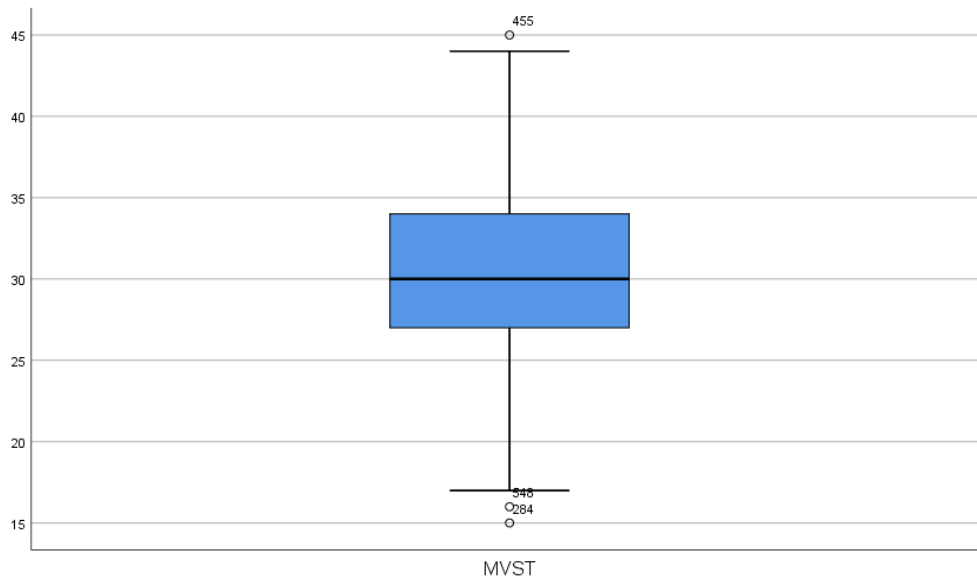
Second Round Outlier Boxplot of Materialism
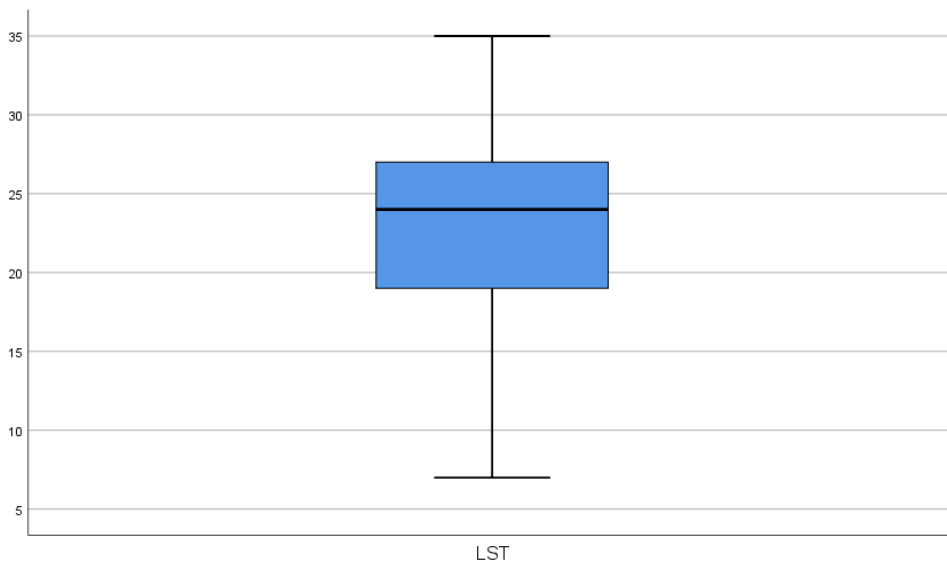
Second Round Outlier Boxplot of Subjective Wellbeing

