AN EMPIRICAL STUDY ON THE FACTORS THAT TRIGGERING RETALIATORY CONSUMPTION BEHAVIOUR OF CONSUMERS AFTER THE DECONFINEMENT OF MOVEMENT CONTROL ORDER (MCO) IN MALAYSIA

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BY

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DECLARATION

I hereby declare that:

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

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

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 10300 .

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DEDICATION

Universiti Tunku Abdul Rahman

Appreciated for the opportunity to allow me to perform this research project.

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Thank you to everyone who took the time to fill out the survey with providing

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Family and Friends

Dear my lonely family and friends who have always been kind and encouraging

me to complete my research study.

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LIST OF ABBREVIATIONS

MCO	Movement Control Order
RC	Retaliatory Consumption
DS	Desire Sensation
HC	Herd Consumption
AP	Added Purchasing Power
IS	Influences of Social Media
VIF	Variance Inflation Factor
SIG	Significant
SPSS	Statistical Packages for Social Science

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PREFACE

After the deconfinement of Movement Control Order (MCO) and lockdown restriction in Malaysia, most of the consumers after perceived freedom of movement they crowd into shopping complex, retail store or restaurant to fulfil their physically shopping experiment and shopping desire sensation which they cannot perform it for during the period of COVID-19 pandemic. In this scenario, it created a new consumer behaviour phenomenon which namely "Retaliatory Consumption Behaviour", while in other words is called "Revenge Buying Behaviour". This new phenomenon has created a huge impact to the global retail sector regards on the supply chain due to the unexpected demand from the consumer market. Thereby, this research study is to figure out the underlying factor that cause consumer triggering in retaliatory consumption behaviour in an aftermath of COVID-19 pandemic.

ABSTRACT

Retaliatory consumption has been discovered after the post pandemic of COVID-19 and deconfinement of MCO in Malaysia, consumer's buying behaviour started to change from rational consumption to irrational consumption as well as revenge buying. The objective of constructing this research is to determine the potential factor that trigger consumer towards retaliatory consumption behaviour. Reactance Theory was applied as the theoretical background of this research to investigate the consumers reaction in respond to the context of consumption freedom were restricted and threatened by certain consumption regulation. Based on the theoretical framework, desire sensation, herd consumption, added purchasing power and influence of social media will be considered as the stimulus factor that affect consumers towards retaliatory consumption behaviour. While survey questionnaire was developed through Google Form and distributed to 300 respondents who have experience in shopping activities after the post-pandemic and lockdown. The collected data from the respondents were used to analyse the hypotheses of this research and interpreted by utilize the IBM SPSS Statistic software. For instance, the result of hypotheses was shows the hypothesis of desire sensation, herd consumption and influence of social media are supported, but only the added purchasing power hypothesis is not supported. Also, findings, theoretical and managerial implications were proposed to highlight the references for experimental method which used to assist future researcher, academic or marketers to have a comprehensively understand the concept and motive of "Retaliatory Consumption Behaviour".

CHAPTER 1: INTRODUCTION

1.0 Introduction

The current study investigates the response of Malaysian consumers after the restriction of the Movement Control Order (MCO) and full lockdown. Meanwhile, the present research aims to explain what factors had led to a new phenomenon of triggering retaliatory consumers behaviour in an aftermath of the COVID-19 Pandemic and the deconfinement of the Movement Control Order (MCO) in Malaysia.

1.1 Research Background

At the beginning of 2020, the world was disputed by the novel Corona Virus Disease (COVID - 19) and spreading rapidly to the rest of the world **(WHO, 2020)**. Many countries' governments at all levels responded quickly by implementing a place-based approach policy while enacting national and subnational measures in response to the COVID-119 crisis. According to **Shariff & Hamid (2021)**, Malaysia Government has implemented 3 phases of the Movement Control Order (MCO) as well as a full lockdown of the broader city or country-wide to prevent the spread of the coronavirus. For example, Various regulations such as Standard Operating Producer (SOPs) were introduced and resulted in the most regular consumer movement, capabilities and purchases were restricted and created a vastly intensified consumer uncertainty or triggered moves to alter consumption patterns.

Consumer behaviour began to change beyond the typical geographic presentation of purchases, affecting the timing, breadth, and volume of purchases **(Loxton et al., 2020)**. The COVID-19 pandemic caused an unprecedented consumption shock on the domestic and global. According to **Lins & Aquino (2020)**, panic buying often occurred when people tend to purchase more commodities and necessities than usual. This behaviour was universally observed mainly at the beginning of the epidemic, as people have negative feelings such as fear, panic, and uncertainty

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which are generally caused by periods of crisis and disruptive events. After much speculation about the reimplementation of MCO over a yearlong, Malaysia is gradually reopening its borders and resumption all economic sectors immediately to recover the economy, meaning everything restores to normal (**The Star Online, 2021**). The retail sector and service sector are allowed to reopen the doors to the customer who has been vaccinated against COVID – 19, while the local consumer consumption levels were expected to bounce back with the rate of vaccination (**Theedgemarkets, 2021**).

Therefore, consumer behaviour is expected to change significantly when the economy comes out of the coronavirus shutdown, as they have a lot of pent-up emotions (*Financial Express*, **2020**). To solve their emotions, retaliatory consumption is the way to vent their emotions. As the name implies, retaliatory consumption is consumers tend to catch up for a lost time by spending more to fulfil their desire of spending (Morgan, 2021). Retaliatory consumption is considered a new trend of buying behaviour which is also known as Retaliatory Consumption Behaviour. According to **Nguyen & Chao (2021)**, retaliatory consumption behaviour is defined as a situation in which consumers triggering to purchase certain types of goods and services to fulfil their desire after a long period of being locked down. Retaliatory consumption behaviour is similar to panic buying and revenge buying, in which consumers were willing to pay more to satisfy their needs while they seek to obtain happiness and compensation through consumption (**Lins et al., 2021**).

After a year of struggling at home, spending mostly on the e-commerce platform, no festival event parties to attend, or hot restaurants to crowd into, consumers desire to revenge for what they were denied, especially luxurious dignities life's (**Tashjian, 2021**). According to **Morgan (2021)** stated, many companies around the world see this phenomenon as a lifeline to boost back sales and keep their businesses going. The Chinese consumer is a very good example of describing in term "Retaliatory Consumption Habits". For instance, in May 2020, many foreign luxury brands (E.g., Dior, & Michael Kors) pivot more resources to China because the spending on luxury products such as the sales of the Tiffany brand in China has increased by 90%. While the French brand Hermes' China outlet store made $2.7 million in sales

on the day it reopened in April 2020 after post-Covid. According to the prediction of the National Retail Federation, the global retail sector sales will grow by around 6 to 8 percent in 2021, which would consider the fastest growth since 2004 (**Morgan, 2021**). To sum up, the trends of retaliatory consumption behaviour are a signal of irrational overcompensation among the consumers (***Revenge Shopping: The Costs and Benefits for Retailers***, **2021**).

1.2 Problem Statement

According to **Park et al. (2022)**, the current research on consumer behaviour during disasters mainly focuses on panic buying while retaliatory buying is mainly studied by the media. And there is little known in academic research on revenge spending regards on what factors trigger people to react to retaliatory consumption after a pandemic crisis. In fact, retaliatory spending is expected as the world slowly recovers from the devastation of the COVID-19 pandemic and marketers, retailers or companies must get ready to seize these economic opportunities. This is because after a prolonged period of suppression at various stages of MCO, consumers might make up for a lost time by going out for, shopping, dining, entertainment and travelling (**Michelle, 2021**). While not every consumer is eager to resume back to spending especially the millions of people still facing financial hardship, many consumers are cautiously optimistic about retaliatory shopping (**Morgan, 2021**). Because those people who can keep up their regular expenses also increased their savings which means that they are having a spendable income and starting to consider how to spend that income to improve their satisfaction and restore their desire of shopping (**Ström, 2021**).

Hence, the biggest winners in retaliatory spending trends may be shopping complexes and retail businesses. Because many shopping complexes reopening to nearly full capacity, attracting consumers to shop at multiple stores at the same time. The pent-up emotion of consumers has increased the desire for experiential shopping (**Morgan, 2021**). As a result, it is significant that brands or companies need to be aware not to shamelessly promote overconsumption. Retailers and businesses are required to balance sustainability strategies with marketing efforts

(Genovese, 2021). And the fact that consumers currently are ready to start spending again could be a positive sign for the economic condition of Malaysia that things are moving forward to a new version of normalcy **(Morgan, 2021)**. It can assume that the main driving forces for retaliatory consumption behaviour of consumers in Malaysia were after the deconfinement of movement restrictions and the reopening of traditional brick and mortar stores. At the end of this research, it will address the question regarding "What is the main factor that triggered the retaliatory consumption behaviour among the consumers in Malaysia after the deconfinement of Movement Order Restriction (MCO)?

1.3 Research Objectives

The objective of conducting this research is to address the problem statement as stated above. While the research objectives have been divided into general and specific objectives.

1.3.1 General Objectives

The primary objectives of carrying out this study are to discover the critical factor that triggers retaliatory consumption behaviours of the consumers after the deconfinement of Movement Control Order (MCO) in Malaysia

1.3.2 Specific Objectives

1. To examine the relationship between desire sensation and retaliatory consumption behaviour of the consumers after the MCO in Malaysia.

2. To examine the relationship between herd consumption and retaliatory consumption behaviour of the consumers after the MCO in Malaysia.

3. To examine the relationship between added purchasing power and retaliatory consumption behaviour of the consumers after the MCO in Malaysia.

4. To examine the relationship between influence of social media and retaliatory consumption behaviour of the consumers after the MCO in Malaysia.

1.4 Research Questions

According to the problems had identified and some of the questions have appeared. These questions are used to interpret the objectives to investigate the factors that triggered retaliatory consumption behaviour of the consumers after the deconfinement of the Movement Control Order (MCO) in Malaysia. The research questions had drawn out as below:

1. Is there a relationship between retaliatory consumption behaviour and desire sensation?
2. Is there a relationship between retaliatory consumption behaviour and herd consumption?
3. Is there a relationship between retaliatory consumption behaviour and added purchasing power?
4. Is there a relationship between retaliatory consumption behaviour and influence of social media?

1.5 Hypothesis of the Study

1.5.1 General Hypothesis

All of factors are significantly influencing the retaliatory consumption behaviour

1.5.2 Specific Hypothesis

The hypotheses that are going to be inspected are shown below:

Hypothesis 1: Desire sensation has a positive relationship with retaliatory consumption behavior of the consumers after the deconfinement of Movement Control Order (MCO) in Malaysia

Hypothesis 2: Herd consumption has a positive relationship with retaliatory consumption behavior of the consumers after the deconfinement of Movement Control Order (MCO) in Malaysia

Hypothesis 3: Added purchasing power has a positive relationship with retaliatory consumption behavior of the consumers after the deconfinement of Movement Control Order (MCO) in Malaysia

Hypothesis 4: Influences of social media have a positive relationship on retaliatory consumption behavior of the consumers after the deconfinement of Movement Control Order (MCO) in Malaysia

1.6 Significant of the Study

This present research will be able to discover the critical factor that triggers retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order- (MCO) in Malaysia. Meanwhile, this research will be able to assist future academic research in better understanding the framework of the factors that drive retaliatory consumption behaviour after the context of a crisis. Moreover, the findings are valuable for those marketers and businesses as this research contributes a meaningful and clarified viewpoint towards understanding retaliatory consumption behaviour. At the end of this research, marketers and businesses can quickly adapt to this new phenomenon of consumers behaviour and are able to develop relevant business strategies to recover the business losses during the pandemic. Hence, the outcome of this research is to understand what that means of retaliatory consumption behaviour and examine the recovery degree of consumer demand.

1.7 Conclusion

This research paper is organized as follows: the theoretical background regarding the reactance theory behaviour and the newly evolved meaning of the retaliatory consumption behaviour post-pandemic is discussed, followed by a discussion of the review of literature for the different variables or factors.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, the literature review is applied to discover the potential factors of triggering retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO). The source of literature is searched based on research, journal, articles, news, and studies provided by different researchers. Afterwards, the objective of the literature review is to clarify the relationship between Independent variables and Dependent variables, and the theoretical framework also will be established to investigate the hypothesis of the research.

