

**SITUATIONAL FACTORS THAT INFLUENCE
IMPULSE BUYING BEHAVIOUR AMONG LOCAL
AND INTERNATIONAL CONSUMERS**

BY

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PREFACE

The major function of retailers besides selling is to discover how consumers behave and determine their decision-making styles. Through understanding their decision-making styles, retailers can better meet the growing demands of consumers. Beside focus on capturing consumers rational purchases, retailers must know what could prompt consumers to have a rapid decision-making for the ownership of a product or services in the form of impulsive buying. In today's competitive business environment, understanding consumers behaviour is the key to business growth. Other than retailers, consumers can also benefit from the findings of this research as they can be aware and conscious of the factors that affect their impulse buying behaviour.

Impulse buying is one of the primary considerations for marketing activities due to its complexity. Reasons for impulse buying may include individual factors such as shopping enjoyment and situational factors such as circumstances consumers may face during shopping. For instance, time availability of a consumer. Recent research has suggested that consumers may be motivated to engage in impulse buying activities are to allow themselves to change the pace of life or to relieve their boredom through sensory and cognitive stimulation.

Hence, this study aims to determine whether four situational factors such as store environment, store employees' assistance, money availability and time availability would impact impulse buying behaviour among local and international consumers who are situated in Malaysia.

ABSTRACT

This study was carried out to explore the influence of situational factors on impulse behaviour among local and international consumers situated in Malaysia. The researcher examined four factors that affect impulse buying behaviour. Factors included Store Environment, Store Employees Assistance, Money Availability and Time Availability. Stimulus-Organism-Response Model developed by Mehrabian and Russell (1974) was used to explain the independent variables and dependent variable. This study has adopted quantitative research method and convenience sampling method. The target population are local and international consumers situated in Malaysia. Primary data was collected through the distribution of 160 copies of self-administered questionnaires and it was then being analysed using SPSS.

The questions and scales in the questionnaire were considered to be reliable as all Cronbach's Alpha value are above 0.7. Data analysis methods that were being performed in this research include descriptive analysis, reliability test, multiple regression analysis and independent T-test. Based on the results of multiple regression analysis, it indicated that both Store Environment and Time Availability have significant relationship with impulse buying behaviour while there is no significant relationship between Store Employees Assistance and Money Availability towards impulse buying behaviour. Also, according to the results of independent T-Test, it showed that there is no significant difference in impulse buying behaviour among Malaysian and Non-Malaysian.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In this study, the researcher intends to find out how situational factors like Store Environment, Store Employees' Assistance, Money Availability and Time Availability will affect impulse buying behaviour among local and international consumers. By analysing the responses from respondents, the researcher will be able to understand how situational factors will influence consumers impulse buying behaviour

The rapid development of the retail industry has significantly impacted both consumers and retailers. Consumers benefited in the form of having more choices when choosing goods and services while retailers have become more competitive in order to outperform their competitors. Consumers buying behaviour has changed and impulsive buying patterns in hypermarkets and supermarket is growing gradually (Nandha, Adriani, & Edriani, 2017). Managers should know what are the determinants that influence consumers impulse purchase behaviour, hence come up with strategies that can satisfy customers' needs and take advantage when opportunities arise.

In today's competitive environment, understanding consumers' behaviour is the key to business growth. As competition in retail scene continue to grow, retailers had used several tactics to lure consumers to make purchases by showcasing attractive store display, unique packaging designs and promotional strategies. Such efforts are targeted not only to secure consumer rational purchases, but also to trigger rapid buying decision in the form of impulsive purchasing. Impulsive buying is described as on-the-spot buying decision making and it is considered as

an important facilitator in steering retail revenue. The significance of impulse buying is not a recent phenomenon. It can be evidenced back in 20 years ago when an estimated of \$4 billion was being spent in an impulsive manner in 1997 alone (Badgaiyan & Verma, 2015).

1.1 Research Background

The definition of impulse buying has evolved over time. Firstly, Rook (1987) defined impulse buying as a person who has a strong urge to buy something immediately. After decades of research in impulse buying, the definition has evolved. Rook & Gardner (1993) defined impulse buying as an unplanned buying behaviour in which it involves quick decision-making and the feeling of immediate possession of a product. According to Beatty & Ferrell (1998), impulse buying is an immediate and sudden purchase with no initial intention of buying a specific product.

Han, Morgan, Kotsiopulo, & Kang-Park (1991) has improved Stern (1962) classification of impulse buying mix in the context of fashion products. Four types of impulse buying were then developed, namely planned impulse buying, reminded impulse buying, suggestion or fashion-oriented impulse buying and pure impulse buying. First, planned impulse buying is described when consumers have planned to buy, but specific product is still not decided yet. They will be further determined or considered in the presence of different sales promotions in the store. Reminder impulse buying takes place when consumers are reminded of the need of the product in a shop. Pure impulse buying is described as a form of escape in which a buyer breaks the norm of his or her usual shopping (Bhakat & Muruganatham, 2013).

In the past 40 years, research has shown that impulse buying practice has existed across numerous consumer markets. According to O'Brien (2018), a survey was conducted based on 2000 consumers and it was found that an average U.S. consumer make three impulse purchases a week, amounted to \$450 a month and \$5,400 per year. An estimated of 62% in supermarkets sales and an estimated of 80% luxury goods sales were associated with impulsive purchase (Badgaiyan & Verma, 2015). Additionally, research by Coca Cola has also shown that impulsive buying accounts for more than 50% of all grocery purchases (Amos, Holmes, & Keneson, 2014).

1.2 Problem statement

Previous studies that assess the role of situational factors in impacting impulse buying behaviour had been conducted in only one country at a time. For instance, Bangladesh (Tinne, 2011), United States (Chang, Yan, & Eckman, 2014), India (Badgaiyan & Verma, 2015), and Indonesia (Nandha, Adriani, & Edriani, 2017). The study on the effect of situational factors towards impulse buying behaviour in Malaysia had only been carried out once (Foroughi, Buang, & Sherilou, 2012). However, it is observed that no research had been carried out in comparing Malaysian and other nationals in the context of how situational factors impacts consumers impulse buying behaviour. Hence, this research aims to find out whether situational factors will impact impulse buying behaviour among local and international consumers that are situated in Malaysia. Also, this study sought to examine whether there is any differences on impulse buying behaviour between local and international consumers that are situated in Malaysia.

Besides, this study sought to combined both in-store factors such as store environment and store employees' assistance and personal factors such as money and time availability in an effort to see its impact on impulse buying behaviour.

In-store factors are linked to creating an urge to buy, thus leading to impulse purchase as a result of the store physical characteristics. However, not all urge to buy would result in actual impulsive purchase (Trandafilović, Pašić, & Perunović, 2013). Hence, this research aims to combined personal factors such as money and time availability together with two in-store factors to find out how four of these situational factors would affect consumer impulse buying behaviour, as it is anticipated that situational factors related to a person and related to the store would affects his or her impulsive behaviour.

1.3 Research Objectives

1.3.1 General Objectives

A study on how situational factors store environment, store employees' assistance, time availability and money availability will influence impulse buying behaviour among local and international consumers.

1.3.2 Specific Objectives

- To examine the influence of store environment towards impulse buying behaviour.
- To examine the influence of store employees' assistance towards impulse buying behaviour.

- To examine the influence of money availability towards impulse buying behaviour.
- To examine the influence of time availability towards impulse buying behaviour.
- To examine the differences of impulse buying behaviour among local and international consumers.

1.4 Research Questions

1. Does store environment play a significant role in affecting impulse buying behaviour among local and international consumers?
2. Does store employees' assistance play a significant role in affecting impulse buying behaviour among local and international consumers?
3. Does money availability play a significant role in affecting impulse buying behaviour among local and international consumers?
4. Does time availability play a significant role in affecting impulse buying behaviour among local and international consumers?
5. Is there any difference in impulse buying behaviour between local and international consumers?

1.5 Hypothesis of the Study

In this study, four hypotheses are developed as below:

Hypothesis 1: There is a significant relationship between store environment and impulse buying behaviour.

Hypothesis 2: There is a significant relationship between store environment and impulse buying behaviour.

Hypothesis 3: There is a significant relationship between store environment and impulse buying behaviour.

Hypothesis 4: There is a significant relationship between store environment and impulse buying behaviour.

Hypothesis 5: There is a significant difference in impulse buying behaviour between local and international consumers.

1.6 Research Significance

According to Murugiah (2019), based on the first quarter projections of retail sales, Retail Group Malaysia estimates a 4.5% growth rate in retail sales for 2019, amounted to RM108.3 billion. After the industry has exceeded the expected performance in the first quarter, Retail Group Malaysia has raised its forecast for the country's 2019 retail sales growth to 4.9% from 4.5%. The retail industry employs a large number of people and consumers spending on retail goods drives much of our economy. Retailing has become an intrinsic part of our lives as it plays an important role by making it possible for customers to have access to a

broad variety of products and services and bringing the ready to-be-consumed goods to our doorstep.

An increase in the forecast of the Malaysian retail market annual growth rate means there are huge prospects available for firms operating in Malaysia retail sector. According to Foroughi, Buang, Senik, & Hajmisadeghi (2013), impulse purchases have contributed to a significant portion of sales and it is assured that impulse buying is significant and vital to the retail industry.

The fact that most of the situational factors can be controlled and adjusted by retailers, it is worthy to examine whether various situational factors such as store environment, store employees' assistance, time availability and money availability can invoke consumers' impulsive buying behaviour. This study can serve as a reference for marketing practitioners to understand consumer's impulsiveness and come up with more accurate strategies that enable them to better manage and encourage customers purchase intentions. Understanding impulse buying behaviour will present ample of opportunities for marketers as every aspect of a product from the packaging design to how the product is displayed in the store has an impact on consumer's impulse control. This study can contribute to retailers to enhance customers' shopping experience through gathering opinions about various store environmental characteristics. Such information could help business owners to construct environment that encourage consumers to buy goods in a store. Other than retailers, consumers can benefit from the findings of this research as they will be more aware and conscious of the factors affecting their own impulse buying behaviour.