Appendix F

Histogram
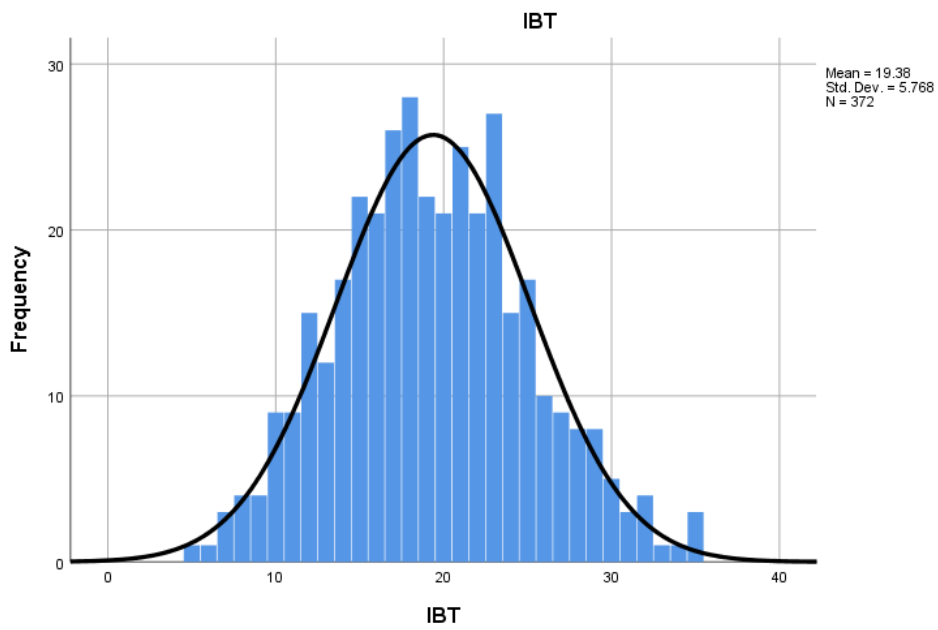
Histogram of Online Impulsive Buying
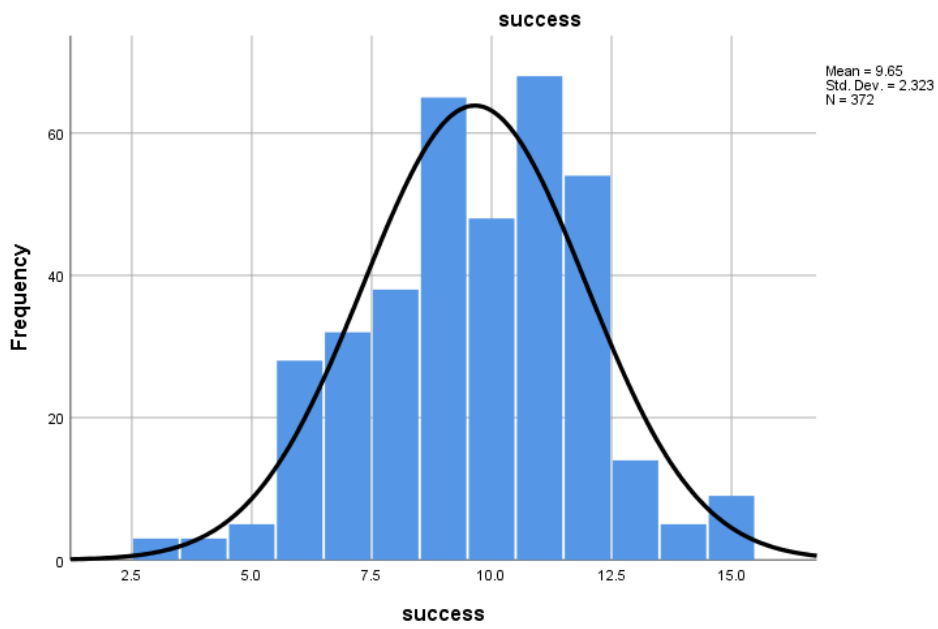
Histogram of Success Materialism