2.1 Review of Relevant Theoretical

2.1.1 Reactance Theory and Theorical Framework

The Reactance Theory will be applied as the theoretical background to investigate the factor that triggers consumers towards retaliatory consumption behaviour during the period of recovery deprivation of freedom. **Lins et al. (2021)** recommended that Reactance Theory is more relevant to describing and understanding the behaviour of revenge buying of consumers. The origin of "Reactance theory" was first proposed by Jack Brehm in 1966 and a lot of research has explored the remarkable social psychological phenomenon of reactance **(Steindl et al., 2015)**. According to **Lessne & Venkatesan (1986)**, the meaning of reactance is defined as the motivation to reclaim freedom after it has been lost or threatened which leads people to resist the social influence of others. In general, the reactance theory is mainly concerned with how peoples react when their freedom to choose is restricted or individuals who have been driven by certain threats or hindering behavioural freedom tend to seek to restore the threatened autonomy **(Lins et al., 2021)**. For instance, being persuaded to purchase

specific goods in the grocery shop, being forced to stay at home, and being restricted to purchase something, are examples of threats to the freedom to act as desired, and this is where reactance occurred **(Steindl et al., 2015)**. Therefore, the available evidence suggests that reactance theory seems to be applicable to explain the conditions where consumers' freedom of choice has been threatened. This reactance theory will be applied as a guiding framework in investigations of retaliatory consumption phenomena.

Figure 2.1: Reactance Theory Framework
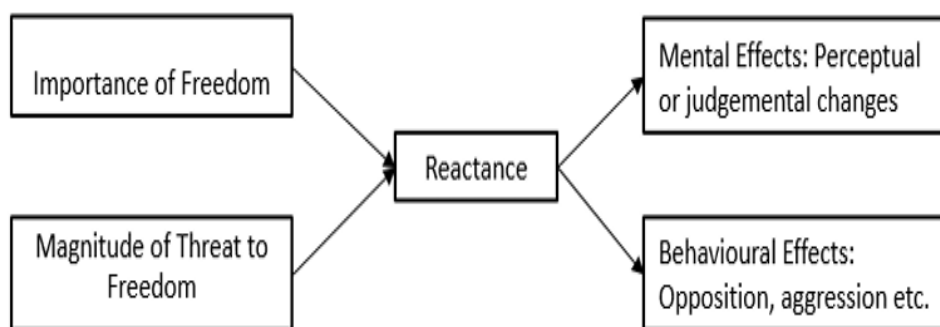
*Source: **Adapted from Brehm (1966, 1972)***

2.2 Review of the Literature

2.2.1 Retaliatory Consumption Behaviour

According to Lins et al. (2021), currently, there is still no consensual definition regards to retaliatory consumption behaviour as well as revenge buying behaviour. However, the article statement of **Lins et al. (2021)** defines the concept of retaliatory consumption behaviour happened when individuals tend to go shopping to compensate for a period in which they were prevented from doing so and to alleviate the negative feelings triggered by that period of deprivation, such like the confinement of movement or freedom. The retaliatory consumption mechanism is thought to be a reaction of habits to frustration and psychological discomfort when people were deprived of buying **(Nguyen & Chao, 2021)**. Unlike panic consumption, retaliatory consumption seems to be more like the purchase of hedonic goods, such as suitcases, clothes, and decorative items. For instance, consumers who comply with this habit will frequently purchase luxury products because conspicuous products can provide desired sensations to compensate for negative feelings experienced **(Lins et al., 2021)**. Based on **Lins et al. (2021)** stated that impulsive buying and revenge buying are quite similar since each was considered compensatory buying and a coping strategy for relieving the negative feelings. Based on the studies of **Di Crosta et al. (2021)**, revenging buying has been defined as a herd consumption behaviour that takes place when consumers intend to buy a considerable amount of goods, or specific goods in anticipation of during or after a disaster crisis. According to **Mandi (2020)**, the definition of retaliatory consumption behaviour usually refers to the overindulgence to celebrate an occasion or to overcome frustration.

2.2.2 Desire Sensation

Desire sensation is defined as a state of conscious or unconscious motivation for a particular stimulus or experience that is expected to provide a reward. **(Papies et al., 2020)**. Desire sensations are states of psychological that are

expressed in terms of "craving". In the opinion of **Deonna (2014)**, desire is considered as one of many mental states which are regarded as an overarching term for all the phenomena that inspire and lead to action, sometimes may be referred to as conations or pro-attitudes: such as needs and wants. Nevertheless, these phenomena are highly dependent on different external or internal circumstances or another way, but according to most philosophical purposes under the belief-desire model of the mind, they are similar as much as in motivating us to action **(Deonna, 2014)**. As stated by **Reiss (2004)**, desires are symbolic of power, independence, acceptance, satisfaction, order, social contact, vengeance, and self-fulfilment. If we removed the expressions of desire, human life as we know it would cease to exist. Desire motivates us in many crucial ways: for example, economic desire is called consumer demand. For instance, consumer demand desire can be defined as an intensely, passionate, positive emotional experience immersed in fantasies and dreams, rather than a rational judgment-based experience **(Belk et al., 1997)**. This is because desire is dangerous since they are frequently transgressive and because they threaten to get out of control.

2.2.3 Herd Consumption

According to **Kang et al. (2020)**, herd consumption is a psychological behaviour that refers to the phenomenon of an individual following or copying others' behaviour. Meanwhile, herd behaviour is also defined as the consistency of thoughts or behaviours of individuals in a group of people **(Kameda & Hastie, 2015)**. According to **Trehan & Sinha (2019)**, the critical indicator of herd behaviour is the convergence through local interactions between individuals rather than purposeful harmonization by a central institute. As human beings born with the mentality of a herd crowd, we tend to follow the actions and direction of others in everything from shopping to investing. However, herd consumption behaviour is described as "a shift in a consumer's product evaluation, consumption intention or buying behaviour because of exposure to comparable behaviours of relevant individuals **(Asif, 2020)**. For instance, **Asif (2020)** explained that some researchers have examined the consumer's herd consumption of luxuries or

comforts products or tend to clarify the phenomenon in terms of consumers' psychological motivations towards consuming such products. **Trehan & Sinha (2019)** justified the reason people or consumers herd is because they strongly believe that friends, relations, and social and religious communities are trustworthy.

2.2.4 Added Purchasing Power

The definition of added purchasing power is referring the consumers who have increased their purchasing power to consume better commodities. According to **Chruscinski (2021)**, the degree of purchasing power decrease because of the income state. Meaning that a higher level of purchasing power depends on the higher real income of consumers since real income considers the adjusted income for inflation. According to **Shebl et al. (2021)**, another potential factor can influence the purchasing power of consumers; for example, saving behaviour and income expectations. A change in the amount of savings leads to a change in individual expenditure patterns **(Ramya & Ali, 2016)**. If an individual decides to save more from his current income, he will spend less on comforts and luxuries products. According to **Folger (2021)**, accumulated savings can improve personal financial health as well as increase the purchasing power of individuals. In fact, people may save money aside for future enjoyment, such as improving their physical well-being and fulfilling shopping desires. Besides that, income-expenditure can affect purchaser expenditure power to respond to the financial crisis. Namely, if the consumer predicts an increase in his income, he will tend to spend more on shopping luxuries goods, but if he anticipated any decrease in his future income, he will restrict the expenditure towards bare necessities **(Bissonnette & van Soest, 2014)**.

2.2.5 Influence of social media

Social media has become an indispensable tool for consumers, social media is defined as a collection of websites or applications that allow users to create, share and interact with content **(Allen, 2019)**. Generally, the influence of social networks and social interactions through social media have strongly affected individuals' behaviour, particularly consumer buying habits and patterns **(Naeem, 2021)**. The revolution of social media has brought new ways of finding and accessing the information on a multitude of products and services in the market through multiple social media platforms **(Voramontri & Klieb, 2019)**. For instance, social media users often share a variety of experiences, and vigorously evaluate the product and services they consume **(Aragoncillo & Orus, 2018)**. According to **Barysevich (2020)**, 54% of social media users will utilize social media to research product information, and 71% are more inclined to discover products and brands through social media and eventually end up purchasing since it has been shortened their purchasing journey. As more consumers use their phones in-store, many brands and retailers utilize the advantage of the power of social media to attract more in-store sales purchases **(Allen, 2019)**.

2.3 Proposed Theoretical / Concept Framework

Figure 2.2: Theoretical Framework

Independent Variables   **Dependent Variables**
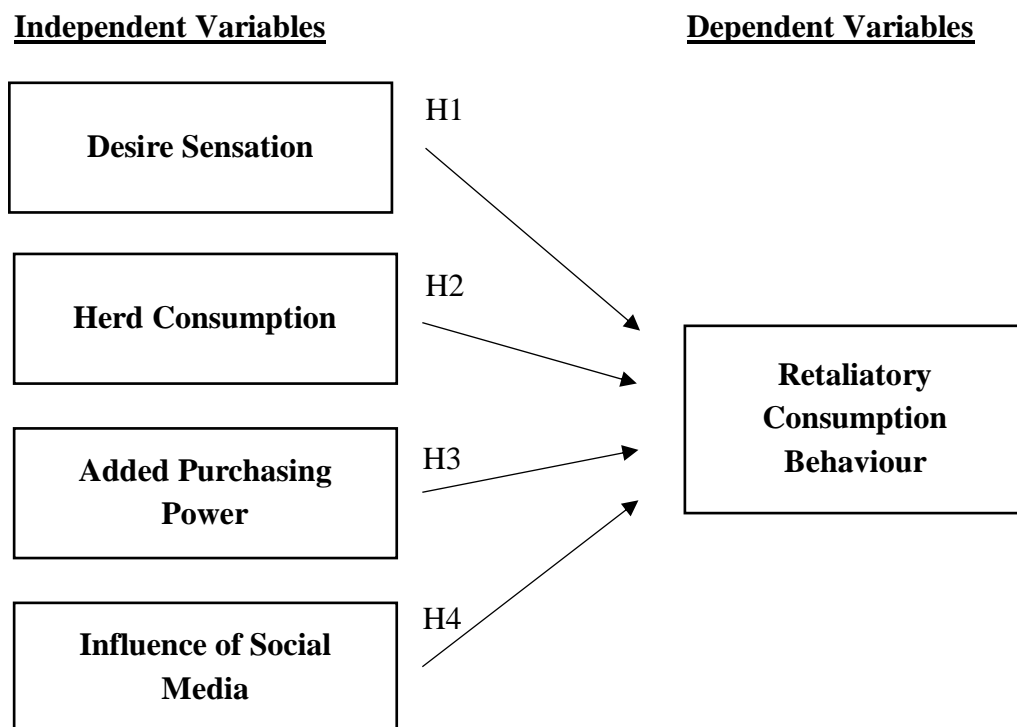
Sources: Developed for research

Figure 2.2 depict the proposed research theoretical framework of this study. There are several factors that caused the consumers to retaliatory consumption behaviour which are desire sensation, herd consumption, added purchasing power, and social media influence. While the dependent variable is namely retaliatory consumption behaviour. Based on the findings from a variety of journals, it can indicate that these four independent variables have a relationship to the consumer retaliatory consumption behaviour after the deconfinement of MCO in Malaysia.

2.4 Hypothesis Development

2.4.1 Desire sensation has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

Desire sensation is a critical driving force in motivating us towards shopping tendencies and consumption behaviour, meaning that desire is considered the driving factor that affects our preference of consumption behaviour and stimulus consumption choice (**Ko, 2018**). According to the research of **CrostaI et al. (2021),** depression mood is possibly led to the development of dysfunctional consumer behaviour desires such as retaliatory compulsive buying desires. Since the pandemics and lockdown are stressful situations, this period has deprivation evoked desired feelings of frustration in consumers (**Lins et al., 2021**). After the deconfinement of lockdown, the consumer will desire an extreme way such as revenging buying to restore their purchasing desire and ease the negative feelings (**CrostaI et al., 2021**). Consumers may have numerous desires about the item they brought, such as the attractiveness, value proposition, and cost performance which led consumers to shop to satisfy the desire (**Malhotra, 2021**). During the pandemic consumer only rely on digital shopping channels, even the online shopping experience that provides fast-delivery service and convenience also cannot compete with the instant satisfaction of taking a shopping bag home (**Owens, 2021**). Without a doubt, it is not surprising that consumers nowadays are showing a massive desire for experience-oriented retail shopping experiences. Hence, the previous findings can indicate that desire can stimulate people's consumption of revenge behaviour.