1.7 Conclusion

Overall, this chapter provides an introduction and overview of this research. It gives an idea of what this research is all about.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

In this chapter, relevant past literature on all variables will be reviewed. Besides, review of theoretical models which served as the foundation to develop the proposed research framework will also be discussed. A conceptual framework based on the research objectives is formed and hypotheses will also be explained.

2.1 Review of Literature

2.1.1 Store environment

Store environment is defined as an effort to design retail store atmosphere that can produce or trigger specific emotional effects in consumers that enhance their purchase probability (Chang, Yan, & Eckman, 2014). Specific retail settings will influence shoppers in-store responses and decision making because of their adoptive nature of expectations, preferences and behaviour. A store's environment will influence consumers' attitude and impression toward a particular store. This is because store atmosphere plays the facilitator role in creating feelings or urge for consumers to shop in a store. (Paakkari, 2016) believes that a store's environment will serve as an internal stimulant for shoppers thus bringing significant value to them as it is where customers normally make

thoughtful decisions. According to Attri & Jain (2018), pleasant store atmosphere and displays are the reasons behind women go to shopping.

Store environment comprised of elements such as music, lighting, temperature, placement of merchandise, store design and layout. Additionally, Stern (1962) stated that showcasing merchandize beautifully and attractive display of products are very effective on impulse buying. Also, store environment comprised of social factors such as the salespersons' assistance and their effectiveness. When comes to defining the success of a store, employees in a store cannot be ignored as they can influence consumers' purchasing decisions and emotions by providing recommendations and hospitality (Nandha, Adriani, & Edriani, 2017). Besides, the main difference in consumer's perception towards a business environment will depend on the experience of environmental factors (Robin, Valencia, & Astorga, 2013).

Understanding the insights of how situational factors are associated with impulsive buying behaviour will be extremely useful for retailers considering the fact that situational factors such as store layout and in-store music and lighting can be controlled or changed by retailers (Mowlaie & Aminosharieh, 2017). According to Khorrami, Esfidani, & Delavari (2015), a store's environment can induce consumer's impulse buying behaviour through stimulating their emotional responses of the customers in the form of excitement and pleasure. Such emotional responses will then increase consumers' probability in unplanned buying. Hence, shoppers will do more shopping in a store when they feel relaxed and satisfied with the store environment.

2.1.2 Store employees' assistance

In this context, employee assistance is referring to the presence and helpfulness of store employees in assisting shoppers during their buying process. Factors such as employee friendliness will have direct impact on influencing consumers' impulse buying behaviour. According to Mohan, Sivakumaran, & Sharma (2013), a salesperson's actions and behaviours play a role in influencing customers' satisfaction with him or her. A well-trained store employee can help decrease shoppers' frustration by assisting them during their buying process and activate their impulse buying tendency. Store salespersons can fuel and facilitate the impulse purchase process by providing product information, solution and solving related customers' queries (Badgaiyan & Verma, 2015).

Well-behaved store personnel can serve as a remarkable service to shoppers that enter the shop. Interactions between consumers and store employees is vital in retail setting. According to Puccinelli, et al. (2009), the interpersonal nature of interaction between consumers and store personnel is key to customer satisfaction in retail shopping as consumers develop trusts when they perceive employees listen to them. Store employees must be trained in order to possess effective listening that requires active sensing, interpreting and responding in which enable them to relate more to consumer's needs or requirements. Besides, praise from salesperson and friends during shopping process may increase the chances of making impulse purchases (Bhakat & Muruganatham, 2013). Store employees' positive influence on consumers' mood will lead to them in making impulsive purchases (Pornpitakpan, Yuan, & Han, 2017). Meanwhile, store managers can reduce store crowding negative effects by training their employees to be more friendly during busy hour. Attitude of the store personnel plays a big role in contributing to consumers making impulsive purchases because most consumers' buying decisions are

heavily influenced by the store situation stimulus and the salesperson inside (Wu & Lee, 2016).

2.1.3 Money availability

Money availability can be described as the consumers' capabilities in terms of financial resources (Nandha, Adriani, & Edriani, 2017). According to Nor, Ruzita, Che Aniza, & Syed (2014), credit card availability has a positive relationship with impulse buying behaviour. Also, past studies have shown that income has significant effect on impulsive buying behaviour in Pakistan (Awan & Abbas, 2015). Consumers decision in whether to purchase a certain brand of products is influenced by their financial capabilities. People's positive emotions are often associated with money, career or social status and those who have enough money with them are prone to happiness (Chang, Yan, & Eckman, 2014). Money availability plays a vital role since it can increase the buying power of a consumer. According to Badgaiyan & Verma, (2015), availability of money will increase the chances of a person in making impulsive purchases. Moreover, according to Aruna & Santhi (2015), individuals with better financial capabilities tends to have stronger urges to buy and actually did spend more in buying goods during unanticipated buying situations.

Consumers may feel aroused when they have extra money to spend during shopping and this will put them in positive emotional states (Huang & Hsieh, 2011). In addition, a customer's shopping pattern can be changed if he or she has more money in a particular shopping trip. In short, money availability will positively affect consumers' emotional responses towards retail store environment thus making impulse purchases as consumers with

high money availability tend to feel more jovial and react more positively towards store environment.

2.1.4 Time availability

Time availability is one of the most significant factors in the buying process. Specifically, impulse buying process. The main source which the customers spend while shopping is time (Punj, 2012). Time pressure will restrict consumers' attention towards the elements of the store (Graa, Dani-Elkebir, & Bensaid, 2014). Lack of time will decrease the tendency of consumers in making impulse purchases. Moreover, those with more time for shopping will have more opportunity to shop within the store and it is possible they will buy more goods than their initial planning. In other words, time availability will positively affect impulse buying behaviour. In short, the longer the consumer stays in the store, the greater the chances of him or her in making impulsive purchase. On the other hand, in contrast, some researchers suggest that impulsive purchase takes place in the first five minutes of shopping. As time passes, the probability of making impulsive purchase decreases (Graa, Dani-Elkebir, & Bensaid, 2014).

Furthermore, consumers who are in a rush may encounter purchase risk and feel more pressured under limited time condition. Usually, these consumers focus on what product to buy and where to buy them. In contrast, shoppers who have ample of time to shop will experience less pressure on choosing products while enabling them to pay more visual attention towards the details in a store (Chang, Yan, & Eckman, 2014). In addition, according to Husnain, Rehman, Fauzia, & Akhtar (2018), the person that stays longer in the store tends to purchase more goods than those who are quick to buy.

Besides, situational factors like time availability also influences generation Y's impulse buying behaviour. Consumers' time availability is an important segmentation variable in the fast-food markets. In general, task-oriented consumers who does routine shopping will try to complete their shopping in a pre-determined time. This type of consumers has high impulse buying tendency specifically during the time when they are queueing to make payment. This is because these consumers simply just want to get things done quickly during checkout (Chaturvedi, 2015).

2.1.5 Impulse Buying Behaviour

Impulse buying is defined as someone who has a sudden and hedonic purchase behaviour in which these impulse decisions hinders them from making thoughtful considerations of other alternatives (Sharma, Sivakumaran, & Marshall, 2010). Shoppers engaged in impulsive buying are less likely to think of the repercussion before their purchase. According to Harmancioglu, Finney, & Joseph (2009), at the first glance, impulse buying may seem to be simple, but it happens to be a complicated and multidimensional concept. Consumers do not consider impulse buying as wrong, instead, the consumers convey favourable evaluations to their behaviour (Pandya & Pandya, 2018). According to Parsad, Prashar, & Sahay (2017), impulsive consumers highly focuses on the immediate satisfaction of his or her emotional needs rather than the functional needs.

According to Jones, Reynolds, Weun, & Beatty (2003), the three characteristics that distinguishes impulse buying from other purchase behaviours are spontaneous, unintended and being unreflective. Spontaneous purchase decision refers to an immediate purchase whereby the interval time between seeing and buying the product is very short (Lee

& Kacen, 2002). Besides, unintended purchase is defined when consumers who are not actively looking for a product but buys it eventually. Additionally, unreflective purchase refers to a situation whereby consumers neglect to evaluate the product and think of its long-term effects.

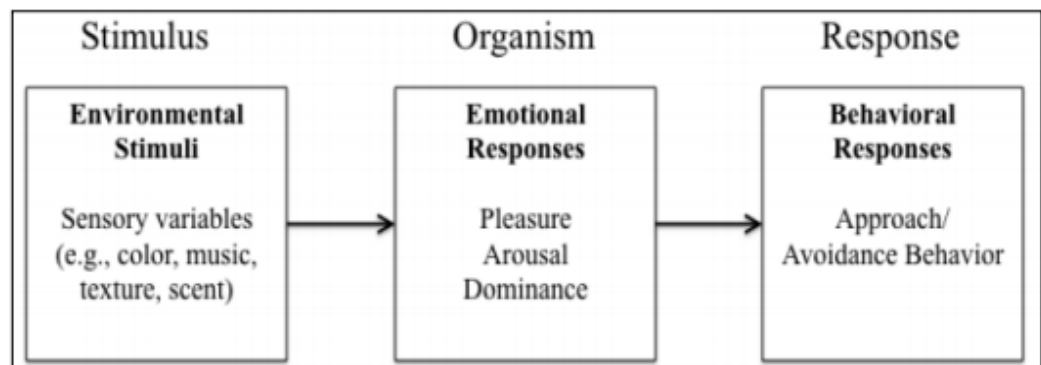
Consumer's involvement with products may vary during impulse buying as compared to general buying process. Impulse buying with no advance planning is a form of low-involvement decision making process. Also, the growth in self-service and innovative display of products has induced shoppers to do more impulsive purchases. Impulse buying is originated from to consumer's traits of impulsiveness, lack of self-control, individual optimum stimulation level and shopping pleasure. According to Bhakat & Muruganatham (2013), Indian shoppers are indulged in shopping because of its entertainment value as they seek more emotional value from shopping, instead of its functional value. Impulse buying can take place as an attempt to improve an individual mood due to depression (Sneath, Lacey, & Kennett-Hensel, 2009). Verplanken & Herabadi (2001), confirmed this statement when they found similar results in their studies and stated that impulse buying is a form of escape from negative psychological perceptions such as feelings or moods.