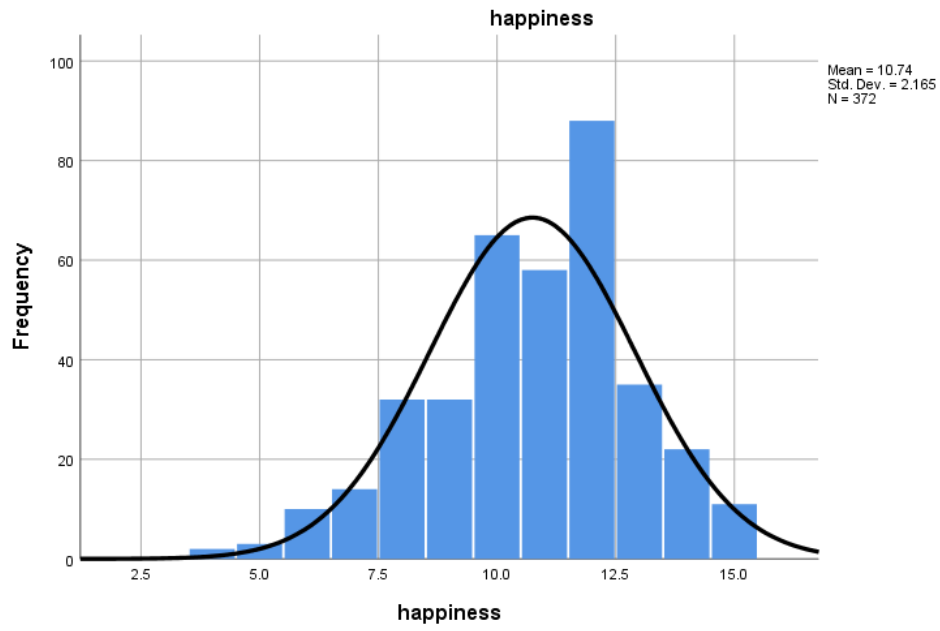
Histogram of Happiness Materialism
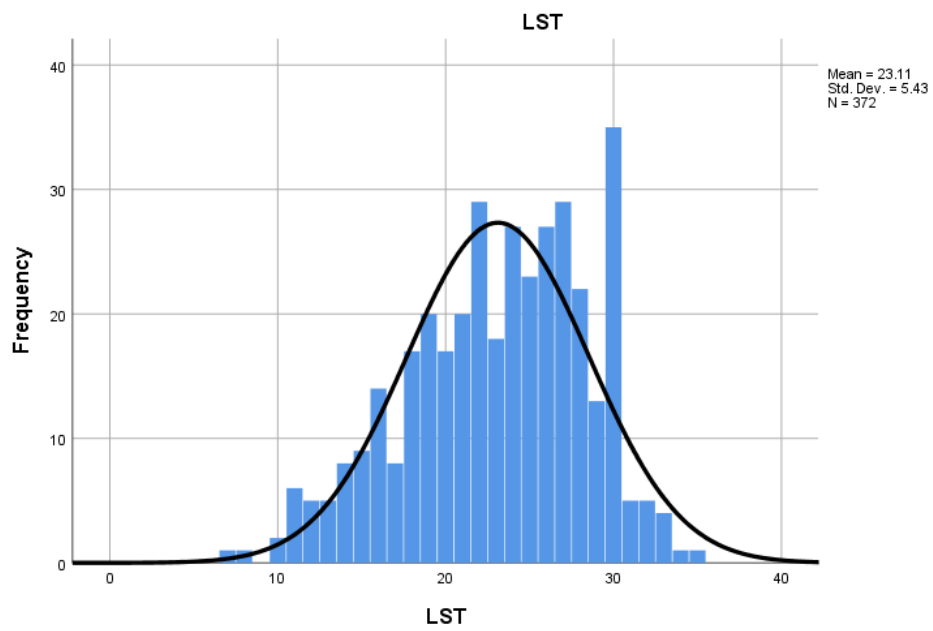
Histogram of Subjective Wellbeing