2.4.2 Herd consumption has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

According to **Hayes (2021)**, herb consumption often occurs in the financial market as investor follow the crowd instead of their analysis and decision when purchasing a stock. But when referring to this scenario, the crowd's effect has happened in the shopping malls in Malaysia. People influence each other's throwing to spend their money on luxury or commercial goods and dining at the restaurant as they are out of lockdown **(Shah & Gopal, 2021)**. Refers to the context of purchasing behaviour during the crisis, as this phenomenon perpetuates collective societal anxieties, and after the post-pandemic, consumers is more preferring to pay attention to the purchasing patterns of other people such as their peers, family, and friends, than those recommended by the scientific or regulatory institution **(Loxton et al., 2020)**. In such an event of scary information and perceived imminent threat resulted the consumer will tend to follow the crowd as a coping strategy rather than consider a more logical or rational, and individualized approach **(Loxton et al., 2020)**. Herd consumption is driven by inherent vulnerability factors; for example, intolerance of uncertainty, and loss of control, whereby require consuming specific goods to restore a sense of safety, comfort, and desire **(Mathes et al. 2017)**. Thus, it can indicate that there is a positive relationship between herd consumption and retaliatory consumption behaviour.

2.4.3 Added purchasing power has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

The lockdowns triggered by the pandemic, as well as unprecedented monetary and fiscal stimulus by central banks and governments, have led to massive consumer savings **(Smith, 2021)**. Based on the studies of **Guiot & Roux (2010)**, economic motivations are considered a critical factor behind consumer behaviour as it stimulates consumer spending towards goods and services, and ultimately motivate economic activity. The added purchasing power that the consumer's accumulation by their savings serves as a significant key that drives and motivates them toward retail shopping **(Malhotra, 2021)**. According to **Ünsalan (2016)** explained, the accessibility of money is the facilitator in the buying process because it increased an individual purchasing power which resulted in them having the propensity to buy retaliatory. According to the studies of **Nepomuceno et al. (2017)**, the findings were found that consumers would continue saving money and making no purchases to take their revenge on a particular brand, as well as anti-consumption of the brand or product. But in the scenario of post-pandemic, the accumulated savings of the consumers have given them added purchasing power to enjoy those desires that they couldn't due to the lockdowns and led to rush buying of comforts resulting in demand increase **(Hashmi, 2021)**. According to the existing literature reviews of **Voinea (2021)**, excellent savings and money management can help consumers gear through tough periods and easily satisfy their needs and desire, even during times of pandemic crisis. In short, through above findings and literature review have collectively demonstrated the added purchasing power of consumers can lead consumer spending patterns towards retaliatory purchases.

2.4.4 H4: Influences of social media have a positive relationship on retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

According to the findings of **Noureddine & Zeineddine (2018)**, social media marketing plays a significant role in influencing consumers' behaviour, where social media is considered a future marketing strategy for retail businesses to drive customer traffic. Based on **Aragoncillo & Orus (2018)** research founded, purchasing decisions can be influenced through social media by external factors such as marketing campaigns, social media announcements or content. This means unplanned buying or retaliatory buying can be affected based on the seller's initiatives such as online promotions cause people to buy more unconsciously **(Basit et al., 2021)**. As a result, staying at home with daily social media information overload coupled with daily perceived uncertainty leads to spontaneous buying behaviour **(Kshatriya & Sharad Shah 2021)**. **Aragoncillo & Orus (2018)** also explained, consumers will utilize the information from social media to generate ideas and desires that can subsequently turn into purchase action, for example after seeing the announcement on social media regarding shopping malls, physical stores, and restaurants re-open, many consumers are eager to get back to normal shopping life, especially browsing in person **(Morgan, 2021)**. While it is critical to take note that recommendations shared by the consumer through social media can represent externally driven forces that motivate the retaliatory consumption happened **(Kshatriya & Sharad Shah 2021)**. Thus, through the above findings and research, without a doubt, the influences of social media can directly affect consumer consumption patterns.

2.5 Conclusion

Based on the chapter 2, it had provided past studies to review the four independent variables and one dependent variable, while determining the relationship among the variables. The following chapter will carry out the research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Research methodology is referring to specific research procedures or approaches applied to identify, select, process, and examine the collected data from the survey or other different sources of information related to this research topic. Hence, this chapter 3 will cover all the aspects of research methodology such as research design, data collection methods, sampling design, and scale of measurement to justify the design methods that are the best fit for the research objective and will provide valid and reliable results.

3.1 Research Design

According to **Akhtar (2016)**, the research design particularly refers to the overall framework of research methods that has chosen to integrate the various relevant components of the research study. while assuring the result can lead to effectively addressing the research problem; it constitutes the conceptual blueprint for the data collection, measurement, and analysis. Therefore, the current research topic used a post-positivism method to investigate the factor that changes consumer behaviour towards retaliatory consumption behaviour after the deconfinement of MCO in Malaysia, thereby the research framework has chosen quantitative research and descriptive research to construct this study.

3.1.1 Quantitative Research

According to **Watson (2015)**, quantitative research involves a series of methods that use statistical or numerical data to concerned with the systematic investigation of social phenomena. It starts to analyse and examine the data received from the online survey form for trends and relationships to validate the measurements made between the independent

variable and dependent variable. According to **Mander (2021)**, the benefits of the quantitative research method can increase the efficiency of collecting larger sample size data for any hypothesis, while allowing thousands of surveys to provide an immediate answer. As a result, the objective of applying the quantitative research method is to investigate the research hypothesis through the data collected from the survey.

3.1.2 Descriptive Research

The descriptive research method is well qualified for application to this research topic. Because the research data is collected quantitatively through conducting an online questionnaire survey. The collected survey data will be generated to frequencies, percentages, or other statistical analyses form to further determine the relationship of the data **(Nassaji, 2015)**. This research method's focal point on describing the demographic segment of the survey. Besides, the significant advantage of descriptive research can provide thorough information, and multiple data collection methods and form the basis for decision making.

3.2 Data Collection Methods

Data collection is the systematic process of gathering and measuring data and information on variables of interest that are collected from different relevant sources and provide data to generate hypotheses tests to evaluate the outcomes of the information and data **(Sajjad Kabir, 2016)**.

3.2.1 Primary Data

The method of collecting relevant primary data for this research topic is through publishing an online questionnaire survey form to collect respondents' data. Primary data is considered as first-hand data collected by the researcher itself, the research data will be generated from surveys and questionnaires to obtain specific information to address the research problem **(Sajjad Kabir, 2016)**. The advantage of using a questionnaire survey in this research is allowed the collection of data specifically towards a particular group of people and it also provides rapidity. The result of the survey information will be obtained to generate inferences that are relevant to the research topic.

3.2.2 Secondary Data

The method of gathering suitable secondary data for this research is through existing sources retrieved from others research investigators, online publications, websites, journal articles or news, databases, etc. Secondary data is an important source of accomplishing the literature reviews of this consumer behaviour research since this type of data collection is to figure out the deficiencies in the study and enhance the cognition of the subject variable, as well as a piece of additional information that is needed to supplement the research hypotheses.

3.3 Sampling Design

The sampling design in this research study is used to provide an estimate of the population parameter and test the hypothesis of variables and provides the probability of any given sample which can accurately reflect the overall research result.

3.3.1 Target Population

According to **Banerjee & Chaudhury (2010)**, a population is defined as a complete set of individuals with a specialized set of characteristics, while a sample is a subset of the population. The target population in this research is based on the general spending consumer in Malaysia who could determine their own spending behaviour, while this research will apply a sample survey method to collecting data from this population.

3.3.2 Sampling Location

Klang Valley will be the specific sampling location for this research since this location is a large metropolitan area cantered in Kuala Lumpur Malaysia which currently has over 197 shopping complexes dotting Klang Valley (**Ng, 2021**). The reason for choosing Klang Valley is because there are located thousands of groceries and physical retail shops and the location is in a densely populated area which can be easier to reach out to more target respondents.

3.3.3 Sampling Element

The sampling element of this research is majority covered a wide range of Malaysia's consumer groups, either students, employees, unemployed, or retirees. Thus, this research will not limit the demographic segmentation as

long as the respondent is represented in the group of consumers, and they have the capability to consume goods and services.

3.3.4 Sampling Technique

In general, sampling techniques can be divided into two samples: probability sampling and non-probability sampling. For this research, it will apply convenience sampling (a type of non-probability sampling method) to collect the available primary data sources from a convenient pool of respondents without additional requirements **(Lavrakas, 2008)**. For instance, it does not require a random selection of participants based on any criteria such as demographic information. Since the research involve wide range of consumers with no sampling list. Thereby, convenience sampling is appropriate to be used for the current research as it is the most efficient way to recruit the data in a short period which enable the researcher to send online questionnaire link to individuals through the various social network.

3.3.5 Sampling Size

The sampling size is a term adopted to define the number of subjects or individuals included to conduct the research **(Fleetwood, 2021)**. Through a specific sample size, we can learn about a group of subjects determine from the target population that is considered representative of the real population for our research **(Omniconvert, 2022)**. According to **Sekaran & Bougie (2003)**, an appropriate amount of sample size for most of the research is between 30 and 500 respondents. Hence, the research will collect 300 respondents as a sample size to measure this research.

3.4 Research Instrument

In this research, the type of research instrument that will be implemented is the closed-ended questionnaires, since this research only target 300 respondents to choose from and answer **(Lavrakas, 2008)**.

3.4.1 Questionnaire Design

The closed-ended questionnaire survey form design has consisted of 2 sections (Section A and Section B), while the introduction page of the questionnaire form has shown a Personal Data Protection Notice which required the respondent to complete the protection statement before proceeding with the questionnaire. Section A is mainly focused on the demographic profile of the respondent regarding gender, age, occupation levels, income levels, and other related to shopping consumption information. Moreover, section B is related to the component of the factors that resulted in Malaysian consumers towards revenge spending after the deconfinement of Movement Order Control. Furthermore, the questionnaire survey design is according to a 5-point Likert scale measurement. The final form of the Likert scale is used to express how much an individual agrees or disagrees with the questionnaire statement (E.g., provide 5 levels of agreement from a scale of "Strongly Disagree" (1) to "Strongly Agree" (5) to indicate the respondent feeling). For this research, the questionnaire survey is conducted through online social media by using Google Form design.

3.4.2 Pilot Test Result

A pilot test rehearsal will be performed in this research as it allows to determine the feasibility of the research by testing the research hypothesis with a small sample size before proposing the major research **(Wright &**

So, 2022). According to **Bujang et al. (2018)** stated, Cronbach's Alpha Test is applicable for conducting pilot experiment studies by measuring the reliability or internal consistency of the variables in the Likert Scale Questionnaire. For instance, the rule of thumb is interpreting the alpha results for the variables and the minimum acceptable value of Cronbach's Alpha must exceed 0.7 **(Glen, 2022)**. While **Sekaran & Bougie (2003)** also stated that the minimum sample size for the pilot test studies should be above 10% of the effective sample size. Therefore, 50 sets of questionnaires sample will be tested in this survey. According to table 3.1, Cronbach's Alpha Statistics stated below, all variables are considered reliable or acceptable since all variables exceed the benchmark values of Cronbach's Alpha.

Table: 3.1 Cronbach's Alpha Statistics for Pilot Test Result

Variables	N of Items	Cronbach's Alpha	Internal consistency
Retaliatory Consumption Behaviour	3	0.815	Good
Desire Sensation	3	0.85	Good
Herd Consumption	3	0.809	Good
Added Purchasing Power	3	0.823	Good
Influence of Social Media	3	0.801	Good
Valid N (50)			

Sources: Developed for research

3.5 Construct Measurement

3.5.1 Origin of Constructs Measurement

Table: 3.2 the origin of construct that references different sources

Variables	Sources	No. of Question
Retaliatory Consumption (DV)	Kshatriya & hah (2021)	3
Desire sensation (IV)	Malhotra (2021)	3
Herd consumption (IV)	Shantha (2019)	3
Added purchasing power (IV)	Malhotra (2021)	3
Influences of social media (IV)	Kshatriya & hah (2021)	3

Source: Develop for research

3.5.2 Scale Measurement

In the construction of the measurement scale of this research, the nominal scale and ordinal scale were applied in the survey questionnaire section A (Demographic Profile). The concept of a nominal scale is to identify the respondent personnel detail or data; for instance, how often do you engage in shopping activities, gender information, and education level. While this data is allowed to classify, but cannot be multiplied, divided, subtracted, or added as well is not possible for numeric measurement (**Lee, 2016**). Apart from that, the term ordinal scale is representing the ranking and ordering of the attributes depending on the variable being scaled but without determining the level of variation (**Lee, 2016**). For example, age range and income level are categorized as the ordinal scale. Finally, section B of the survey questionnaire will involve an interval scale of measurement. An interval scale is considered a numerical scale that enables the ordering of variables which can provide an accurate, measurable, and quantifiable understating of the differences between the two variable that is significant or equal, and involve an arbitrary zero point (**Lee, 2016**). For example, a 5-point Likert scale measurement is considered the interval scale.