2.2 Review of Relevant Theoretical Models

2.2.1 Stimulus-Organism-Response Model

This research was based on the model developed by Mehrabian and Russell (1974) which is the S-O-R model. This model was formed to study how store environment and store atmospheric factors can influence consumers' shopping behaviour. According to this model, environmental sensory stimuli (Stimulus) such as colour, music and scent will influence an individual emotional response (Organism) in which induces him or her to approach or avoid the environment (Response).

Figure 2.1: S-O-R Model



Source: Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge, Mass: MIT Press.

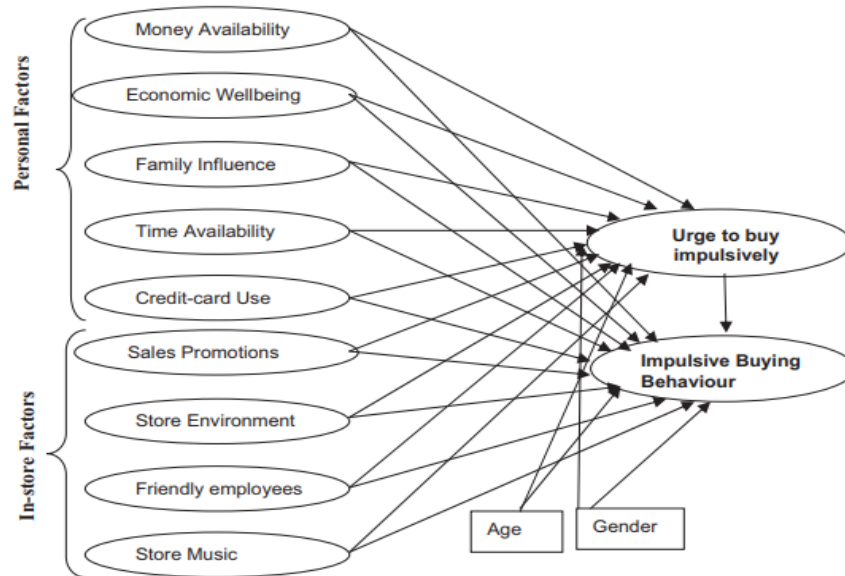
Mehrabian and Russell (1974) argues that consumers will have three emotional responses which are pleasure, arousal and dominance when comes in contact with physical and social environments. Pleasure refers to when a person feels happy, joy and contented in a situation. Arousal refers to someone who feels stimulated and excited in a situation. Meanwhile, dominance refers to a person feels in control of, or free to act in a

circumstance. Pleasure and arousal are adequate to influence someone's emotional responses in a big scope of environment.

Besides, consumer's emotional responses to store environment will influence his or her impulse buying behaviour in the store. Past study from Sherman, Mathur & Smith (1997) confirmed that a person who feels happy and satisfied with the environment tends to shop longer in a store, buy more goods and spend more money.

Additionally, the two types of consumers' behavioural responses are approach and avoidance. Approach behaviour refers to consumer's positive reactions in a situation while avoidance behaviour refers to their negative responses. Individual with different personal factors will respond differently to the same environment. Individual with approach behaviour prefers environment with high level of stimulation whereby they indulge in crowded and bright-coloured space. Meanwhile, a person with an avoidance behaviour seek for the opposite as they dislike crowded and noisy environment.

Figure 2.2: Theoretical Framework



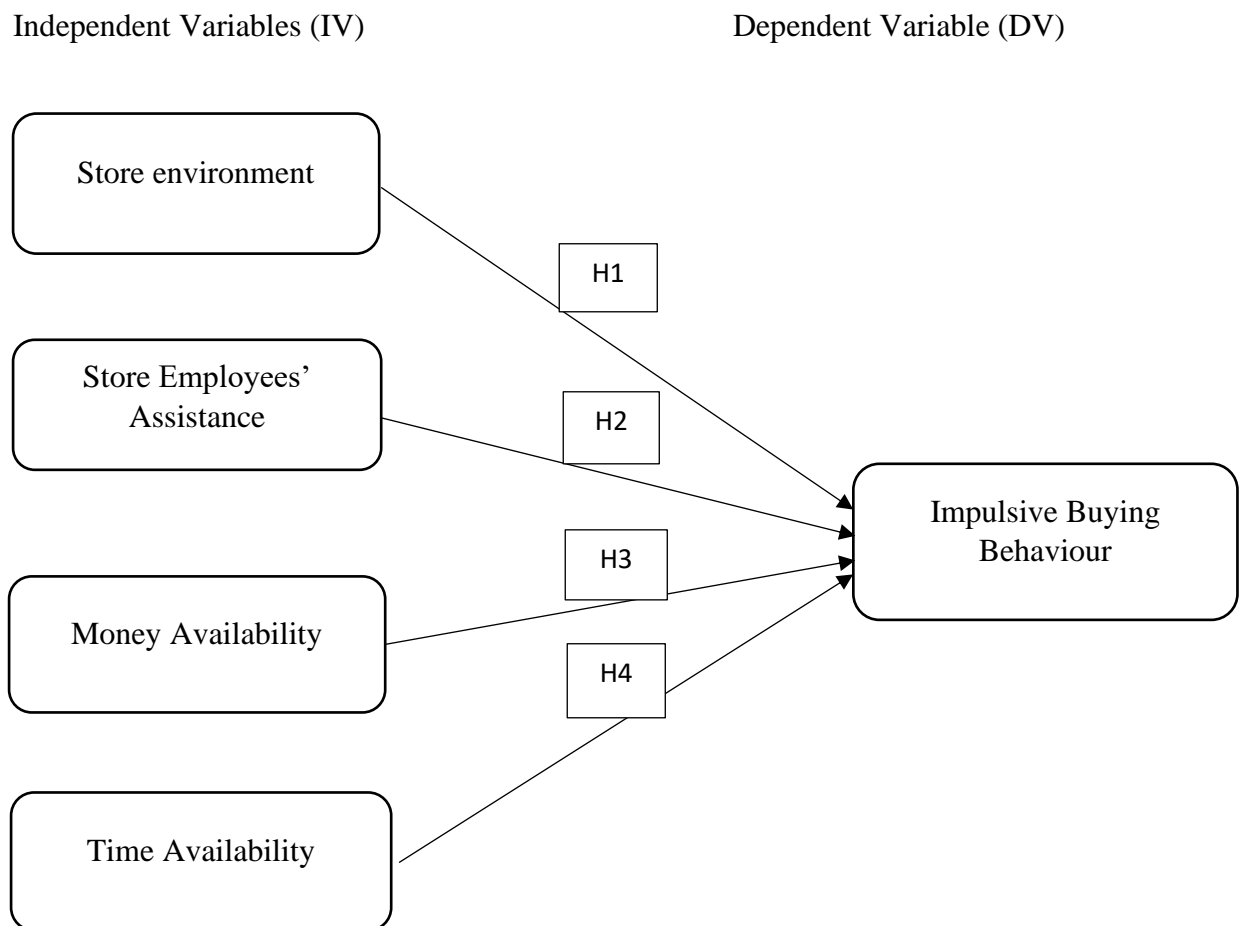
Source: Badgaiyan & Verma (2015) Investigating does urge to buy impulsively differ from impulsive buying behaviour? Assessing the impact of situational factors.

Badgaiyan & Verma (2015) had conducted a study to find out how situational factors impact consumers impulse buying behaviour and their urge to buy impulsively in India. While two independent variables which are store environment and store employees' assistance come about in accordance to the S-O-R model, another two personal factors which are money availability and time availability are adopted based on this model developed by Badgaiyan & Verma (2015).

2.3 Conceptual Framework

Based on the research objectives and research questions, conceptual framework is developed. It displays both the dependent variable and independent variables. Figure 2.3 is the conceptual framework that emphasize on the four variables that affect impulsive buying behaviour among local and international consumers. The four independent variables are store environment, store employees' assistance, time availability and money availability while the dependent variable is the impulse buying behaviour among local and international consumers.

Figure 2.3: Conceptual Framework



Source: Developed for research

2.4 Hypotheses Development

2.4.1 Store Environment and Impulse Buying Behaviour

Past studies have analysed the effects of display and stated that eye-catching display can influence sales remarkably (Parsad, Prashar, & Sahay, 2017). According to Hultén & Vanyushyn (2011), in-store displays can directly influence on shoppers' impulsive purchase behaviour. The influence of in-store displays on consumers' impulse buying behaviour is a universal phenomenon. A store's background music is one of the most important elements that affects shoppers' tendency to connect in the interactions between the buyer and seller. Calm and soothing music relaxes shoppers and it enhances arousal thus increases consumers shopping experience (Morrison, Gan, Dubelaar, & Oppewal, 2011). A store's ambience can create positive emotion among shoppers and this can eventually enhance consumers' moods and fulfil their hedonic desire in which can result in impulse buying (Chang, Yan, & Eckman, 2014).