Appendix G

P-P Plot
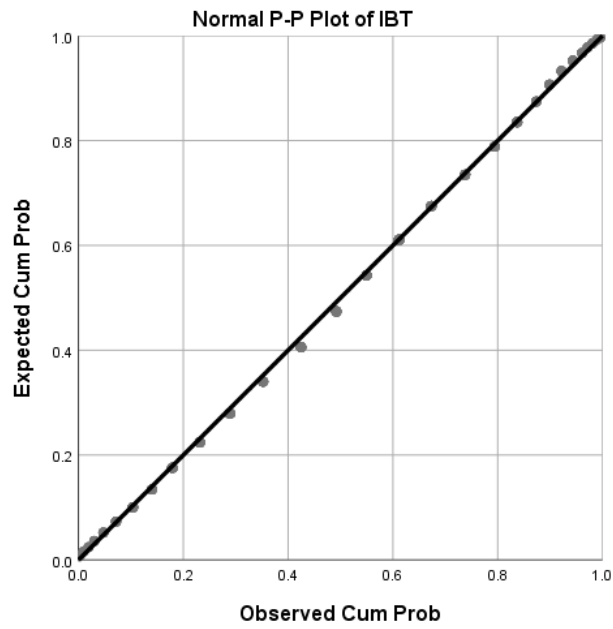
P-P Plot of Online Impulsive Buying
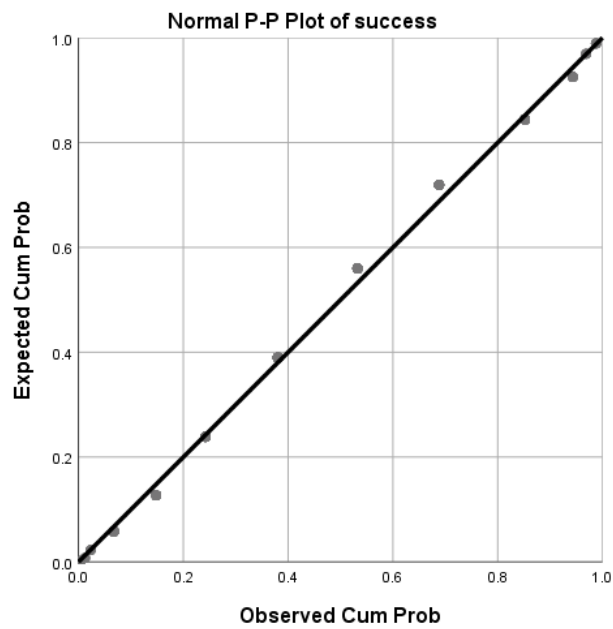
P-P Plot of Success Materialism
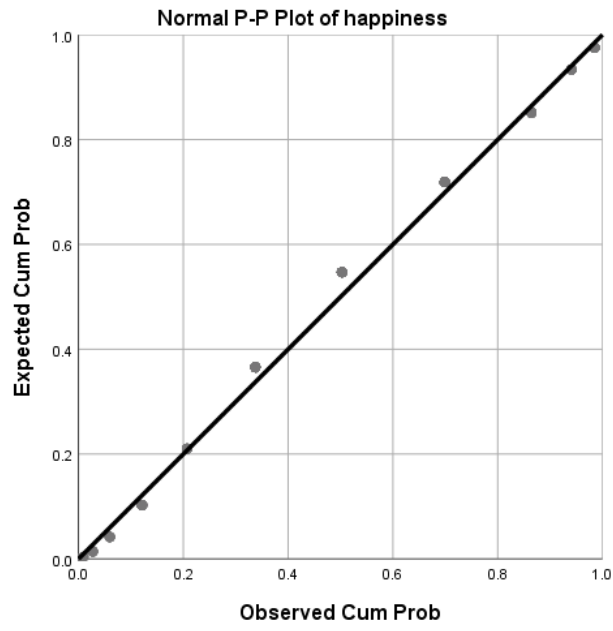
P-P Plot of Happiness Materialism
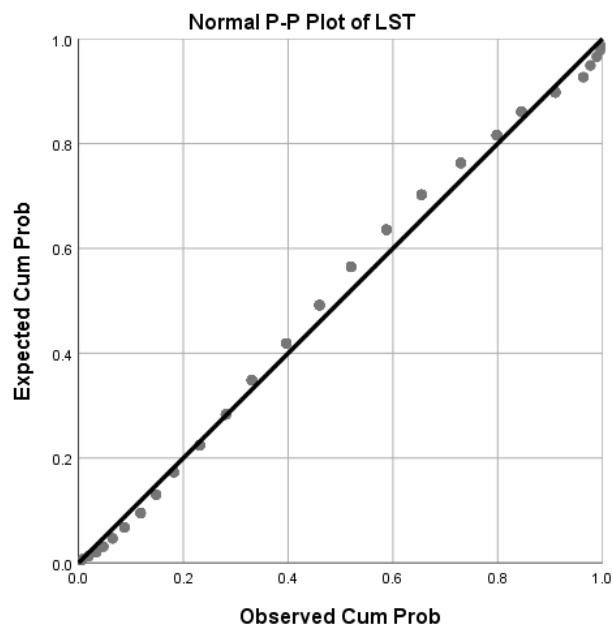
P-P Plot of Subjective Wellbeing

Appendix H

Skewness and Kurtosis

Statistics

		IBT	success	happiness	LST
N	Valid	372	372	372	372
	Missing	0	0	0	0
Mean		19.38	9.65	10.74	23.11
Std. Error of Mean		.299	.120	.112	.282
Median		19.00	10.00	11.00	24.00
Mode		18	11	12	30
Std. Deviation		5.768	2.323	2.165	5.430
Variance		33.270	5.398	4.687	29.480
Skewness		.174	-.192	-.444	-.423
Std. Error of Skewness		.126	.126	.126	.126
Kurtosis		-.219	-.119	.039	-.391
Std. Error of Kurtosis		.252	.252	.252	.252
Range		30	12	11	28
Minimum		5	3	4	7
Maximum		35	15	15	35
Percentiles	25	15.00	8.00	9.25	19.00
	50	19.00	10.00	11.00	24.00
	75	23.00	11.00	12.00	27.00

Appendix I

Kolmogorov-Smirnov

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
IBT	.057	372	.006	.993	372	.094
success	.123	372	.000	.974	372	.000
happiness	.138	372	.000	.964	372	.000
LST	.084	372	.000	.976	372	.000

a. Lilliefors Significance Correction

Appendix J

Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Age	372	18	25	21.65	1.582	-.135	.126	.119	.252
Valid N (listwise)	372								