3.6 Data Processing

Data processing is a significant procedure in constructing this research because the essence of data processing in research is data reduction. There is consist of four important steps of data processing. The first step is editing of data. Editing is the process of checking the collected data in the questionnaire survey detecting the fault or omission data and ensuring that they have been modified or corrected before being ready for tabulation. After that, coding is necessary after the step of editing because it can transform the edited data or observations into a set of cohesive categories. It can convert the data into some forms of numerical information and align it to some systems. Thus, coding data can classify and attach conceptual labels to relevant empirical objects under research for interpretation and organization. The third step is to classify the data, it is a process of grouping the statistical data under various intelligible homogeneous groups for ease of interpretation. The final step is to tabulate the data, it is a systematic process summarizing the achieved numerical data and displaying it in compact form (E.g., insert the data into the table form or columns, and rows).

3.7 Data Analysis

Data analysis is an essential component of evaluating the data integrity is an accurate and appropriate analysis for this consumer behaviour research result. Data analysis is the systematic process that applies statistical and other logical techniques to illustrate, compress restate and evaluate data.

3.7.1 Descriptive Analysis

According to the 3.1 research design, descriptive statistics can carry out various disparate hypotheses and numerical data (**Rawat, 2021**). In this research, descriptive analysis can accurately summarize the 300-respondent data and display it in a readable format and constructively analyze the data to identify the similarities among variables. Generally, the data collected

from section A specifically include demographic information and general information related to the study's topic. The demographic and general data will be described with a statistic table such as calculating the frequency and percentage of the collected information. For the section B data, all variable (Dependent and Independent) items will be processed and recoded to numerical data to provide the result with mean, variance, and standard deviations as well as displayed in tabular form. Mentionable, a low-value standard deviation has implied the more tightly packed together with the means. Conversely, the higher values are indicated the more spread out from the means **(Narkhede, 2021)**. In other words, the higher standard deviation indicates a bigger disagreement from the respondent **(Odone, 2021)**. Thus, the collected data from section B will be described in a Central Tendency Measurement Scale.

3.7.2 Reliability Analysis

Reliability analysis refers to the calculation of scale reliability as well as consistency measure and provides information on the relationships between the variable's items in the scales **(Tavakol & Dennick, 2011)**. If the correlation in the reliability analysis is high, the scale will produce an internal consistency result and is therefore reliable. Moreover, "Alpha models" will be used as an approach to report the reliability statistic, since this research survey is conducted through multiple Likert questions (5-point Likert); thereby, Cronbach's alpha is applicable to measure the internal consistency reliability of the variable scale's items. As stated by **Hanapiah et al. (2019)**, to evaluate the Alpha model reliability analysis, it is a must to refer to the value of Cronbach's Alpha. Whereas this value is used to obtain the reliability indicators for each variable item. For instance, the Cronbach Alpha value below 0.6 means low reliability and unacceptable, while within the range between 0.6 to 0.8 and above is considered moderate, acceptable, and very good.

3.7.3 Inferential Analysis

For this research, inferential analysis is applied to determine the relationship between an intervention and the outcome of the research as well as determine whether the observed differences between the variables were reliable or probabilistic in the present study **(Trochim, 2002)**. As a result, Multiple Linear Regression Analysis will be implemented in this research.

3.7.3.1 Multiple Regression Analysis

According to **Hayes (2022)**, Multiple Regression Analysis is a statistical method that uses multiple explanatory variables to forecast the result of a response variable and examine the linear relationship. By utilizing the multiple regression analysis, It can accurately identify the main elements that influence the dependent variable by evaluating the value of the coefficient of each independent variable. In short, all the variables in this research are applied with the same measurement of scale multiple regression is recommended to analyse the sample size to provide a comprehensive understanding of the independent or dependent variable.

Mentionable, the outcome of multiple regression analysis must not show a Multicollinearity issue. The theoretical Multicollinearity often happens when there have two or more independent variables in the regression model that are highly correlated with each other **(Wu, 2021)**. As stated by **Frost (2021)**, the variance inflation factor (VIF) is used to identify the strength of the correlation between independent variables, and VIF between 1 to 10 is considered an acceptable range. If the VIF greater than 10 indicates the critical level of multicollinearity, as well as the coefficient estimation, is questionable, which means there is a poor estimation of the coefficient result **(Salmerón Gómez et al., 2020)**.

Moreover, Multiple Regression Analysis will generate 3 tables, firstly is the Model Summary table. The table provides adjusted to determine the coefficient of the variables as well as the, as the larger than 0.7 is considered

the better regression model that fits the research observation. Secondly, the ANOVA table also will show the F-Value and P-Value to examine the statistically significant between the variables. Lastly, the Coefficient table will be given to test the significant value (P-Value) is lower than 0.05 as to conclude that there is a statistically significant association between the dependent and independent variables. In short, the equation of the multiple regression model will also be provided

3.8 Conclusion

In short, this chapter 3 is mainly illustrated regards to the research methodology and rules of thumb of the chosen analysis method that will be applied in the following chapter 4 research analysis and result.

CHAPTER 4: RESEARCH ANALYSIS AND RESULTS

4.0 Introduction

Chapter 4 will analyse and provide the results of the collected quantitative data. The chapter starts with an analysis the of respondents' demographic profiles and other general questions. For descriptive analysis, centra tendencies will be performed to identify the central position of the variable items data, while reliability analysis performed as well. Furthermore, only one inferential analysis will be executed which is a multiple regression model. Hence, the Statistical Package for the Social Sciences (SPSS) will be used to interpret the data analysis to determine the relationship of the variable.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

4.1.1.1 Gender

Table 4.1: Statistic of Respondent Gender

Gender	Frequency	Percent
Female	128	42.7
Male	172	57.3
Total	300	100

Sources: Developed for research

According to the gender respondent statistic shown in Table 4.1, there is a total of 300 respondents, 172 male respondents with 57% and 128 female respondents with consist of 43% respectively. The proportion of male respondents is more than the female respondent.

4.1.1.2 Age Group

Table 4.2: Statistic of Respondent Age Group

Age	Frequency	Percent
20 - 29 years	150	50
30 - 39 years	88	29.3
40 - 49 years	30	10
Less than 20 years	17	5.7
More than 50 years	15	5
Total	300	100

Sources: Developed for research

As stated, Table 4.2 shows the statistic of the respondent's age group, the largest group is 150 respondents (50%) out of 300 respondents from the ages group between 20 to 29 years. Subsequently, there are 88 respondents (29%) is from age groups between 30 to 39 years, 30 respondents (10%) from the 40 to 49 years age group, 17 respondents (5.7%) from the under 20 years age group, and whereas the lowest group has consisted of 15 respondent (5%) from the age group more than 50 years old respectively.

4.1.1.3 Occupation Level

Table 4.3: Statistic of Respondent Occupation Level

Occupation Level	Frequency	Percent
Full-time Employee	177	59
Part-time Employee	12	4
Retired	7	2.3
Self-employed	21	7
Students	78	26
Unemployed	5	1.7
Total	300	100

Sources: Developed for research

According to Table 4.3 above, the majority of 177 respondent out of 300 respondent is the full-time employees which consist of 59%. Following the numbers of students taking up about 78 respondents (26%). Subsequently, the numbers self-employed consist of 21 respondents (7%), and part-time employees contain 12 respondents (4%). Finally, retired, and unemployed respondents each consist of 2 % which are 7 and 5 respondents, respectively.

4.1.1.4 Monthly Income Range

Table 4.4: Statistic of Respondent Monthly Income Range

Monthly Income Range	Frequency	Percent
Above RM8,000	11	3.7
Below RM1,000	55	18.7
RM1,000 - RM3,999	146	48.7
RM4,000 - RM7,999	87	29
Total	300	100

Sources: Developed for research

There are four separate income ranges are shown in Table 4.4. Referring to the chart above, there is a group of respondents who earned RM1,000 to RM3,999 income per month accounting for 48% of the total of 146 respondents. Furthermore, only 29% of the respondent (87 respondents) receive RM4,000 to RM7,999 salary per month, and monthly income below RM1,000 consists of 19% which is 55 respondents. Mentionable, there are still 4% of the respondent (11 respondents) are earned above RM8,000 monthly salary.

4.1.1.5 Education Level

Table 4.5: Statistic of Respondent Education Level

Education Level	Frequency	Percent
Bachelor's degree	130	43.3
Diploma / A-level	107	35.7
Less than High School	6	2
High School	56	18.7
Master's degree	1	0.3
Total	300	100

Sources: Developed for research

In accordance with Table 4.5 above, the majority of 130 respondents are from Bachelor of degree with a percentage of 43%. While following with the Diploma/A-level education level which consists of 107 respondents (36%). Subsequently, the high school and less than high school respondents each consist of 56 respondents (19%) and 6 respondents (2%). Lastly, there is only 1 respondent is from a master's degree.

4.1.2 Respondent General Information on Buying Behaviour

4.1.2.1 Respondent agree that after the post-COVID-19 or lockdown restriction has changed their spending habits

Table 4.6: Proportion of respondents agrees that after the post-COVID-19 or lockdown restriction has changed their spending habits

	Frequency	Percent
No	25	8.3
Yes	275	91.7
Total	300	100

Sources: Developed for research

According to Table 4.6, there are 275 out of 300 respondents (92%) agreed that the post-COVID – 19 pandemic and lockdown restriction has changed their spending behaviors, whereas the remaining 25 respondents (8%) do not agree with the statement above.

4.1.2.2 Respondent engage in shopping activities after lockdown

Table 4.7: Proportion of respondents engaging in shopping activities after lockdown

	Frequency	Percent
Daily	-	0
Frequently	162	54
Occasionally	100	33.3
Seldom	38	12.7
Total	300	100

Sources: Developed for research

Based on the result stated in Table 4.7, there is a portion of the respondent which consist of 54% (162 respondents) out of 300 respondents who are frequently engaging in shopping activities after the restriction of lockdown. Next, 33% (100 respondents) of the respondent occasionally took part in shopping activities after confinement, while there are only 13% of respondents seldom/rarely involved in shopping activities after lockdown.

4.1.2.2 Respondent engage in shopping activities after lockdown

Table 4.8: Proportion of respondent's wiliness to spend on shopping activities after lockdown

	Frequency	**Percent**
Above Average Amount	43	14.3
Average Amount	154	51.3
Fair Amount	55	18.3
High Amount	1	0.3
Small Amount	47	15.7
Total	300	100

Sources: Developed for research

Throughout Table 4.8, up to 52 % of the respondent (154 respondents) out of 300 respondents were willing to spend an average amount of money on shopping activities after lockdown. Moreover, there are 14% of the respondent (43 respondents) desired to spend money with the above-average amount on shopping activities after the lockdown. Nonetheless, 18% of respondents (55 respondents) indicated that they will spend a fair amount of money on shopping activities after the lockdown, whereas the remaining 16% of the respondent (47 respondents) were willing to spend a small amount only.

4.2 Centra Tendencies of Construct Measurement

4.2.1 Retaliatory Consumption Behaviour

Table 4.9: Descriptive Scale Statistics of Retaliatory Consumption Behaviour

Retaliatory Consumption Behaviour (Question)	Mean	Std. Deviation	N
RC1	3.670	0.925	300
RC2	3.720	0.957	300
RC3	3.770	1.160	300
Valid N			

Source: Developed for the research

According to Table 4.9, the mean of RC liNes between 3.670 to 3.770. It can indicate that the mean of RC1 to RC2 is close to the "Neutral" or "Agree" scales. RC1 has the lowest mean of 3.67 while also having the smallest number of standard deviations of 0.925. In contrast, RC3 has the highest mean and standard deviation which both consist of 3.770 and 1.160.