Consumers' impulse purchases can be influenced by the environment stimuli or can be encouraged by the visual confrontation with the products (Stern, 1962; Rook, 1987; Mohan et al., 2013). According to Xu (2007), store environment can influence consumers' emotional state and it will result in impulsive buying eventually. Mihic & Kursan (2010) study results showed that the store environment factors can escalate consumers impulsive purchase behaviour. Shoppers' urge to buy impulsively can be stimulated since store environment can impact their feelings of arousal and pleasure (Graa, Dani-Elkebir, & Bensaid, 2014). Thus, it is believed that store environment can impact impulse buying behaviour. Hence, the following hypothesis can be developed:

H₁ : There is a significant relationship between store environment and impulse buying behaviour

2.4.2 Store Employees' Assistance and Impulse Buying Behaviour

Persuasive, convincing and friendly salesperson will influence shoppers in making impulsive purchase has been highlighted in many research outcomes (Crawford & Melewar, 2003; Parboteeah, 2005; Tendai & Crispen, 2009). Besides, friendly store employees can help to stimulate shoppers in making impulsive purchases by providing different alternatives and attend to customers enquiry (Virvilaite, Saladiene, & Bagdonaite, 2009). According to Badgaiyan & Verma (2015), knowledgeable staff can reduce consumers' frustration by providing information about products and giving useful support during the buying process. Social interactions between store employees and consumers are believed to be one of the most influential components in the retail environment. Consumers will feel reassured and composed when the store employee was perceived as trustworthy and has similar tastes as him or her (Chang, Yan, & Eckman, 2014). Therefore, based on past research evidence, it can be said that well-behaved store employees can influence consumers to buy impulsively through persuasive and meaningful conversation. Therefore, the following hypothesis is developed:

H₂: There is a significant relationship between store employees' assistance and impulse buying behaviour

2.4.3 Money Availability and Impulse Buying Behaviour

Money availability plays an important role in facilitating consumers in making impulsive buying process and it also affects consumers' purchasing power (Foroughi, Buang, & Sherilou, 2012). Higher money availability of an individual will mean he or she has more capability in buying activities and has more opportunity to do in-store browsing. It is expected that money availability will increase the chances of an individual making impulsive purchase and indulge in the process (Badgaiyan & Verma, 2015). According to Srivastava & Kumar (2007), consumers who have more money on hand will tend to feel more happy and optimistic. Similarly, Chang, Yan & Eckman (2014) found that consumers with high money availability tend to experience positive emotions and react more positively to store environment thus making impulsive purchases. Hence, the following hypothesis is proposed:

H₃: There is a significant relationship between money availability and impulse buying behaviour

2.4.4 Time Availability and Impulse Buying Behaviour

A statement of which the chances of an individual making an impulsive purchase increases with his or her time spent in the store has been highlighted in many research (Mesiranta, 2009; Foroughi et al., 2012). Consumers who have no time constraint in shopping would experience less pressure on selecting their products and they will pay more attention to the store environment visually (Chang, Yan, & Eckman, 2014). Besides, Beatty & Ferrell (1998) concluded that the available time of a consumer has for

shopping will determine whether he or she will make an impulsive purchase or not. Also, given the strong correlation of time availability on in-store browsing, Beatty & Ferrell (1998) believe that salesperson in the store must attempt to affect the time that shoppers think they have in the store by making shopping process more efficient such as helping them to find their items more quickly. However, time availability has no effect on impulsive buying was reported in two studies (Maymand & Ahmadinejad, 2011; Pattipeilohy & Rofiaty, 2013). In contrast, Foroughi et al. (2012) found that time availability will results in positive mood in which can stimulate consumers' urge to buy impulsively. Hence, the following hypothesis is proposed:

H₄: There is a significant relationship between time availability and impulse buying behaviour

2.4.5 Local and international consumers impulse buying behaviour

According to Foroughi et al. (2012), it is found that situational factors such as money availability has positive influence on shoppers in making impulsive purchase in Malaysia. Consumers feel they can afford to spend money due to easy credit lines and accessible to discounts through the use of credit cards. Also in their studies, it is found that time availability will positively influence Malaysian consumers' mood, hence increasing their likelihood in making impulsive purchases.

H₅: There is a significant difference in impulse buying behaviour between local and international consumers.

2.5 Conclusion

Relevant past studies and literature has been reviewed in this chapter. A conceptual framework is formed together with the discussion of hypotheses.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter focuses on the methodologies adopted to test the theoretical framework and hypotheses formed. The researcher will discuss the research design, data collection method, sampling design, research instrument and construct measurement. Besides, it includes how data collected from respondents are processed, measured and analysed following proper research procedures.

3.1 Research Design

Research design is a crucial plan in collecting, measuring and analysing data based on research questions identified in a specific study (Sekaran & Bougie, 2013). Research design is the strategy used to ensure the data collected can address the research problem in an effective and practical manner (De Vaus, 2001).

3.1.1 Quantitative Research

Quantitative research method is commonly used to generate results from a large sample size of respondents. This research has adopted quantitative research method to do numerical analysis of the collected data through the

use of statistical method. In this research, pre-designed questionnaires were used to interpret and analyse the data collected from the respondents.

3.1.2 Descriptive Research

Descriptive research is a type of research used to describe a situation of phenomenon. It is used to answer the who, what, where and how questions of the research question or problem. In this study, descriptive research method is used to evaluate the situational factors that influence impulse buying behaviour among local and international consumers.

3.1.3 Causal Research

Causal research is conducted to find out the extent and nature of the relationships between cause and effect. In this research, causal research is used to determine whether the independent variables would influence the local and international consumers impulse buying behaviour.

3.2 Data Collection Method

In this research, only primary data were collected by distributing questionnaires to the target audience.

3.2.1 Primary Data

In this study, primary data was collected by distributing 160 copies of self-administered questionnaires to the target audience. The data collected are first-hand data in which it does not have any prior record. The results were collected through the online Google Forms which it is easily accessible through the use of mobile devices.

3.3 Sampling Design

The sampling design will define the target population, sampling frame, sampling frame, sampling location, sampling technique, sampling elements and sampling size needed for the research.

3.3.1 Target Population

According to Malhotra & Peterson (2006), population refers to the accumulation of object or individual who has the relevance information needed by the researcher in carrying out their research. Since the research topic is about impulse buying behaviour among local and international consumers, the target population for this research will be Malaysian consumers and foreign consumers who are situated in Kuala Lumpur, Malaysia.

3.3.2 Sampling Location

The sampling location for this research is in Kuala Lumpur. Kuala Lumpur is chosen because of its recent notable phenomenon in which it witnessed an increase of foreign residents situated in this state. Besides, Non-Malaysian consumers data were specifically collected at Mont' Kiara. According to (Chan, 2019), Mont' Kiara is the home to a big community of expatriates which comprised of more than 30 countries.

3.3.3 Sampling Elements

The sampling elements of this research includes local and foreign consumers who stay in Kuala Lumpur. In this research, the respondents consist of university students, public and private sector individuals who have past experience in impulse buying. Questionnaire were distributed to individual with different demographic profiles so that a more reliable, valid and unbiased data can be obtained.

3.3.4 Sampling Technique

In this research, non-probability sampling technique is applied. The researcher has adopted convenience sampling method. This method is adopted because it is convenient, time-saving and low cost (Elfil & Negida, 2017). However, the sample selected can be biased as the researchers approach some respondents and avoided some unintentionally (Lucas, 2014).

3.3.5 Sampling Size

According to Roscoe (1975), an appropriate sample size for a study is ranged from 30 to 500. According to Green (1991) rule of thumb, $N > 50 + 8m$ whereby m equals to the number of independent variables, it is found that the number of respondents required will be 82. However, in order to obtain a more generalized and accurate results, the researcher increased the sample size to 160 respondents. Hence, 160 copies of questionnaire were distributed. Prior to the formal survey, a pilot test with 30 copies of questionnaires was being conducted.

3.4 Research Instrument

Instruments such as self-administered questionnaire, pilot test and construct measurement must be included in order to achieve the research objectives. For this research, questionnaire is used to gather data from the target respondents.

Questionnaire is used because it is fast and inexpensive in gathering quantitative data from a large group of audience. Besides, the questionnaires were also being distributed through online form so that respondents will have time to read and respond to the questions.

3.4.1 Questionnaire Design

Questionnaire can be defined as a series of questions formulated for the purpose of gathering important information from respondents. A set of self-

administered questionnaires is formulated to study how the impact of store environment employee assistance, time availability and money availability will influence the impulse buying behaviour among local and international consumers. The questionnaire used in this study is written in simple English as English is the international language for communication.

Generally, the questionnaire consists of three sections including Section A, Section B and Section C. All multiple-choice questions in Section A are closed-ended questions. Also, in Section A, the researcher can collect demographic information of the respondents which include gender, age group, nationality, employment status and monthly income. Besides, nominal scale and ordinal scale questions are applied in this section.

Section B covers general questions in which it is used to identify if the respondent is an impulse purchaser. One of the questions in this section enables the researcher to find out what prompt respondents to make impulsive purchase. The last question will tell how much respondents will spend on buying goods impulsively in retail stores.

Questions in section C were designed to examine whether situational factors such as store environment, employee assistance, time availability and money availability influence impulse buying behaviour among local and international consumers. In this section, 5 points Likert scale is applied.

Table 3.1: Parts of Independent Variable (IV) and Dependent Variable (DV)

Part	Variable	Independent and Dependent Variable
A	Dependent Variable	Impulse Buying Behaviour
B	Independent Variable	Store environment
C	Independent Variable	Store Employees' Assistance
D	Independent Variable	Time Availability
E	Independent Variable	Money Availability

Source: Developed for research

Table 3.2: Summary of Measures

Variable	Number of Item	Measurement Scale
Impulse Buying Behaviour	5	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Store Environment	5	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Store Employees' Assistance	4	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Time Availability	3	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)
Money Availability	3	5-Point Likert Scale (1=Strongly Disagree to 5=Strongly Agree)

Source: Developed for research

3.4.2 Pilot Test

According to Zikmund (2003), pilot test is a small-scale test designed to examine the data collection instruments to prepare for a larger study. Pilot test is used to examine the validity, accuracy and reliability of the questionnaire. In this study, pilot test has been conducted by distributing copies of questionnaires to 30 respondents. This will help the researcher to get feedback from respondents to further enhance the questions prior distributing it to the bigger audience.

Table 3.3: Pilot Test Results

Variables	Cronbach's Alpha	Number of Item	Strength
Store Environment	0.777	5	Good
Store Employees' Assistance	0.841	4	Very Good
Time Availability	0.709	3	Good
Money Availability	0.640	3	Moderate
Impulse Buying Behaviour	0.754	5	Good

Source: Developed for research

3.5 Construct Measurement

According to Sekaran & Bougie (2013), there are four types of scale in construct measurement which are nominal scale, interval scale, ordinal scale and ratio scale. For Section A and Section B, both nominal and ordinal scale are used while in section C, only interval scale is used.

3.5.1 Nominal Scale

According to Sekaran & Bougie (2013), nominal scale is used for non-numeric variables and it is the most basic level of scale measurement. This scale does not require numerical values but only involves assigning data into categories without ranking them. For instance, in this research, options such as “Malaysian” and “Non-Malaysian” are provided in order to identify respondents’ nationality.