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18	12	3.2	3.2	3.2
	19	31	8.3	8.3	11.6
	20	34	9.1	9.1	20.7
	21	60	16.1	16.1	36.8
	22	162	43.5	43.5	80.4
	23	25	6.7	6.7	87.1
	24	30	8.1	8.1	95.2
	25	18	4.8	4.8	100.0
	Total	372	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	115	30.9	30.9	30.9
	Female	257	69.1	69.1	100.0
	Total	372	100.0	100.0	

Ethnicity - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	15	4.0	4.0	4.0
	Chinese	339	91.1	91.1	95.2
	Indian	16	4.3	4.3	99.5
	Others (Kindly Specify)	2	.5	.5	100.0
	Total	372	100.0	100.0	

Religion - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	17	4.6	4.6	4.6
	Buddhist	306	82.3	82.3	86.8
	Hindu	14	3.8	3.8	90.6
	Christian	26	7.0	7.0	97.6
	Others. (Kindly specify)	9	2.4	2.4	100.0
	Total	372	100.0	100.0	

Appendix K

Descriptive Statistics of Variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IBT	372	5	35	19.38	5.768
success	372	3	15	9.65	2.323
happiness	372	4	15	10.74	2.165
LST	372	7	35	23.11	5.430
Valid N (listwise)	372				

Appendix L

Pearson Correlation among Variables

Correlations

		IBT	success	happiness	LST
IBT	Pearson Correlation	1	.216**	.169**	.097
	Sig. (2-tailed)		.000	.001	.060
	N	372	372	372	372
success	Pearson Correlation	.216**	1	.426**	-.023
	Sig. (2-tailed)	.000		.000	.653
	N	372	372	372	372
happiness	Pearson Correlation	.169**	.426**	1	-.153**
	Sig. (2-tailed)	.001	.000		.003
	N	372	372	372	372
LST	Pearson Correlation	.097	-.023	-.153**	1
	Sig. (2-tailed)	.060	.653	.003	
	N	372	372	372	372

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

Appendix M

Consent Form

Universiti Tunku Abdul Rahman			
Form Title: **Sample of Submission Sheet for FYP/Dissertation/Thesis**			
Form Number: **FM-IAD-004**	Rev No: **0**	Effective Date: **21 June 2011**	Page No: **1 of 1**

FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

Date: <u>4 April 2022</u>

SUBMISSION OF FINAL YEAR PROJECT/ DISSERTATION/THESIS

It is hereby certified that <u>Foong Kai Jie</u> (ID No: <u>1803503</u>) has completed this final year project entitled "<u>The relationship between online impulsive buying behavior, materialism, and subjective wellbeing among Malaysian young adults</u>" under the supervision of <u>Ms.Sarvarubini a/p Nainee</u> from the Department of <u>Psychology and Counselling</u>, Faculty of <u>Arts and Social Science</u>.

I understand that University will upload softcopy of my final year in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

_____
Name: Foong Kai Jie

Universiti Tunku Abdul Rahman			
Form Title: **Sample of Submission Sheet for FYP/Dissertation/Thesis**			
Form Number: **FM-IAD-004**	Rev No: **0**	Effective Date: **21 June 2011**	Page No: **1 of 1**

FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

Date: <u>4 April 2022</u>

SUBMISSION OF FINAL YEAR PROJECT/ DISSERTATION/THESIS

It is hereby certified that <u>Chong Ka Yee</u> (ID No: <u>1804885</u>) has completed this final year project entitled "<u>The relationship between online impulsive buying behavior, materialism, and subjective wellbeing among Malaysian young adults</u>" under the supervision of <u>Ms.Sarvarubini a/p Nainee</u> from the Department of <u>Psychology and Counselling</u>, Faculty of <u>Arts and Social Science</u>.

I understand that University will upload softcopy of my final year in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

_____

Name: Chong Ka Yee

Universiti Tunku Abdul Rahman			
Form Title: **Sample of Submission Sheet for FYP/Dissertation/Thesis**			
Form Number: **FM-IAD-004**	Rev No: **0**	Effective Date: **21 June 2011**	Page No: **1 of 1**

FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

Date: <u>4 April 2022</u>

SUBMISSION OF FINAL YEAR PROJECT/ DISSERTATION/THESIS

It is hereby certified that <u>Lee Shun Yi </u>(ID No: <u>1804756</u>) has completed this final year project entitled "<u>The relationship between online impulsive buying behavior, materialism, and subjective wellbeing among Malaysian young adults</u>" under the supervision of <u>Ms.Sarvarubini a/p Nainee</u> from the Department of <u>Psychology and Counselling</u>, Faculty of <u>Arts and Social Science</u>.