4.2.2 Desire Sensation

Table 4.10: Descriptive Scale Statistics of Desire Sensation

Desire Sensation (Question)	Mean	Std. Deviation	N
DS1	3.770	1.030	300
DS2	3.650	1.050	300
DS3	3.780	1.027	300
Valid N			

Source: Developed for the research

Table 4.10 has shown the mean of DS are lines between 3.650 to 3.780 which can assume that the DS1 to DS3 is close to "Neutral" or "Agree" scales. DS1 is the lowest mean which consists of 3.650, but it has the highest

standard deviation of 1.050. As compared with DS3 it has the highest mean of 3.780 and the lowest standard deviation (1.027).

4.2.3 Herd Consumption

Table 4.11: Descriptive Scale Statistics of Herd Consumption

Herd Consumption (Question)	Mean	Std. Deviation	N
HC1	3.710	1.011	300
HC2	3.720	1.042	300
HC3	3.740	1.125	300
Valid N			

Source: Developed for the research

As stated in Table 4.11, the mean of HC is lines between 3.710 to 3.740 which means that the HC1 to HC2 is close to "Neutral" or "Agree" scales. HC1 has the smallest mean of 3.710. But, HC3 have the highest mean and standard deviation both consisting of 3.740 and 1.125 respectively. While the lowest standard deviation is the HC2 question of 1.042.

4.2.4 Added Purchasing Power

Table 4.12: Descriptive Scale Statistics of Added Purchasing Power

Added Purchasing Power (Question)	Mean	Std. Deviation	N
AP1	3.810	0.982	300
AP2	3.850	0.955	300
AP3	3.810	1.014	300
Valid N			

Source: Developed for the research

Based on Table 4.12, the mean of AP is the range between 3.810 to 3.850 which indicates that the majority of the respondent answered "Neutral" or "Agree" to the AP question. AP1 and AP3 have shown a similar mean value

of 3.810. In contrast with AP2, it shows a greater mean value of 3.850. Besides, AP1 has the lowest standard deviation of 0.955 whereas the highest standard deviation of 1.014 belongs to AP3.

4.2.5 Influence of Social Media

Table 4.13: Descriptive Scale Statistics of Influence of Social Media

Influence of Social Media (Question)	Mean	Std. Deviation	N
IS1	3.780	0.980	300
IS2	3.830	0.967	300
IS3	3.850	1.002	300
Valid N			

Source: Developed for the research

According to Table 4.13, the mean value range of IS are between 3.780 and 3.850, meaning that most of the respondent is "Neutral" or "Agree" with IS statements. IS1 has the lowest mean value of 3.780 while IS3 has a greater mean value of 3.850. The lowest standard deviation is IS2 which consists of 0.967 and the highest standard deviation belongs to IS3 (1.002).

4.3 Reliability Test

Table 4.14: Reliability Test Statistic

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Retaliatory Consumption Behaviour	0.904	0.911	3
Desire Sensation	0.922	0.922	3
Herd Consumption	0.913	0.915	3
Added Purchasing Power	0.935	0.936	3
Influence of Social Media	0.925	0.926	3

Sources: Developed for research

As stated in Table 4.14 reliability test statistic, every 5 variables have includes 3 items (N) derived from the questionnaire of this research and all the variables have obtained above 0.9. Mentionable, the AP variables have reached the highest alpha coefficient of 0.936 throughout all the variables, followed by IS (0.926), DS (0.922), HC (0.915) and the lowest alpha coefficient is RC whereas 0.911.

4.4 Inferential Analysis

4.4.1 Multiple Regression Analysis

Table 4.15: Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.906^a	0.821	0.819	0.39793	0.821	338.198	4	295	0.000

Source: Developed for the research

As concluded in Table 4.15, the R-Square of this model is 0.821, meaning that each of the independent variables (DS, HC, AP and IS), has an 82.3% of the high level of correlation with the dependent variable (RC). The remaining 17.9% of the variation is considered unknown variables.

Table 4.16: ANOVA Analysis

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	214.213	4	53.553	338.198	0.000^b
1	Residual	46.713	295	0.158		
	Total	260.926	299			

Source: Developed for the research

Based on Table 4.16, the F-Value contributed to the research is 338.198 which indicates that there is a high relative variation within each of the samples, at the same time which resulted from the P-Value has a significant value of 0.000. It can conclude that the sample data has provided sufficient evidence to show that the independent variables fit the research model.

Table 4.17: Coefficients Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.342	0.102		3.354	0.001		
	DS	0.455	0.066	0.469	6.902	0.000	0.131	7.620
	HC	0.352	0.063	0.369	5.596	0.000	0.140	7.165
	AP	-0.043	0.056	-0.043	-0.771	0.441	0.198	5.052
	IS	0.140	0.058	0.138	2.434	0.016	0.190	5.260

Source: Developed for the research

The multiple regression equation for this research is obtained from the Unstandardized Coefficients data Beta in Table 4.17 as follows:

$$Y = a + \beta 1DS + \beta 2HC + \beta 3AP + \beta 4IS + \beta 5AG$$

$$RC = 0.342 + (0.455)DS + (0.352)HC + (-0.043)AP + (-0.140)IS$$

Where,

Y	= Dependent variable: Retaliatory Consumption (RC)	DS	= Desire Sensation
α	= Constant	HC	= Herd Consumption
$\beta1$ *to* βn	= Coefficient associated with the independent variables	AP	= Added Purchasing Power
$X1, X2, X3$	= Independent Variables	IS	= Influence of Social Media

Looking in Table 4.17 can indicate that DS, HC, and IS scales have contributed to the model since these 3 variables' P-Value have a lower 0.05 significant value (DC p=0.000, HC p=0.000 and IS p=0.016), but AP does not. For instance, when 1 unit increase in DS can explain an additional 0.455 unit increase in RC, while HC and IS are the same which will increase by 0.335 and 0.157 respectively. Despite that, if AP increase by 1 unit will result in a decrease RC of -0.043 because the AP P-Value is 0.441 which is greater than the 0.05 significant level. Thus, the hypothesis of AP is considered not supported in this model as well as there is a negative relationship with RC.

Based on Table 4.17 stated, the Multicollinearity problem is not detected in this model analysis since all the independent variables' VIF values are below 10 (DC=7.620, HC=7.165, AP=5.052, and IS=5.260). This means that the collinearity of all the independent variables is not strong, and the result of the coefficient analysis is reliable.

4.5 Hypothesis Testing Result

Table: 4.18 Hypothesis Result

Hypothesis	Outcome	Determination
H1: Desire sensation has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).	$p - value = 0.000 < 0.05$	Supported
H2: Herd consumption has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).	$p - value = 0.000 < 0.05$	Supported
H3: Added purchasing power has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).	$p - value = 0.441 < 0.05$	Not Supported
H4: Influences of social media have a positive relationship on retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).	$p - value = 0.010 < 0.05$	Supported

Source: Developed for the research

4.6 Conclusion

To summarize the analysis result, it can conclude that majority of the respondent is from male and the largest age group is from 20 – 29 years old. Meanwhile, most of the respondents are full-time employees, the majority respondents' monthly income range is between RM1,000 – RM3,999 and a large number of respondents hold a Bachelors of Degree. Besides, the majority of the respondent agrees with the statement of the general information regarding the buying behaviour. Additionally, all variables have achieved an excellent internal coefficient reliability. Lastly, there are

three hypotheses are supported, only one hypothesis is not supported by the model and there is no multicollinearity issue detected in each independent variable.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

The following chapter 5 is to summarize the research report. A summary of the research analysis will be presented, and the findings of the research will be discussed and illustrated. Also, the significance of theoretical implementation will be interpreted in-depth and suggestions for future research will be mentioned to overcome the limitation of this study.

5.1 Discussion of Findings

5.1.1 Desire Sensation (DS) Hypothesis

H1: Desire sensation has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

Based on chapter 4, DS is positively correlated with RC; thus, the hypothesis is accepted. This result is consistent with the past studies of **Hashmi (2021)** and **CrostaI et al. (2021)**. As stated by them, the restriction of movement and inability to shop had arisen an extreme spending desire towards the consumers; thereby, when the period of lockdown is over, consumers began to vent their purchasing desire to an extreme level of retaliatory buying behaviour to restoring their negative feelings. Hence, it represents that the desire sensation can stimulate consumer's consumption behaviour towards an extreme way.

5.1.2 Herd Consumption (HC) Hypothesis

H2: Herd consumption has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

According to the chapter 4, it shows that HC is positively correlated with RC, in other words, the hypothesis is supported by this research. In accordance with **Loxton et al. (2020)** and **Nguyen & Chao (2021)**, their past studies supported these findings. For instance, during the period post-COVID-19 pandemic, herd consumption had been observed in many countries in which consumers tend to follow other people's purchasing behaviours which have resulted from the crowd's effect. People influence each other's spending towards retaliatory behaviour by shopping for luxuries or commercial goods, dining in restaurants and travelling. As a result, herd consumption is often driven by uncertainty phenomena, whereby consumers will participate in the activity that provides a sense of comfort and security.

5.1.3 Added Purchasing Power (AP) Hypothesis

H3: Added purchasing power has a positive relationship with retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

In accordance with chapter 4, the AP has observed a negative relationship with RC because of that, this hypothesis is considered unacceptable in this research. However, this result can be illustrated by the past studies of **Jin et al. (2021)**. Based on the studies have found that COVID-19 has brought a greater uncertainty in the future which results in a greater marginal utility of consumers' future consumption expectations. Hence, they prefer to increase precautionary savings rather than spending to financially prepare for dealing with future unexpected emergencies. Moreover, according to the studies of **Gopal & Malliasamy (2022)**, the outcome of the lockdown had caused

people to lose jobs, lack income and withdraw life savings to overcome the financial difficulties. After post-pandemic, they prioritize emergency savings followed by preventive and life savings over other needs as COVID-19 has created awareness regarding the significance of making emergency savings and changing their spending pattern. They strengthen their emergency savings by cutting down needless expenditures such as shopping. For instance, people tend to spend on medical protection insurance or healthy foods against the virus. To sum up, AP has an indirect relationship to RC as respondents seem to prefer savings more than spending.

5.1.4 Influence of Social Media (IS) Hypothesis

H4: Influences of social media have a positive relationship on retaliatory consumption behaviour of the consumers after the deconfinement of Movement Control Order (MCO).

As stated in chapter 4, there is a significant positive relationship had arisen between IS and RC and the hypothesis is accepted. These findings can also be supported by the past studies of **Kshatriya & Sharad Shah (2021)** and **Basit et al. (2021)**. The information perceived from social media can subsequently influence social media users purchasing behaviour or action. Since there are thousands of marketing campaigns content, promotion announcements can drive consumers' inners desires towards retaliatory consumption after the depression period of lockdown. In short, the influence of society is considered an external driving force that can directly motivate people to spend.

5.2 Implication of the Study

5.2.1 Theoretical Implications

The implication of the Reactance Theory Framework was supported by the findings of this research. The theory was suitable for investigating the factors that trigger consumers towards retaliatory consumption behaviour during the period of recovery deprivation of freedom. The result of this theoretical framework has contributed to some of the key factors (i.e., Desire Sensation, Herd Consumption, and Influence of Social Media) that directly impact retaliatory consumption behaviour. Since reactance behaviour is unpleasant arousal when people experience a threat or loss of control of their free behaviour; therefore, reactance is the motive of restoring one's freedom. People who are motivated by reactance behaviour usually arise from desires for freedom and the influence of social context **(Steindl et al., 2015)**. As a result, future research may investigate the dynamics of this reactance behaviour in a broad social culture context, to examine whether the reactance motivation always is a crucial consumers behaviour to restore the freedom of purchasing.

5.2.2 Managerial Implication

Based on the findings above, it indicates that consumer desire sensation can influence the buying behaviour towards retaliatory consumption. Desires are dangerous, as they are often transgressive. When the consumer is facing a highly stressful situation (i.e., pandemic crisis) and perceived lack of control of freedom, it can lead to an extreme response in repetitive purchasing due to unable control the desire of demand **(Di Crosta et al., 2021)**. In this context, marketers must have a deep insight into consumer behaviour to prepare for consumers who desire to make thoughtful purchases. The marketer should ensure the marketing strategy are relevant to this phenomenon to offer customers a great service and incentive to purchase.