Figure 3.1: Example of Nominal Scale

Nationality:

- Malaysian
- Non-Malaysian

Source: Developed for research

3.5.2 Ordinal Scale

Ordinal scale is used to show the differences among variables and to rank the variables in order. Ordinal scale can be applied for variables that can be ranked according to the researcher preference such as from first to last or from best to worst. In this research, individual monthly income level is one of the questions that uses ordinal scale.

Figure 3.2: Example of Ordinal Scale

Individual monthly income level:

- Below RM1,500
- RM1,501 – RM3,000
- RM3,001 – RM5,000
- Above RM5,000

Source: Developed for research

3.5.3 Interval Scale

An interval scale is a numerical scale that comprises both nominal and ordinal scale. Likert scale is commonly used in the questionnaire of past research to identify the degree of agreeableness of the respondents. In this study, interval scale is adopted since it can easily be understood by respondents.

Table 3.4: Likert Scale

	Statement	SD	D	N	A	SA
Store Environment						
1.	The ease to move about in the store influences my buying decision.	1	2	3	4	5

Source: Developed for research

Table 3.5: Operational Definition, Variable and Indicator

Variables & Indicators' Authors	Operational Definition	Indicator
<p>Store Environment</p> <p>(Dickson & Albaum, 1977)</p> <p>(Morin, Chebat, & Dubé, 2007)</p> <p>(Smith, Iyer, & Park, 1989)</p>	<p>Store environment consists of ambient factors such as lighting, scent, and music and design factors such as store layout and merchandize assortment.</p>	<ol style="list-style-type: none"> 1. The ease to move about in the store influences my buying decision. 2. Pleasant lighting in the store influences my buying decision. 3. Pleasant music in the store influences my buying decision. 4. The ease to locate products/merchandise in the store stimulates me to buy. 5. Attractive product displays stimulate me to buy.
<p>Store Employees' Assistance</p> <p>(Baker, Grewal, Parasuraman, & Voss, 2002)</p> <p>(Dickson & Albaum, 1977)</p>	<p>Store employees' assistance is referring to the presence and helpfulness of store employees in assisting shoppers during their buying process.</p>	<ol style="list-style-type: none"> 1. Well-dressed and groomed employees in the store will affect my buying decision. 2. Helpful employees in the store influence my buying decision. 3. Friendliness of the employees in the store influence my buying decision. 4. Knowledgeable employees in the store influence my buying decision.
<p>Time Availability</p> <p>(Beatty & Ferrell, 1998)</p>	<p>Time availability refers to the amount of time a shopper has on a particular day.</p>	<ol style="list-style-type: none"> 1. I have limited time available for shopping. 2. I am not rushed for time whenever I shop. 3. The amount of time pressure I feel on this

		shopping trip could be characterized as “None” to “Very High”.
Money Availability (Beatty & Ferrell, 1998)	Money availability refers to the amount of budget or extra funds that a shopper can spend on that moment.	<ol style="list-style-type: none"> 1. I do not feel I can afford to make any unplanned purchases during shopping. 2. I am on a tight budget for shopping. 3. If I have enough extra money during shopping, I will splurge a little if I find something I really like.
Impulse Buying Behaviour (Beatty & Ferrell, 1998) (Weun, Jones, & Beatty, 1998)	Impulse buying behaviour refers to an immediate and sudden purchase with no initial intention of buying a specific product or fulfil a specific buying task.	<ol style="list-style-type: none"> 1. I bought more than what I had planned to buy during shopping. 2. I am a person who makes unplanned purchases. 3. It is fun to buy things spontaneously. 4. When I see something that really interests me, I will buy it without considering the consequences. 5. I avoid buying things that are not on my shopping list. (Reverse coded)

Source: Developed for research

3.6 Data Processing

Data processing is the process of interpreting and integrating the data into meaningful information. Data processing is a crucial step to ensure the data is complete and ready to be analysed. Besides, it can reduce the risk in attaining inaccurate results for the research.

3.6.1 Data Checking

Data checking is to ensure all questionnaires have been filled completely by respondents. In this study, questionnaires that failed to meet the quality requirements are rejected and those that are completed will be kept.

3.6.2 Data Editing

Data editing is the process of detecting errors made by respondents and making corrections to the questionnaire. In this research, the need for the researcher to adjust the data has been reduced due to the use of survey tool in gathering data. Missing data can be eliminated by distributing the questionnaires through Google Forms. This is because Google Forms enables the researcher to set all questions are compulsory to be answered by respondents. Therefore, respondents will not be able to submit until they have completed answering to all the questions.

3.6.3 Data Coding

Data coding is important in organizing quantitative data so that underlying messages portrayed by the data can be presented more comprehensively to the researcher. The pre-allocated codes will ease the researcher in transcribing the data into a statistical analysis program named Statistical

Package for Social Sciences (SPSS) and to facilitate in categorising raw data of the respondents.

3.7 Data Analysis

In this study, both descriptive and inferential analysis are adopted to study the relationships between multiple variables. The data will be ready to be analysed using Statistical Package for Social Science (SPSS) after it has undergone data processing stage following the right procedures mentioned in Section 3.6.

3.7.1 Descriptive Analysis

Descriptive analysis is used to show the basic characteristic of the data. By using descriptive analysis, the data can be presented in a simpler manner and it summarize the results obtained from a larger pool of target respondents. In this research, graphical presentations such as bar chart and pie chart are used to present the demographic profile collected from respondents.

3.7.2 Scale Measurement

3.7.2.1 Reliability Test

In this study, the pilot test has undergone reliability test by using Statistical Package for Social Science (SPSS). In the reliability test, Cronbach's alpha is used to evaluate the reliability of each dimension. By performing reliability test, the reliability of the Likert scale used in Section C of the questionnaire can be assessed and evaluated.

Table 3.6: Cronbach's Alpha Range

Cronbach Alpha, α	Level of Reliability
< 0.6	Poor
$0.6 < \alpha < 0.7$	Moderate
$0.7 < \alpha < 0.8$	Good
$0.8 < \alpha < 0.95$	Very Good

3.7.3 Inferential Analysis

Inferential analysis can be used to test the hypotheses and to study the relationships among the variables. In this research, the independent t-test and multiple regression analysis is conducted using SPSS.

3.7.3.1 Multiple Regression Analysis

Multiple regression analysis is a statistical analysis technique that allows the dependent variable to be evaluated with multiple independent variables at the same time. In this research, multiple regression analysis is used to find out whether impulse buying behaviour among local and international consumers can be explained by situational factors such as store environment, store employees' assistance, time availability and money availability.

3.7.3.2 Independent T-test

The t-test is a type of inferential statistic in which it is used to determine if there is a significant difference between means of two groups that may be related to certain subjects. In this research, independent t-test is used to find out whether there is a significant difference in impulse buying behaviour between two groups which are local and international consumers by using store environment, store employees' assistance, time availability and money availability as independent variables.

3.8 Conclusion

In this chapter, the research methodologies used in collecting data has been outlined. This research uses descriptive research method is used in obtaining data 160 copies of questionnaires were distributed to the target respondents. Besides, a pilot test has been conducted in order to test the reliability and validity of the questionnaire. Data processing and data analysis were also been discussed in this chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

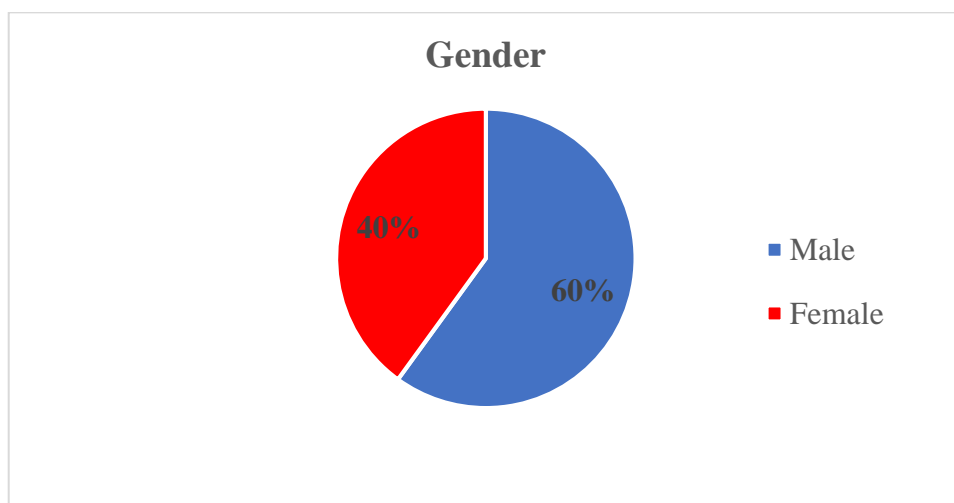
This chapter mainly focuses on data analysis. The data collected are analysed and calculated statistically using SPSS software and presented in table form.

4.1 Descriptive Analysis

4.1.1 Respondents Demographic Profile

4.1.1.1 Gender

Figure 4.1: Percentage of Respondents' Gender



Source: Developed for research

Table 4.1: Statistic of Respondents' Gender

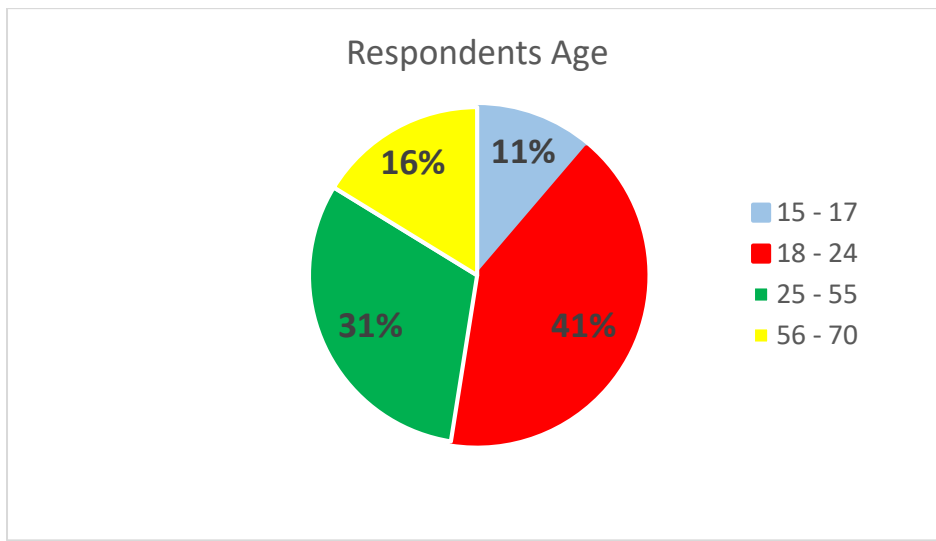
Gender	Frequency	Percentage (%)	Cumulative Percentage (%)
Male	96	60	60
Female	64	40	100
Total	160	100	

Source: Developed for research

In a total of 160 respondents, 60% of them which consists of 96 respondents are males while 40% of them which consists of 64 respondents are females.