I understand that University will upload softcopy of my final year in pdf format into UTAR Institutional Repository, which may be made accessible to UTAR community and public.

Yours truly,

_____
Name: Lee Shun Yi

Appendix N

Action Plan Form

Action Plan of UAPZ 3023 (group-based)Final Year Project II for Jan & May trimester

Supervisee's Name: Foong Kai Jie, Chong Ka Yee, Lee Shun Yi

Supervisor's Name: Ms.Sarvarubini a/p Nainee

Task Description	Duration	Date/Time	Supervisee's Signature	Supervisor's Signature	Supervisor's Remarks	Next Appointment Date/Time
Methodology, Data Collection & Data Analysis	W1-W2	1/2/-28/2/2022		Sarvarubini	Amendmend needed	19/3/2022
Finding & Analysis	W3-W6			Sarvarubini	In progress. Amendment needed	30/3/2022
Discuss Findings & Analysis with Supervisor		19/3/2022				
Amending Findings & Analysis		23/3/2022				
Discussion & Conclusion	W7-W9			Sarvarubini		
Discuss Discussion & Conclusion with Supervisor		23/3/2022				
Amending Discussion & Conclusion		26/3/2022				
Submission of first draft*	Monday of Week 10	submit the first draft to Turnitin.com to check similarity rate				
Amendment	W10					
Submission of final FYP (FYP I + FYP II)*	Monday of W11	final submission to supervisor				
Oral Presentation		Oral Presentation Schedule will be released and your supervisor will inform you				

Notes: **1. The listed duration is for reference only, supervisors can adjust the period according to the topics and content of the projects**.

          2. *Deadline for submission can not be changed, one mark will be deducted per day for late submission.

          3. Supervisees are to take the active role to make appointments with their supervisors.

          4. Both supervisors and supervisees should keep a copy of this re 5. This record is to be submitted together with the submission of the FYP II.

Appendix O

Evaluation Form

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ARTS AND SOCIAL SCIENCE
DEPARTMENT OF PSYCHOLOGY AND COUNSELLING

UAPZ 3023 Final Year Project II

Quantitative Research Project Evaluation Form

TURNITIN: *'In assessing this work you are agreeing that it has been submitted to the University-recognised originality checking service which is Turnitin. The report generated by Turnitin is used as evidence to show that the students' final report contains the similarity level below 20%.'*

Project Title: THE RELATIONSHIP BETWEEN ONLINE IMPULSIVE BUYING BEHAVIOUR, MATERIALISM AND SUBJECTIVE WELLBEING (SWB) AMONG MALAYSIAN YOUNG ADULTS	
Supervisor: MS. SARVARUBINI A/P NAINEE	
Student's Name: 1. FOONG KAI JIE 2. CHONG KA YEE 3. LEE SHUN YI	Student's ID 1. 1803503 2. 1804885 3. 1804756

INSTRUCTIONS:
Please score each descriptor based on the scale provided below:

1. Please award 0 mark for no attempt.

2. For criteria **7**:
   Please retrieve the marks from "**Oral Presentation Evaluation Form**".

1. ABSTRACT (5%)	Max Score	Score
a. State the main hypotheses/research objectives.	5%	
b. Describe the methodology: • Research design • Sampling method • Sample size • Location of study • Instruments/apparatus/outcome measures • Data gathering procedures	5%	
c. Describe the characteristics of participants.	5%	
d. Highlight the outcomes of the study.	5%	
e. Conclusions, implications, and applications.	5%	
Sum	25%	/25%
Subtotal (Sum/5)	5%	/5%

Remark:

2. METHODOLOGY (25%)	Max Score	Score
a. Research design/framework: • For experiment, report experimental manipulation, participant flow, treatment fidelity, baseline data, adverse events and side effects, assignment method and implementation, masking. (*if applicable with the study design) • For non-experiment, describe the design of the study and data used.	5%	
b. Sampling procedures: • Justification of sampling method/technique used. • Description of location of study. • Procedures of ethical clearance approval. (Provide reference number of approval letter)	5%	
c. Sample size, power, and precision: • Justification of sample size. • Achieved actual sample size and response rate. • Power analysis or other methods (if applicable).	5%	
d. Clear explanation of data collection procedures: • Inclusion and exclusion criteria • Procedures of obtaining consent • Description of data collection procedures • Provide dates/duration of recruitment repeated measures or follow-up. • Agreement and payment (if any)	5%	
e. Explanation of instruments/questionnaire used: • Description of instruments • Scoring system • Meaning of scores • Reliability and validity	5%	