Mentionable, research findings show herd consumption can affect consumer behaviour turn into retaliatory consumption. Nowadays, the increase of informativeness from social media has motivated consumers towards herd behaviours. Because the interaction among the consumers is more influential on consumers' buying behaviour because recommendations from relative or personal contacts have a larger impact than impersonal sources **(Pavlović-Höck, 2022)**. To understand the mechanism of herding, the marketer should strategically manage cues to create an advisable crowd effect among the consumer group to enhance the in-store incentive of purchase.

Lastly, the findings above show the influence of social media can lead consumers toward retaliatory consumption behaviour. Social media has played a crucial part in affecting consumer buying habits. In fact, consumers who rely on engaging in social media will experience fear of missing out if they miss up on some promotion content or offers from the brands **(Andersen, 2021)**. A consumer who feels inspired by social media posts is most likely to go in for revenge purchases when during the post-pandemic. To further leverage social media and maximise sales, the marketer can encourage consumers to make an impulsive purchase by enhancing on in-store experience and sharing hedonically advertisements on social media.

5.3 Limitations and Recommendations

The findings of this research must consider some of the limitations. Firstly, these research topic fields lack previous research analysis. As this "Retaliatory Consumption Behaviours" are still no consensual definition to identify it (**Lins et al., 2021**). Also, the theoretical framework applied in this research is narrows and limited since these behaviours are a new phenomenon and happened within a short period. By that, future research needs to comprehensively theorize the concept of "Retaliatory Consumption" because the lessons and factors learned from these circumstances can be applied not only to the post-pandemic but also applicable to other phenomena including post-war or natural disasters.

Mentionable, the second limitation refers to the scope of discussion. For instance, the research discussion ends up being overly general because of vague target respondents such as general spending consumers in Malaysia. Because the general spending consumer scope coverage is too wide, the findings on this group of respondents aren't necessarily reflecting other types of consumer spending preferences. Hence, it is recommended for future researchers to specifically target different types of consumer spending groups such as online or offline consumers to make the research findings or references more practical and reliable.

Lastly, the last limitation is regarding on data collection process. The researchers are limited to accurately verifying the received respondent information due to the survey was collected through social media platforms during the COVID-19 pandemic. Even so, this has led to the emergence of response bias as respondents may not screen the questions before they answer, which resulted in the collected information having lost its authenticity to a certain extent. Therefore, in future research, in-person interviews are needed. A researcher can gather precise detailed information about the view, and behaviour on the topic.

5.4 Conclusion

In the nutshell, after the COVID-19 pandemic, a new pattern of consumer behaviour has emerged and broken the old market rules, but it is safe to say that a new set of strategies will determine the survival of companies or businesses. It is significant for the marketing strategies specifically target the factors that indicate this particular consumer behaviour to capitalize on these opportunities. Thereby, the outcome of this research had given clearer picture regard on the four variables that affect consumers toward retaliatory consumption behaviour after the deconfinement of MCO and post-pandemic and the research objective has been effectively accomplished.

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APPENDICES

Appendix A: Survey Questionnaire Design

Faculty of Accountancy and Management

Questionnaire Survey

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

Dear respondents,

I am an undergraduate student pursuing a Bachelor's degree of International Business (Hons) at Universiti Tunku Abdul Rahman (UTAR). I am conducting research as a part of the requirement to complete my degree. My research topic is An Empirical Study on The Factors that Triggering Retaliatory Consumption Behaviour of consumers after the deconfinement of Movement Control Order (MCO) in Malaysia. This survey is aimed to investigate the Malaysia consumer behaviour after the country lockdown control. Therefore, a market survey is conducted.

This questionnaire consists of (2) sections, and it will take approximately 10 minutes to complete. Please be informed that all information collected from this survey is solely for the final year research report writing.

The survey is fully confidential and only for academic purposes, and your participation in this survey is highly appreciated and important to me.

Thank you for your time and your effort in this research.

Student Name: Yap Woon Seng

Student ID: 18UKB01399

Student Email Address: woonseng15@1utar.my

Student Contact Number: +6016-2057813

I hereby consent on my voluntary participation in this survey which will be conducted anonymously. (As proposed accordingly by Personal Data Protection Statement - UTAR)

(   ) Yes - proceed to the questionnaire.

(   ) No - thank you for your valuably time.

Questionnaire Framework:

Section A: Demographic Profile

Please choose one answer only for each of the questions at below.

Q1. Gender

       (   ) Male

       (   ) Female

Q2. Age

       (   ) Less than 20 years

       (   ) 20 - 29 years

       (   ) 30 - 39 years

       (   ) 40 - 49 years

       (   ) More than 50 years

Q3. Occupation level

       (   ) Students

       (   ) Unemployed

       (   ) Full-time Employee

       (   ) Part-time Employee

       (   ) Self-employed

       (   ) Retired

Q4. What is your monthly income range?

       (   ) Below RM1,000

       (   ) RM1,000 – RM3,999

       (   ) RM4,000 – RM7,999

       (   ) Above RM8,000

Q5. Educational level

       (   ) Less than High School

       (   ) High School

       (   ) Diploma / A-level

       (   ) Bachelor's degree

       (   ) Master's degree

       (   ) Professional degree

       (   ) Doctorate degree

Q6. Do you agree that after the post-COVID 19 or lockdown restriction has changed your spending habits?

      (   ) YES

      (   ) NO

Q7. After lockdown, how often do you engage in shopping activities?

      (   ) Daily

      (   ) Frequently

      (   ) Occasionally

      (   ) Seldom

Q8. After lockdown, how much are you willing to spend on shopping activities?

      (   ) Small amount

      (   ) Fair amount

      (   ) Average amount

      (   ) Above average amount

      (   ) High amount

Section B: 5-Point Linkert scale question

The table below are related to the component of Factors that Triggering Retaliatory Consumption Behaviour of consumers after the deconfinement of Movement Control Order (MCO) in Malaysia. Based on your experience, please indicate how strong do you agree or disagree towards the statement at below.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No.	DV: Retaliatory Consumption Behaviour Question	SD (1)	D (2)	N (3)	A (4)	SA (5)
1.	After the lockdown, shopping makes me feel happier and satisfied in the dull and grim time of COVID-19.					
2.	This unprecedented lockdown period has changed my consumption behaviour to spend more and save less.					
3.	I purchase additional products even though I may not need them immediately because I am afraid there will be a bounce-back of lockdown.					

IV: Desire Sensation						
No.	Question	SD (1)	D (2)	N (3)	A (4)	SA (5)
1.	After the post-pandemic and lockdown, I often went shopping at a physical store to satisfy my revenge consumption desire.					
2.	My inner urge to shop made me would like to purchase more after the lifting of the lock-down					
3.	I decided to purchase my favourite products to satisfy my craving for shopping.					

IV: Herd Consumption						
No.	Question	SD (1)	D (2)	N (3)	A (4)	SA (5)
1.	I would decide to purchase something by following my friends and family recommendations.					
2.	I would buy something where the sales have risen for a period.					
3.	I would follow other people's revenge consumption at shopping malls after the post-pandemic.					

| IV: Added Purchasing Power						
No.	Question	SD (1)	D (2)	N (3)	A (4)	SA (5)
1.	I have a pool of savings because I could not spend as per my heart desire owed to Movement Control Order (MCO) and lockdown.					
2.	The inability to shop during lockdown has left me with quite an amount of saved money.					
3.	I have got myself accumulated savings as I didn't get to spend money amid lockdowns.					

IV: Social Media Influence						
No.	Question	SD (1)	D (2)	N (3)	A (4)	SA (5)
1.	Social media inspire me to purchase more at the shopping mall.					
2.	Sometimes, I feel attracted to purchase something which shared by my contacts on social media.					
3.	Attractive marketing and promotional offers motivate me to purchase more than my scheduled purchase social media preferences.					

Appendix B: Google Form Survey Result

Link: https://forms.gle/X4HCZXPTFHHf7E9W9

I hereby consent on my voluntary participation in this survey which will be conducted anonymously. (As proposed accordingly by Personal Data Protection Statement - UTAR)
300 responses
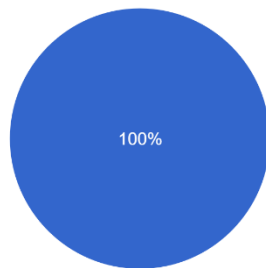
- Yes - I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
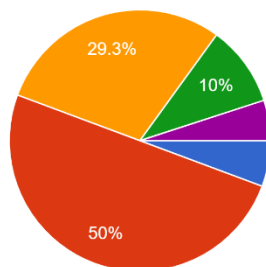- No - My personal data will not be processed.

100%

Section A: Demographic Profile

Q1. Gender
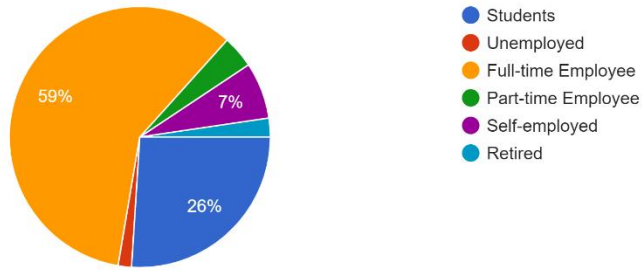300 responses

- Male
- Female

42.7%

57.3%
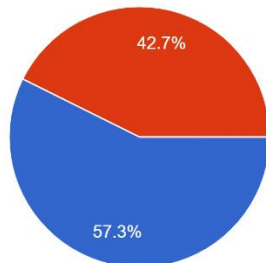
Q2. Age
300 responses

- Less than 20 years
- 20 - 29 years
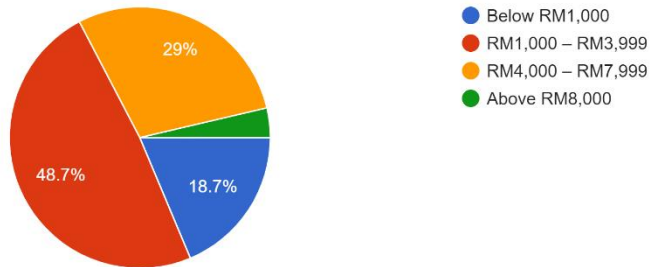- 30 - 39 years
- 40 - 49 years
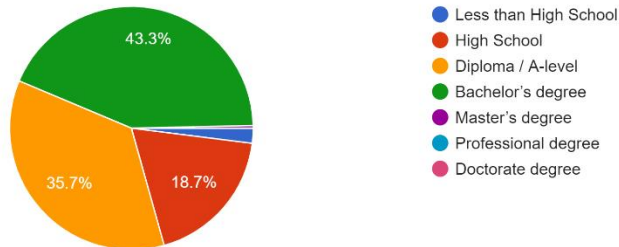- More than 50 years

29.3%

10%

50%

74

Q3. Occupation level
300 responses

- Students
- Unemployed
- Full-time Employee
- Part-time Employee
- Self-employed
- Retired

59%
7%
26%

Q4. What is your monthly income range?
300 responses

- Below RM1,000
- RM1,000 – RM3,999
- RM4,000 – RM7,999
- Above RM8,000

29%
48.7%
18.7%

Q5. Educational level
300 responses

- Less than High School
- High School
- Diploma / A-level
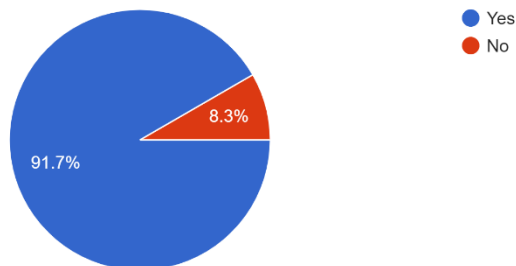- Bachelor's degree
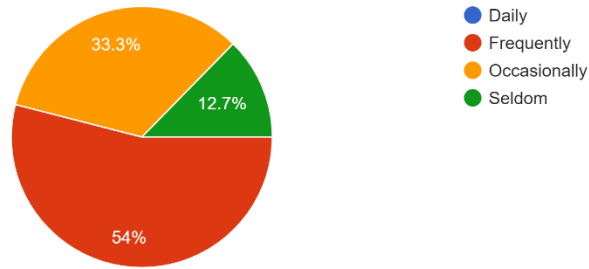- Master's degree
- Professional degree
- Doctorate degree

43.3%
35.7%
18.7%

Q6. Do you agree that after the post-COVID 19 or lockdown restriction has changed your spending habits?
300 responses

- Yes
- No

91.7%
8.3%

75

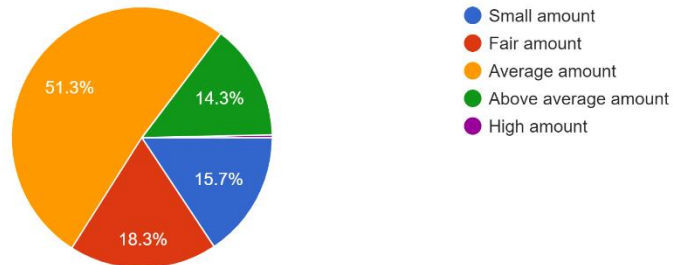Q7. After lockdown, how often do you engage in shopping activities?