4.1.1.2 Age

Figure 4.2: Percentages of Respondents' Age



Source: Developed for research

Table 4.2: Statistic of Respondents' Age

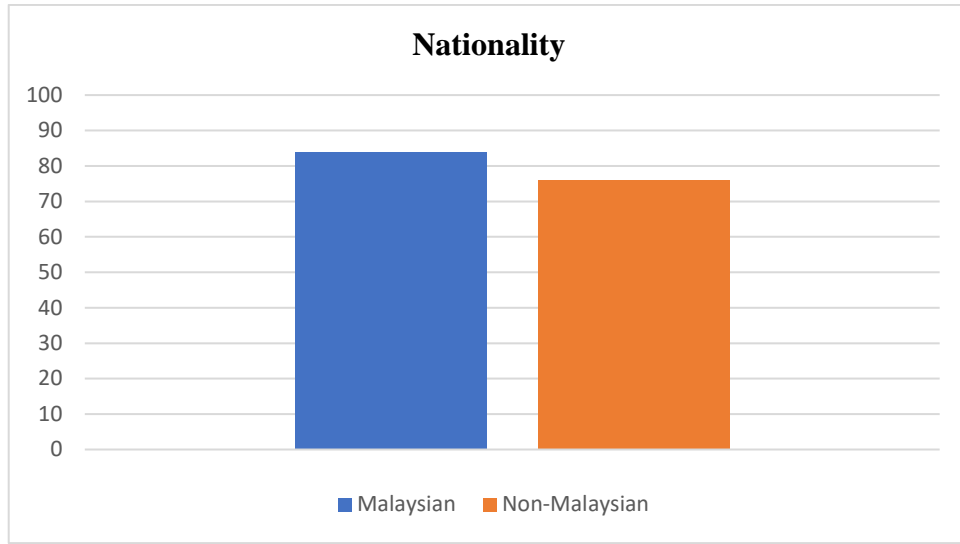
Age	Frequency	Percentage (%)	Cumulative Percentage (%)
15 – 17	18	11.25	11.25
18 – 24	66	41.25	52.50
25 – 55	50	31.25	83.75
56 - 70	26	16.25	100.00
Total	160	100	

Source: Developed for research

The age group of the respondents is divided into four groups. 11.25% of the respondents are in between 15-17 years old. Majority of the respondents fall between the age of 18-24 years old at 41.25%, then followed by 31.25% of the respondents are between 25-55 years old and 16.25% are in the age group of 55-70 years old.

4.1.1.3 Nationality

Figure 4.3: Frequency of Respondents' Nationality



Source: Developed for research

Table 4.3: Statistic of Respondents' Nationality

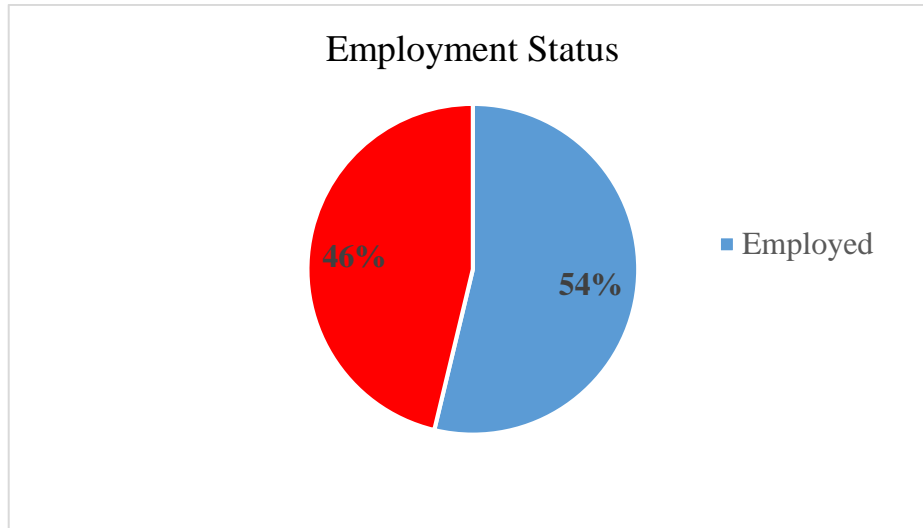
Nationality	Frequency	Percentage (%)	Cumulative Percentage (%)
Malaysian	84	52.5	52.5
Non-Malaysian	76	47.5	100.0
Total	160	100	

Source: Developed for research

Table 4.3 presents the Nationality of the respondents who took part in the survey. 52.5% of the respondents participated in this study are Malaysian while 47.5% of the respondents are Non-Malaysian.

4.1.1.4 Employment Status

Figure 4.4: Percentages of Respondents' Employment Status



Source: Developed for research

Table 4.4: Statistic of Respondents' Employment Status

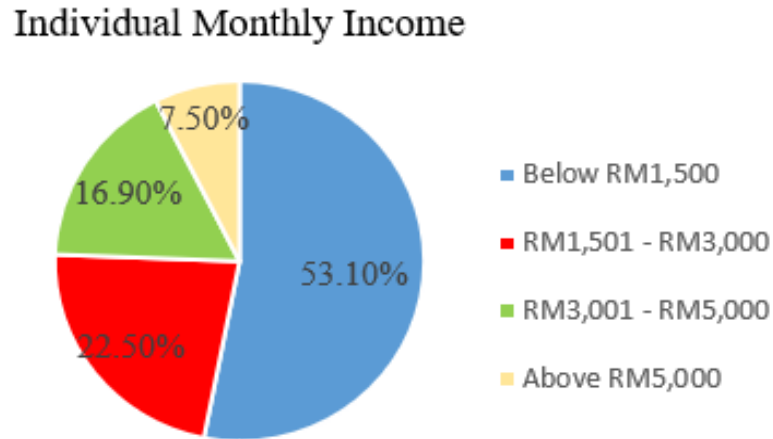
Employment Status	Frequency	Percentage (%)	Cumulative Percentage (%)
Employed	56	35	65
Not employed	104	65	100
Total	160	100	

Source: Developed for research

The pie chart shows the percentage of respondents' employment status. Majority of the respondents with 65% that accounts to 104 respondents are not employed. Meanwhile, 35% of the respondents that accounts to 56 respondents are employed.

4.1.1.5 Individual monthly income

Figure 4.5: Percentages of Respondents' Individual Monthly Income



Source: Developed for research

Table 4.5: Statistic of Respondents' Individual Monthly Income

Individual Monthly Income	Frequency	Percentage (%)	Cumulative Percentage (%)
Below RM1,500	85	53.1	53.1
RM1,500 – RM3,000	36	22.5	75.6
RM3,001 – RM5,000	27	16.9	92.5
Above RM5,000	12	7.5	100
Total	160	100	

Source: Developed for research

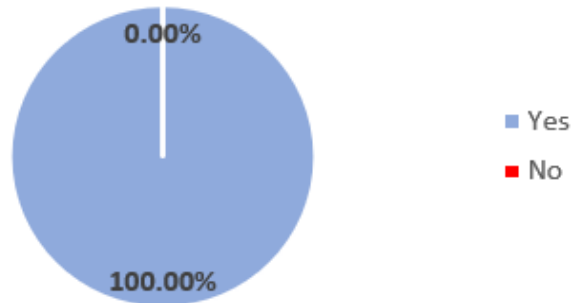
Table 4.5 shows the individual monthly income of respondents. 53.1% of the respondents fall in the income group below RM1,500 while 22.5% of the respondents fall in the income group of RM1,500 – RM3,000. Besides, 16.9% of the respondents fall in the income group of RM3,001 – RM5,000 and only 7.5% of the respondents fall in the income group of above RM5,000.

4.1.2 Respondents General Information

4.1.2.1 Have you ever bought something impulsively in any of the retail stores?

Figure 4.6: Percentages of whether respondents have past experience in impulse buying

Have you ever bought something impulsively in any of the retail stores?



Source: Developed for research

Table 4.6: Statistic of whether respondents have past experience in impulse buying

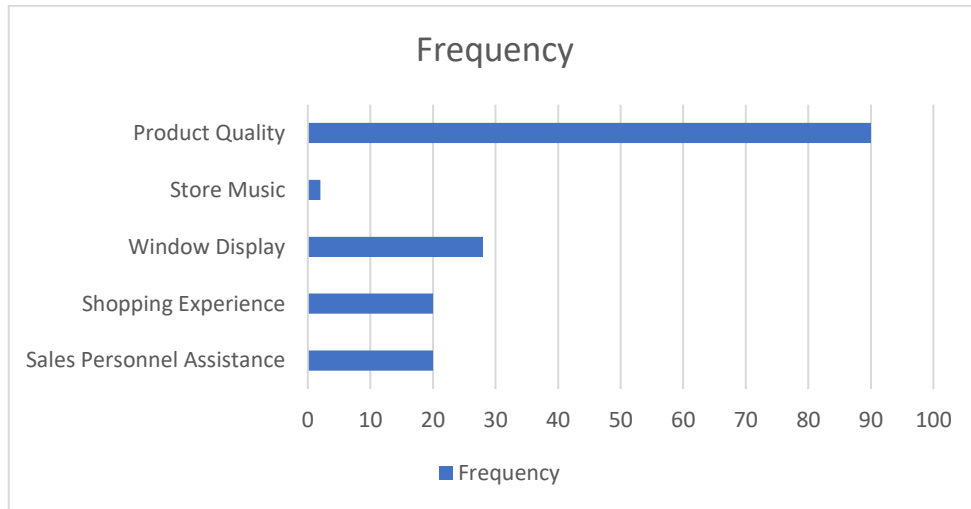
Respondents have past experience with impulsive buying	Frequency	Percentage (%)	Cumulative Percentage (%)
Yes	160	100	100
No	0	0	
Total	160	100	

Source: Developed for research

Based on Table 4.6, all 160 of the respondents have impulsively purchased goods in retail stores.