	Subtotal	25%	/25%
Remark:			

3. RESULTS (20%)	**Max Score**	**Score**
a. Descriptive statistics: • Demographic characteristics • Topic-specific characteristics	5%	
b. Data diagnostic and missing data: • Frequency and percentages of missing data. (if applicable) • Methods employed for addressing missing data. (if applicable) • Criteria for post data-collection exclusion of participants. • Criteria for imputation of missing data. • Defining and processing of statistical outliers. • Analyses of data distributions. • Data transformation (if applicable).	5%	
c. Appropriate data analysis for each hypothesis or research objective.	5%	
d. Accurate interpretation of statistical analyses: • Accurate report and interpretation of confidence intervals or statistical significance. • Report of p values and minimally sufficient sets of statistics (e.g., *dfs*, *MS*, *MS error*). • Accurate report and interpretation of effect sizes. • Report any problems with statistical assumptions.	5%	
Subtotal	20%	/20%

Remark:

4. DISCUSSION AND CONCLUSION (20%)	**Max Score**	**Score**
a. Constructive discussion of findings: • Provide statement of support or nonsupport for all hypotheses. • Analyze similar and/or dissimilar results. • Rational justifications for statistical results.	8%	
b. Implication of the study: • Theoretical implication for future research. • Practical implication for programs and policies.	4%	
c. Relevant limitations of the study.	4%	
d. Recommendations for future research.	4%	
Subtotal	20%	/20%

Remark:		
5. LANGUAGE AND ORGANIZATION (5%)	**Max Score**	**Score**
a. Language proficiency	3%	
b. Content organization	1%	
c. Complete documentation (e.g., action plan, originality report)	1%	
Subtotal	5%	/5%
Remark:		

6. APA STYLE AND REFERENCING (5%)	**Max Score**	**Score**	
a. 7th Edition APA Style	5%	/5%	
Remark:			

*ORAL PRESENTATION (20%)	Score		
	Student 1	Student 2	Student 3
Subtotal	/20%	/20%	/20%
Remark:			

PENALTY	Max Score	Score	
Maximum of 10 marks for LATE SUBMISSION (within 24hours), or POOR CONSULTATION ATTENDANCE with supervisor. *Late submission after 24hours will not be graded	10%		
	Student 1	Student 2	Student 3
FINAL MARK/TOTAL	/100%	/100%	/100%

***Overall Comments:

Signature: _____   **Date:** _____

Notes:

1. **Subtotal**:   The sum of scores for each assessment criterion
2. **FINAL MARK/TOTAL**:   The summation of all subtotal score
3. Plagiarism is **NOT ACCEPTABLE**. Parameters of originality required and limits approved by UTAR are as follows:
   (i) **Overall similarity index is 20% or below**, and
   (ii) **Matching of individual sources listed must be less than 3%** each, and
   (iii) Matching texts in continuous block must **not exceed 8 words**

   Note: Parameters (i) – (ii) shall exclude quotes, references and text matches which are less than 8 words. Any works violate the above originality requirements will NOT be accepted. Students have to redo the report and meet the requirements in **SEVEN (7)** days.

*The marks of "Oral Presentation" are to be retrieved from **"Oral Presentation Evaluation Form".**
**It is compulsory for the supervisor/examiner to give the overall comments for the research projects with A- and above or F grading.

Appendix P

Presentation Rubric

DEPARTMENT OF PSYCHOLOGY AND COUNSELING
FACULTY OF ARTS AND SOCIAL SCIENCE
UNIVERSITI TUNKU ABDUL RAHMAN

INDIVIDUAL ORAL PRESENTATION EVALUATION FORM

UAPZ 3023 Final Year Project II

No.	Name of Student	ID	*Total (44%)	**Final score (20%)
S1	FOONG KAI JIE	1803503		
S2	CHONG KA YEE	1804885		
S3	LEE SHUN YI	1804756		

**Final Score: (   ) / 44 marks ÷ 4 x 20 = (   ) / 20 marks
is to be converted into 20% as according to the syllabus

Date: _____   Time: _____

SCORE / TRAITS	SCORE			EXCELLENT 4	GOOD 3	AVERAGE 2	LACKING 1
				VERBAL SKILLS			
	S1	S2	S3				
Enthusiasm				Demonstrates a strong, positive feeling about topic during entire presentation.	Occasionally shows positive feelings about topic.	Shows little positive feelings toward topic presented.	Shows absolutely no interest in topic presented.
Delivery				Uses a clear voice and speaks at a good pace so audience can hear presentation. Does not read off slides.	Presenter's voice is clear. The pace is a little slow or fast at times. Audience can hear presentation.	Presenter's voice is low. The pace is much too rapid/slow. Audience has difficulty hearing presentation.	Presenter mumbles or talks very fast, and speaks too quietly for audience to hear and understand.
Competency in Q&A session				Student demonstrates competent knowledge of the subject by	Student is able to provide sufficient information to enable audience to	Student is able to provide basic information with some attempts	Student does not have grasp of information and unable convey