300 responses

- Daily
- Frequently
- Occasionally
- Seldom

33.3%

12.7%

54%

Q8. After lockdown, how much are you willing to spend on shopping activities?

300 responses

- Small amount
- Fair amount
- Average amount
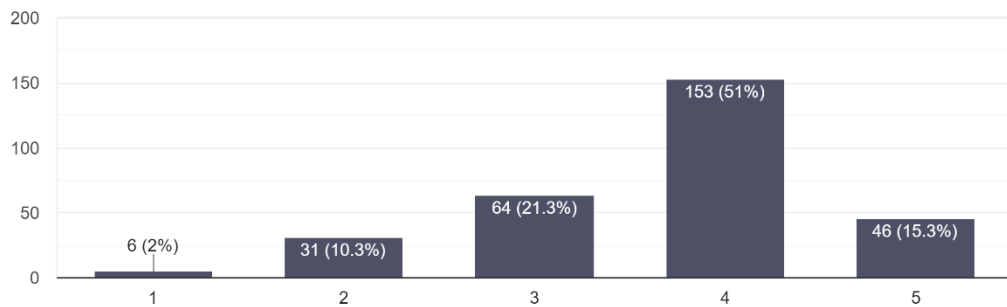- Above average amount
- High amount

51.3%

14.3%

15.7%

18.3%

Section B: 5-Point Linkert scale question

Dependent Variable: Retaliatory Consumption Behaviour

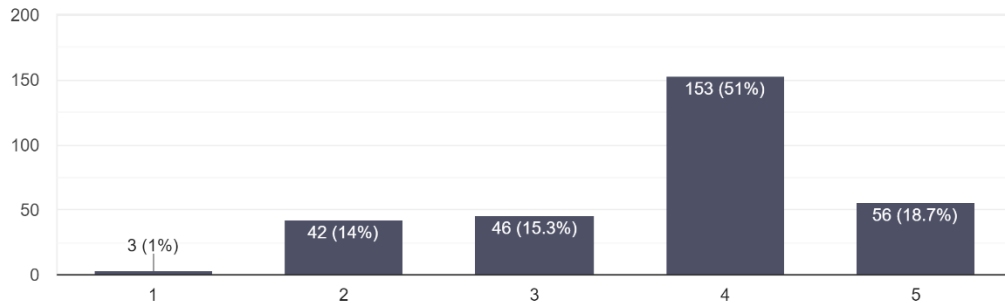Q1. After the lockdown, shopping makes me feel happier and satisfied in the dull and grim time of COVID-19.

300 responses

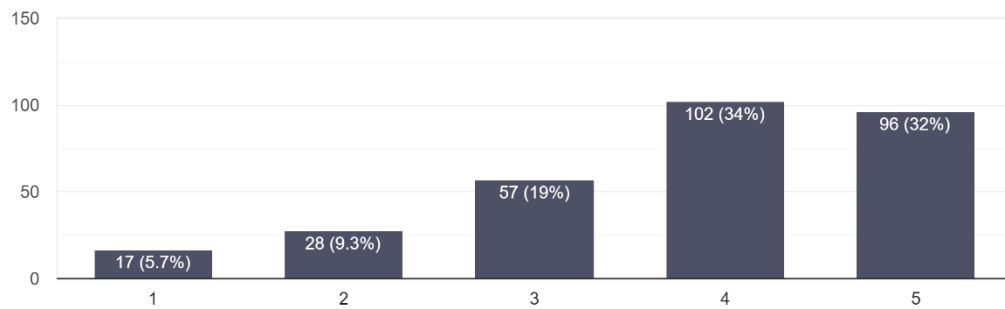6 (2%)   31 (10.3%)   64 (21.3%)   153 (51%)   46 (15.3%)

Q2. This unprecedented lockdown period has changed my consumption behaviour to spend more and save less.

300 responses

Q3. I purchase additional products even though I may not need them immediately because I am afraid there will be a bounce-back of lockdown.

300 responses

Independent Variable: Desire Sensation

Q1. After the post-pandemic and lockdown, I often went to shopping at a physical store to satisfy my revenge consumption desire.

300 responses
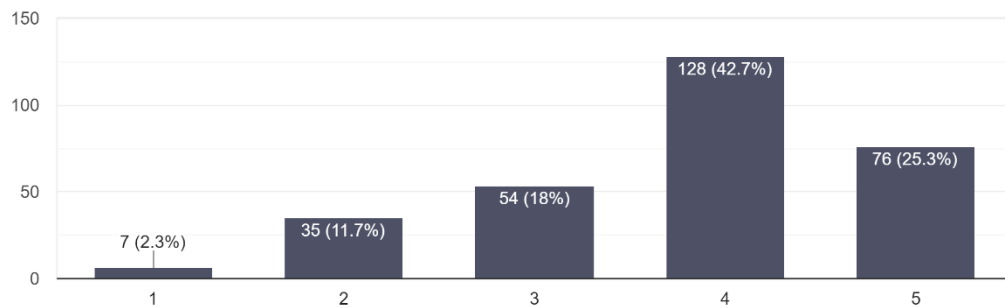
Q2. My inner urge to shop made me would like to purchase more after the lifting of the lock-down

300 responses
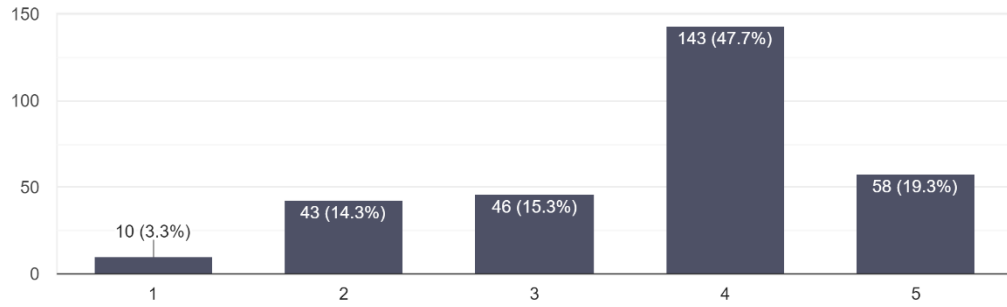
Q3. I decided to purchase my favourite products to satisfy my craving for shopping.

300 responses
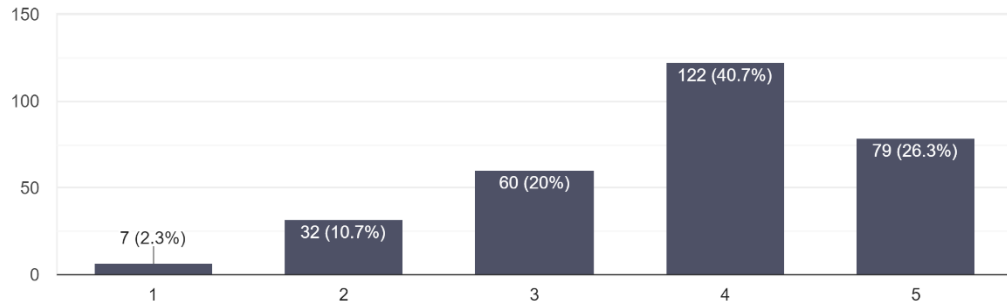
Independent Variable: Herd Consumption

Q1. I would decide to purchase something by following my friends and family recommendations.

300 responses
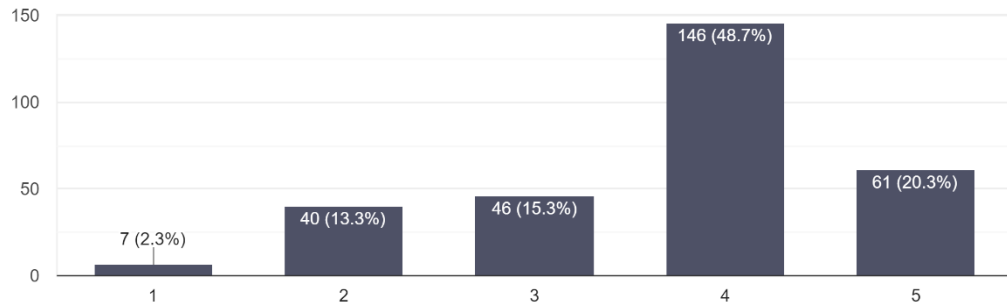
Q2. I would buy something where the sales have risen for a period.

300 responses
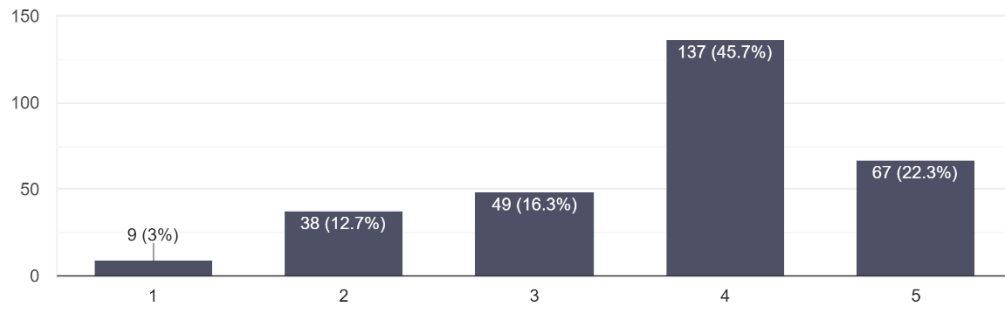
Q3. I would follow other people's revenge consumption at shopping malls after the post-pandemic.

300 responses
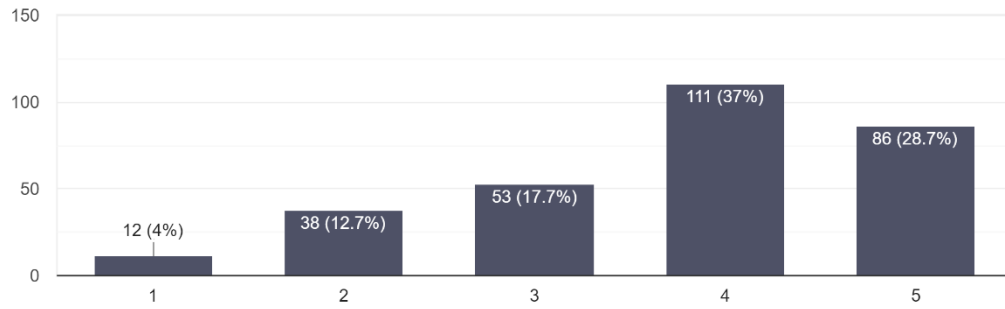
Independent Variable: Added Purchasing Power

Q1. I have a pool of savings because I could not spend as per my heart desire owed to Movement Control Order (MCO) and lockdown.