4.1.2.2 What prompt you to make an unplanned purchase?

Figure 4.7: Frequency of what prompted respondents to make unplanned purchase



Source: Developed for research

Table 4.7: Statistic of what prompt respondents to make unplanned purchases

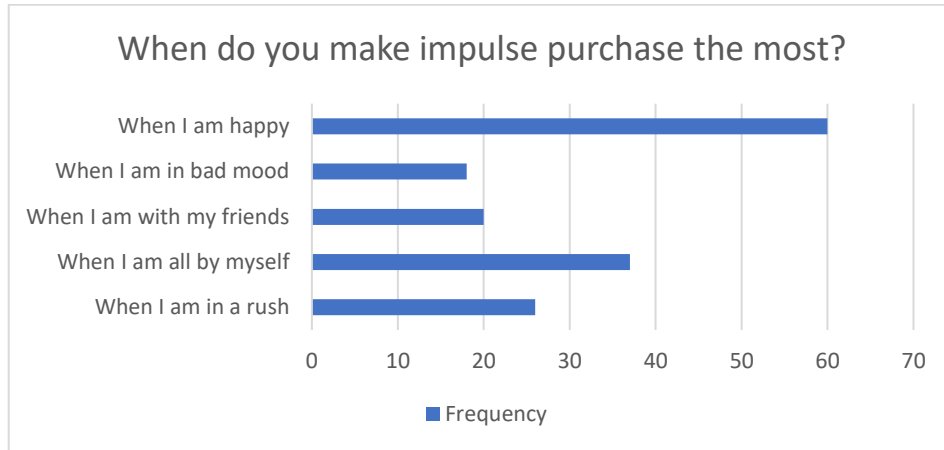
Determinants that prompt respondents to make unplanned purchases	Frequency	Percentage (%)	Cumulative Percentage (%)
Product Quality	90	56.25	56.25
Store Music	2	1.25	57.50
Window Display	28	17.5	75.00
Shopping Experience	20	12.5	87.50
Sales Personnel Assistance	20	12.5	100.00
Total	160	100	

Source: Developed for research

According to Table 4.7, majority with 90 (56.25%) of the respondents have chosen product quality that prompted them in making unplanned purchases while only 2 (1.25%) of the respondents have chosen music that prompted them in making unplanned purchases.

4.1.2.3 When do you make impulse purchase the most?

Figure 4.8: Frequency of when does respondents make impulse purchase



Source: Developed for research

Table 4.8: Statistic of when does respondents make impulse purchases

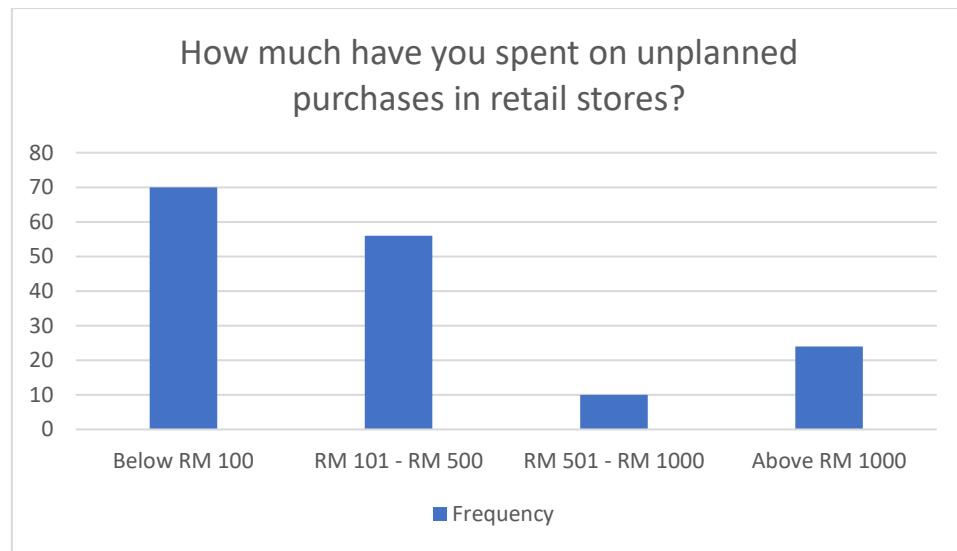
When does respondents make impulse purchases	Frequency	Percentage (%)	Cumulative Percentage (%)
When I am happy	60	37.5	37.5
When I am in bad mood	18	11.25	48.75
When I am with my friends	20	12.5	61.25
When I am all by myself	37	22.5	83.75
When I am in a rush	26	16.25	100
Total	160	100	

Source: Developed for research

According to Table 4.8, 37.5% of the respondents make impulse purchases when they are happy while 11.25% of them do so when they are in bad mood, 20% of them do it when they are accompanied with friends, 37% of them do it when they are alone and 26% of the respondents make impulse purchases when they are in a rush.

4.1.2.4 How much have you spent on unplanned purchases in retail stores?

Figure 4.9: Frequency of the amount respondents have spent on unplanned purchases



Source: Developed for research

Table 4.9: Statistic of how much respondents have spent on unplanned purchases

The amount respondents have spent on unplanned purchases	Frequency	Percentage (%)	Cumulative Percentage (%)
Below RM 100	70	43.75	43.75
RM 101 – RM 500	56	35.00	78.75
RM 501 – RM 1000	10	6.25	85
Above RM 1000	24	15.00	100
Total	160	100	

Source: Developed for research

Based on Table 4.9, 70 respondents (43.75%) have spent only below RM 100 on unplanned purchases while 56 of them (35%) spent in between RM 101 – RM 500 on unplanned purchases, 10 of them (6.25) spent in between RM 501 – RM 1000 on impulse purchases and 24 of the respondents (15%) spent above RM 1000 on impulse purchases.

4.2 Scale Measurement

4.2.1 Reliability Analysis Test

Table 4.10: Reliability Statistic for Actual Research

Variables	Cronbach's Alpha	No. of items	Strength
Store Environment	0.700	5	Good
Store Employees' Assistance	0.715	4	Good
Time Availability	0.773	3	Good
Money Availability	0.716	3	Good
Impulse Buying Behaviour	0.707	5	Good

Source: Developed for research

Reliability test is a test that can measure the consistency of the instrument items used. According to the rule of thumb of Cronbach's alpha coefficient, items with alpha value that falls between 0.7 to 0.8 are considered to have good and acceptable strength of association.

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.11 Multiple Regression Analysis Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340 ^a	.115	.093	.63609

a. Predictors: (Constant), Time Availability, Store Environment, Money Availability, Store Employees Assistance

Source: SPSS

Based on the model summary, the value of R Square is 11.5%. It shows that the model may not be good as there is only 11.5% of the impulse buying behaviour can be explained by independent variables like Store Environment, Store Employees' Assistance, Money Availability and Time Availability.

Table 4.12: ANOVA Table

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.184	4	2.046	5.057	.001 ^b
	Residual	62.714	155	.405		
	Total	70.898	159			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Time Availability, Store Environment, Money Availability, Store Employees Assistance

Source: SPSS

Based on the table above, there is sufficient evidence to conclude that the multiple regression model is adequate at $\alpha = 0.05$ as the significant value is equal to 0.001 ($p < 0.05$).

Table 4.13: Coefficient

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.018	.458		6.596	.000
	Store Environment	.285	.086	.284	3.318	.001
	Store Employees Assistance	-.138	.080	-.148	-1.720	.087
	Money Availability	.096	.069	.107	1.397	.164
	Time Availability	-.176	.060	-.224	-2.915	.004

a. Dependent Variable: Impulse Buying Behaviour

Source: SPSS

4.3.1.1 Test significance

Rule of thumb

Reject H_0 if $p < 0.05$

Hypothesis 1

H_0 : There is no significant relationship between store environment and impulse buying behaviour.

H_1 : There is a significant relationship between store environment and impulse buying behaviour.

The significant p-value of store environment is 0.01 which is less than 0.05. Therefore, H_0 is rejected. Hence, there is a significant relationship between store environment and impulse buying behaviour.

Hypothesis 2

H_0 : There is no significant relationship between store employees' assistance and impulse buying behaviour.

H_2 : There is a significant relationship between store employees' assistance and impulse buying behaviour.

The significant p-value of store employees' assistance is 0.087 which is greater than 0.05. Therefore, H_0 is accepted. Hence, there is no significant relationship between store employees' assistance and impulse buying behaviour.

Hypothesis 3

H₀: There is no significant relationship between money availability and impulse buying behaviour.

H₃: There is a significant relationship between money availability and impulse buying behaviour.

The significant p-value of money availability is 0.164 which is greater than 0.05. Therefore, H₀ is accepted. Hence, there is no significant relationship between money availability and impulse buying behaviour.

Hypothesis 4

H₀: There is no significant relationship between time availability and impulse buying behaviour.

H₄: There is a significant relationship between time availability and impulse buying behaviour.

The significant p-value of time availability is 0.04 which is less than 0.05. Therefore, H₀ is rejected. Hence, there is a significant relationship between time availability and impulse buying behaviour.

4.3.2 Independent t-test

Table 4.14: Levene's Test

Independent Sample Test

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
Impulse_Buying_Behavior	Equal variances assumed	.193	.661	-.166	158	.868
	Equal variances not assumed			-.167	155.784	.868

Source: SPSS

In order to test the equality of variance, the following hypothesis is formed:

H₀: Equal variance assumed.

H_a: Equal variance not assumed.

The significant p-value of Levene's test for Equality of Variances is 0.661, which is greater than 0.05. Hence, H_a is rejected and H₀ is accepted. The conclusion is equal variance is assumed. Next, a hypothesis is formed to test whether there is a significant difference on impulse buying behaviour between local and international consumers.