ONLINE IMPULSIVE BUYING, MATERIALISM, AND SWB

				EXCELLENT 4	GOOD 3	AVERAGE 2	LACKING 1
				explaining with details and elaborations. Able to answer correctly to questions related to the facts, theories, and process presented.	understand main ideas. Some details and elaborations. Able to answer logically to questions related to the facts, theories and process presented.	to elaborate but information is vague and disjointed. Student is able to answer questions related to the facts, theories, and process presented with few points.	the information for the audience to understand. Student is not able to answer to questions related to the facts, theories, and process presented.
Language				Excellent and competent use of subject-related vocabulary and correct pronunciation.	Presentation shows competent use of subject-related vocabulary and correct pronunciation.	Some parts of lapse into colloquialism with inappropriate vocabulary and pronunciation	Mostly inappropriate vocabulary and pronunciation
SCORE **TRAITS**	**SCORE**			**EXCELLENT** **4**	**GOOD** **3**	**AVERAGE** **2**	**LACKING** **1**
NON-VERBAL SKILLS							
Eye contact	S1	S2	S3	Student maintains eye contact with audience, seldom returning to notes.	Student maintains eye contact most of the time but frequently returns to notes.	Student occasionally uses eye contact, but still reads most of report.	Student reads all of report with no eye contact.
Body language & Facial Expression				Movements seem fluid. Displays relaxed, self-confident nature about self, with no-mistakes. Appropriate facial expression, never notice a deadpan or conflicting expression	Made movements or gestures that enhance articulation. Makes minor mistakes, displays little or no tension. Occasionally demonstrate either a deadpan or conflicting expression during presentation.	Very little movement or descriptive gestures. Displays mild tension; has trouble recovering from mistakes. Occasionally demonstrate both a deadpan and conflicting expression during presentation.	No movement or descriptive gestures. Tension and nervousness is obvious; has trouble recovering from mistakes. Has either a deadpan expression or shows a conflicting expression during presentation.
Timing (*for whole group)				Presented within 15 minutes of allotted time as a group.	Presented within 17 minutes of allotted time as a group.	Presented within 20 minutes of allotted time as a group.	Presented too long (>20 minutes) or too short (<5 minutes) as a group.
PRESENTATION OF POSTER							
Organisation				Title/author(s) of paper clearly displayed. Concise presentation of introduction, review of literature, methodology, findings and conclusions.	Shows title/author(s). Adequately presents introduction, review of literature, methodology, findings and conclusions.	Shows title/author(s). Presents main ideas of introduction, review of literature, methodology, findings and conclusions.	Title/author(s) missing. Insufficient coverage of main points of introduction, review of literature, methodology, findings and conclusions.
Visual Presentation				Visually appealing. Colors and organisation enhances reading. Appropriate and varied font size enhances readability. Content arrangement appealing. Graphics well-positioned and enhances quick comprehension.	Overall visually appealing. Organisation of content enhances readability. Appropriate font size enhances readability. Content arrangement easily understood. Graphics enhances text.	Visual appeal is adequate. Colours and layout somewhat cluttered. Font size affects readability. Content arrangement confusing Graphics help to highlight some content.	Visuals lack appeal. Colours and layout cluttered. Hinders readability. Font sizes inconsistent/distracting. Content arrangement confusing. Graphics do not enhance text.

Referencing		Citation of all data obtained from other sources. APA citation style is accurate.	Cites most data obtained from other sources. APA citation style is accurate.	Cites some data obtained from other sources. Citation style is inconsistent.	Does not cite sources.
Mechanics		Linguistically correct (no grammatical and spelling errors). Adheres to the format specified.	Minimal spelling and grammar mistakes. Poster does not hinder comprehension.	Noticeable spelling and grammar mistakes. Partial comprehension.	Excessive spelling and grammar mistakes. Difficult to comprehend.
*TOTAL					

Comments:

_____

_____

_____

Evaluated by:

_____
(NAME OF EVALUATOR: _____)

Department of Psychology and Counseling
Faculty of Arts and Social Science
UTAR Perak Campus