300 responses

79
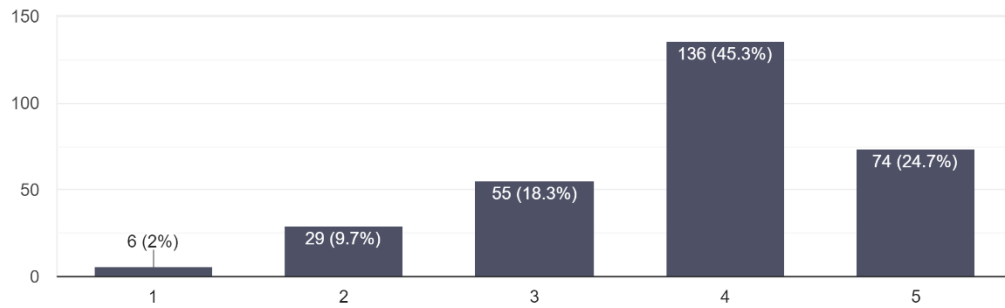
Q2. The inability to shop during lockdown has left me with quite an amount of saved money.
300 responses
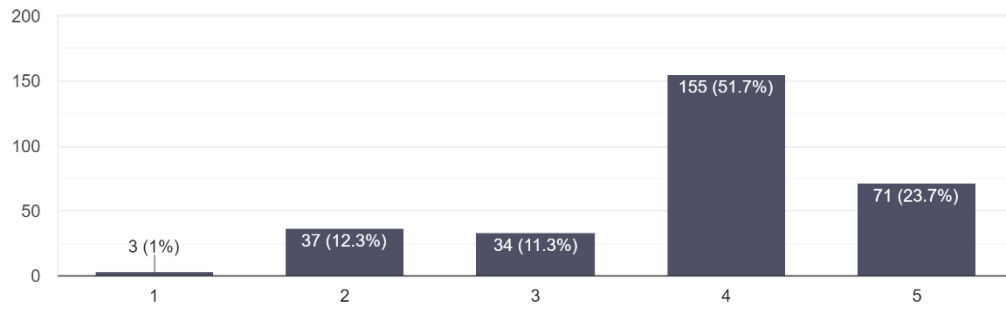
Q3. I have got myself accumulated savings as I didn't get to spend money amid lockdowns.
300 responses
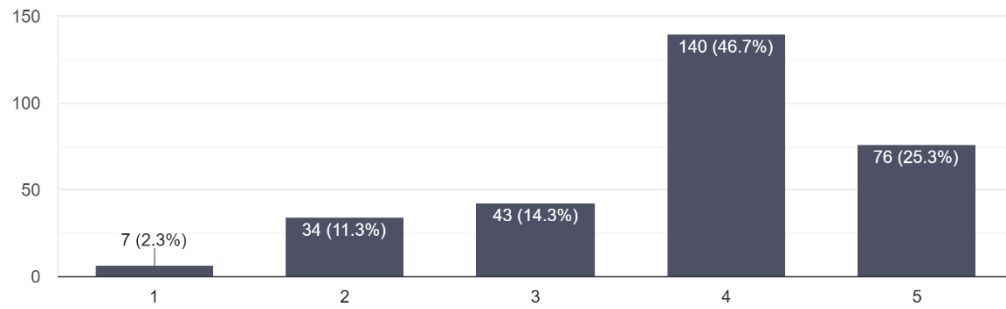
Independent Variable: Social Media Influence

Q1. Social media inspire me to purchase more at the shopping mall.
300 responses
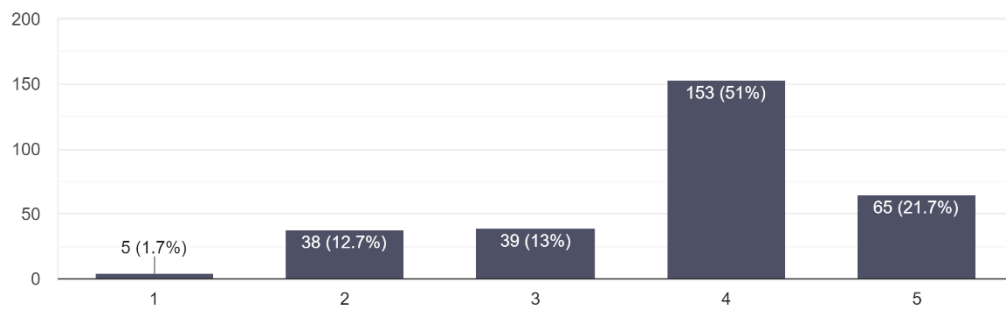
Q2. Sometimes, I feel attracted to purchase something which shared by my contacts on social media.

300 responses
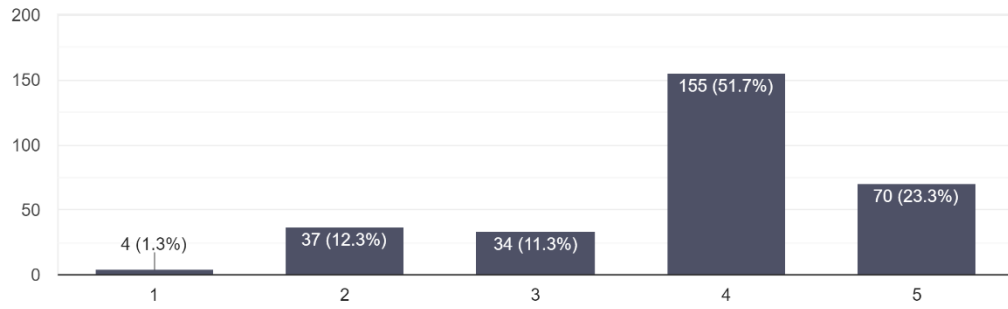
Q3. Attractive marketing and promotional offers motivate me to purchase more than my scheduled purchase social media preferences.

300 responses
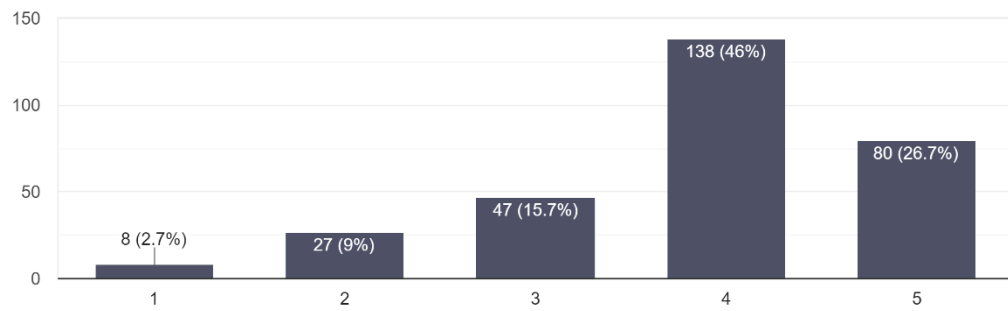
THANK YOU VERY MUCH FOR YOUR CONTRIBUTION

81

Appendix C: SPSS Output

Pilot Test: Reliability Analysis

1. Retaliatory Consumption Behaviour

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.815	.821	3

2. Desire Sensation

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.849	3

3. Herd Consumption

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.813	3

4. Added Purchasing Power

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.823	.827	3

5. Influence of Social Media

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded[a]	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.801	.804	3

Descriptive Analysis: Output of Demographic Profile

1. Gender

Q1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	128	42.7	42.7	42.7
	Male	172	57.3	57.3	100.0
	Total	300	100.0	100.0	

2. Age Group

Q2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 29 years	150	50.0	50.0	50.0
	30 - 39 years	88	29.3	29.3	79.3
	40 - 49 years	30	10.0	10.0	89.3
	Less than 20 years	17	5.7	5.7	95.0
	More than 50 years	15	5.0	5.0	100.0
	Total	300	100.0	100.0	

83

3. Occupation Level

Q3. Occupation level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full-time Employee	177	59.0	59.0	59.0
	Part-time Employee	12	4.0	4.0	63.0
	Retired	7	2.3	2.3	65.3
	Self-employed	21	7.0	7.0	72.3
	Students	78	26.0	26.0	98.3
	Unemployed	5	1.7	1.7	100.0
	Total	300	100.0	100.0	

4. Monthly Income Range

Q4. What is your monthly income range?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM8,000	11	3.7	3.7	3.7
	Below RM1,000	56	18.7	18.7	22.3
	RM1,000 - RM3,999	146	48.7	48.7	71.0
	RM4,000 - RM7,999	87	29.0	29.0	100.0
	Total	300	100.0	100.0	

5. Education Level

Q5. Educational level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	130	43.3	43.3	43.3
	Diploma / A-level	107	35.7	35.7	79.0
	High School	56	18.7	18.7	97.7
	Less than High School	6	2.0	2.0	99.7
	Master's degree	1	.3	.3	100.0
	Total	300	100.0	100.0	

Descriptive Analysis: Output of General Question

1. Do you agree that after the post-COVID 10 or lockdown restriction has changed your spending habits?

Q6. Do you agree that after the post-COVID 19 or lockdown restriction has changed your spending habits?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	25	8.3	8.3	8.3
	Yes	275	91.7	91.7	100.0
	Total	300	100.0	100.0	

2. After lockdown, how often do you engage in shopping activities?

Q7. After lockdown, how often do you engage in shopping activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	162	54.0	54.0	54.0
	Occasionally	100	33.3	33.3	87.3
	Seldom	38	12.7	12.7	100.0
	Total	300	100.0	100.0	

3. After lockdown, how much are you willing to spend on shopping activities?

Q8. After lockdown, how much are you willing to spend on shopping activities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above average amount	43	14.3	14.3	14.3
	Average amount	154	51.3	51.3	65.7
	Fair amount	55	18.3	18.3	84.0
	High amount	1	.3	.3	84.3
	Small amount	47	15.7	15.7	100.0
	Total	300	100.0	100.0	

Descriptive Analysis: Centra Tendencies of Construct Measurement

1. Retaliatory Consumption Behaviour

Item Statistics

	Mean	Std. Deviation	N
Q1. After the lockdown, shopping makes me feel happier and satisfied in the dull and grim time of COVID-19.	3.67	.925	300
Q2. This unprecedented lockdown period has changed my consumption behaviour to spend more and save less.	3.72	.957	300
Q3. I purchase additional products even though I may not need them immediately because I am afraid there will be a bounce-back of lockdown.	3.77	1.160	300

2. Desire Sensation

Item Statistics

	Mean	Std. Deviation	N
Q1. After the post-pandemic and lockdown, I often went to shopping at a physical store to satisfy my revenge consumption desire.	3.77	1.030	300
Q2. My inner urge to shop made me would like to purchase more after the lifting of the lock-down	3.65	1.050	300
Q3. I decided to purchase my favourite products to satisfy my craving for shopping.	3.78	1.027	300

3. Herd Consumption

Item Statistics

	Mean	Std. Deviation	N
Q1. I would decide to purchase something by following my friends and family recommendations.	3.71	1.011	300
Q2. I would buy something where the sales have risen for a period.	3.72	1.042	300
Q3. I would follow other people's revenge consumption at shopping malls after the post-pandemic.	3.74	1.125	300

4. Added Purchasing Power

Item Statistics

	Mean	Std. Deviation	N
Q1. I have a pool of savings because I could not spend as per my heart desire owed to Movement Control Order (MCO) and lockdown.	3.81	.982	300
Q2. The inability to shop during lockdown has left me with quite an amount of saved money.	3.85	.955	300
Q3. I have got myself accumulated savings as I didnâ€™t get to spend money amid lockdowns.	3.81	1.014	300

5. Influence of Social Media

Item Statistics

	Mean	Std. Deviation	N
Q1. Social media inspire me to purchase more at the shopping mall.	3.78	.980	300
Q2. Sometimes, I feel attracted to purchase something which shared by my contacts on social media.	3.83	.967	300
Q3. Attractive marketing and promotional offers motivate me to purchase more than my scheduled purchase social media preferences.	3.85	1.002	300

Reliability Test:

1. Retaliatory Consumption Behaviour

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.904	.911	3

2. Desire Sensation

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.922	.922	3

3. Herd Consumption

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.915	3

4. Added Purchasing Power

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.935	.936	3

5. Influence of Social Media

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded[a]	0	.0
	Total	300	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.925	.926	3

Inferential Analysis: Multiple Regression Model

1. Model Summary Table

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.906[a]	.821	.819	.39793	.821	338.198	4	295	.000

a. Predictors: (Constant), MEAN_IV_4, MEAN_IV_3, MEAN_IV_2, MEAN_IV_1

2. ANOVA Table

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	214.213	4	53.553	338.198	.000[b]
	Residual	46.713	295	.158		
	Total	260.926	299			

a. Dependent Variable: MEAN_DV

b. Predictors: (Constant), MEAN_IV_4, MEAN_IV_3, MEAN_IV_2, MEAN_IV_1

3. Coefficients Table

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.342	.102		3.354	.001		
	MEAN_IV_1	.455	.066	.469	6.902	.000	.131	7.620
	MEAN_IV_2	.352	.063	.369	5.596	.000	.140	7.165
	MEAN_IV_3	-.043	.056	-.043	-.771	.441	.198	5.052
	MEAN_IV_4	.140	.058	.138	2.434	.016	.190	5.260

a. Dependent Variable: MEAN_DV