4.3.2.1 Test for hypothesis

H₀: There is no significant difference in impulse buying behaviour between local and international consumers.

H₅: There is a significant difference in impulse buying behaviour between local and international consumers.

Based on the value in equal variance assumed, the significant p-value under t-test for equality of means is 0.868, which is greater than 0.05. Thus, H₅ is rejected while H₀ is accepted. Therefore, there is no significant difference in impulse buying behaviour between local and international consumers.

Table 4.15: Group Statistics

Group Statistics					
	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Impulse Buying Behaviour	Malaysian	86	3.2256	.67965	.07329
	Non-Malaysian	74	3.2432	.65816	.07651

Source: SPSS

Based on the table above, the mean score for Malaysian consumers is 3.2256 while the mean score for Non-Malaysian consumers is 3.2432. Hence, it indicates that Non-Malaysian consumers has a more favourable perception towards impulse buying as compared to Malaysian consumers.

4.4 Conclusion

In summary, there are 160 sets of data were collected and different analysis methods have been used including descriptive analysis, reliability analysis and inferential analysis like multiple regression and independent t-test. Further discussion and explanation of the results will be detailed in the next chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

In this chapter, detailed interpretations of the research findings and results will be discussed. Discussion of major findings, implications of the study, limitations and recommendations of the research will also be discussed. A final conclusion is included to summarize this study.

5.1 Summary of Statistical Analyses

5.1.1 Descriptive Analysis

5.1.1.1 Demographic Profile

Based on the survey results on demographic profile, 96 respondents (60%) are male and 64 respondents (40%) are female. There are 18 respondents (11.25%) who are in between the age of 15 - 17 years old. Meanwhile, 66 respondents (41.25%) fall under the age of 18 - 24 years old while 50 respondents (31.25%) are in the age of 25 – 55 years old. Also, 26 respondents (16.25%) are in the age of 56 – 70 years old. On the other hand, 52.5% of them are Malaysians while 47.5% of them are Non-Malaysians. Besides, 35% of the respondents are employed while 65% of them are unemployed. Furthermore, majority of the respondents belongs to the individual monthly income group of below RM1,500 at 53.1% while the

individual monthly income group of above RM5,000 has the least respondents that accounted to only 7.5%.

5.1.2 Scale Measurement

Scale measurement is referred to the reliability test. Based on the reliability statistic table, the independent variable with the highest Cronbach's Alpha value is Time Availability with a score at 0.773, followed by Money Availability at 0.716, Store Employees' Assistance at 0.715, Impulse Buying Behaviour at 0.707 and Store Environment at 0.700. It is concluded that all items are construct and reliable as all of the Cronbach's Alpha value falls in the range of 0.7 to 0.8.

5.1.3 Inferential Analysis

5.1.3.1 Multiple Regression

According to the Multiple Regression analysis, only two IVs (i.e. Store Environment and Time Availability) is significant predictors towards impulse buying behaviour while Store Employees' Assistance and Money Availability are non-significant contributors that influence impulse buying behaviour since both of their significant p-value is greater than 0.05.

5.1.3.2 Independent T-test

According to the results, it is identified that there is no significant difference in impulse buying behaviour between local and international consumers since the significant p-value under t-test for equality of means is 0.868 which is greater than 0.05. Besides, based on the group statistics table, it was being identified that Non-Malaysian consumers has a more favourable perception towards impulse buying behaviour as compared to Malaysian consumers.

5.2 Discussions of Major Findings

The outcome of the overall hypotheses testing will be concluded as below.

Table 5.1: Summary of Hypothesis Results

Hypothesis	Significant level (P-value)	Result
H ₁ : There is a significant relationship between store environment and impulse buying behaviour.	0.001	Supported
H ₂ : There is a significant relationship between store employees' assistance and impulse buying behaviour.	0.087	Not supported
H ₃ : There is a significant relationship between money availability and impulse buying behaviour.	0.164	Not supported
H ₄ : There is a significant relationship between time availability and impulse buying behaviour.	0.004	Supported

Source: Developed for research

5.2.1 Conclusion for first hypothesis (Store Environment) - Supported

According to the results, there is a significant relationship between store environment and impulse buying behaviour. According to Nandha, Adriani, & Edriani (2017), store environment plays a significant role in creating a urge for consumers to shop and buy at a store. Store environment comprise of store atmosphere in which it relates to how managers can manipulate the design of interior space, store colours, smell and sounds in the shop in order to achieve a certain effect to trigger consumers to buy impulsively. Besides, according to Khorrami, Esfidani, & Delavari (2015), a good store environment can trigger consumer to purchase impulsively as it can affect the emotional responses of shoppers in the form of excitement and pleasure. Furthermore, pleasant store atmosphere and displays are the reasons why women go to shopping (Attri & Jain, 2018).

Therefore, store environment indeed plays an important part in influencing consumers to buy impulsively as shoppers will do more shopping if they feel relaxed and satisfied with the store environment. Even if consumers did not purchase ultimately, the least it could achieve is to increase consumers' probability in buying impulsively.

5.2.2 Conclusion for second hypothesis (Store Employees' Assistance) – Not supported

According to the results, there is no significant relationship between store employees' assistance and impulse buying behaviour. Nowadays, salespersons' assistance in the store may not be essential nor necessary for shoppers. Consumers nowadays preferred to take time to look for items they want without the need for store employees' assistance. Although Badgaiyan & Verma (2015), stated that store employees can facilitate shoppers' impulse buying process by providing product information, however, consumers may feel pressured by the presence of store employees. It go can beyond the point whereby having store personnel standing nearby shoppers, it can be considered as a form of disturbance or pressure to shoppers themselves.

5.2.3 Conclusion for third hypothesis (Money Availability) – Not supported

According to the results, there is no significant relationship between money availability and impulse buying behaviour. According to Heidarizade & Taherikia (2010), money availability does not necessarily result in impulse buying all the time. In addition, Mai, Jung, Lants, & Loeb (2003) believes that in the event of a person with insufficient of money at a given point in time, he or she will avoid shopping in total. An individual with thin wallet would possess a lower likelihood to engage in shopping, hence minimizing his or her possibility in making impulsive purchases. In short, impulse purchase is not bound to happen if consumers do not engage in shopping activities due to them not having the financial capabilities to do so.

5.2.4 Conclusion for fourth hypothesis (Time Availability) - Supported

According to the results, there is a significant relationship between store employees' assistance and impulse buying behaviour. Husnain, Rehman, Fauzia, & Akhtar (2018) stated that consumers who stays longer in the store tends to purchase more items than those who are quick to buy. Besides, according to Foroughi et al. (2012), time availability affects impulse buying positively. In another words, the longer a consumer stay in the store, the more likely of him or her to make an impulse purchase.

Hence, time availability is considered as one of the most significant contributors in impulse buying process. Shoppers with limited amount of time available will decrease their tendency in impulse buying. The main source of effort in which a customer spent while shopping is time. Graa, Dani-Elkebir, & Bensaid (2014) acknowledged that time pressure will restrict consumers' attention towards the elements of the store, for instance, the store design and attractive shelf display of merchandise.

5.2.5 Conclusion for fifth hypothesis (Consumers' nationality on impulse buying behaviour) – No significant difference

Through reviewing past research, it is found that the assess of situational factors on impulse buying behaviour had been conducted in only one country at a time. Hence, this research was carried out in order to test whether there is any difference on impulse buying behaviour by comparing among Malaysian and Non-Malaysian that are situated in Malaysia. The

results show that there is no significant difference in impulse buying behaviour among Malaysian and Non-Malaysian.

It is believed that despite there is differences from one country to another, however impulse purchases is a global phenomenon. It is common that the occurrence of impulse buying is due to consumers taking advantage of sales promotions and discounts in which it may be consistently practiced among all nations around the globe. Besides, regardless of the consumer's nationality, personal factors such as time availability and money availability are held consistent in impacting an individual impulse buying behaviour,

5.3 Contribution of Study

This study is unique as the framework combined both in-store factors such as store environment and store employees' assistance together with personal factors such as money and time availability in examining the impulse buying behaviour. This research aims to be in contrast with the traditional culture of retailers tend to downplay the significance of the overall store experience. Companies that focus on cutting cost have neglected the importance of lighting, temperature and employees in their stores (Parsad, Prashar, & Sahay, 2017). Such efforts could deflate the possibility of consumers in making impulsive purchases Besides, this study can serve as a reference for retailers to gain better insights on impulse buying behaviour in Malaysia context, as well as to be informed on what draws consumer to revisit a shop and spend more time in it.

After conducting this study, retailers should keep an eye on both the importance of store environment and time availability of consumers without neglecting other situational factors. First, the result of this study has shown store environment can significantly influence consumer's impulse buying behaviour, hence it is relatively important for store owners to design their stores in such a way that it encourages shoppers to develop an urge to purchase items in their stores. Adjustments can be done by having attractive products display, appropriate store lighting and compelling store layout. Besides, retailers should also be aware of the importance on how a person's time availability plays a significant role on impulse buying tendency. Hence, they should create an atmosphere which could downplay the time pressure that shoppers may feel in the store. Retailers must ensure consumer has an efficient shopping experience by hiring more sales staff and to have at least one help desk in their stores. In short, this research provides an idea to retailers in formulating strategy in creating impulsiveness. In today's competitive business environment, retailers must develop and adjust communication cues that aimed at inducing consumer's impulsive urges.

5.4 Limitations of the Study

First, quantitative research can only generate numerical results, however, reasons to answers selected by respondents cannot be further interpreted. For each question in the questionnaire there is only a limited number of options.

Respondents can only select the options provided in the questionnaire in which may it may not reflect the most accurate answer of each respondent.

Besides, this research was conducted with a limited number of respondents. The sample size used may not produce a generalized result as it cannot represent the entire population of the country. Also, the sample does not contain respondents that comes from every state in Malaysia. It is costly and time-consuming for researcher to collect responses from the total of 13 states in Malaysia.

In addition, demographic profile of the respondents was found to be unbalanced. Age and monthly income level of respondents responded are not balanced unevenly. This is because the distribution of questionnaires was done through the sharing of Google Forms with respondents from almost similar social group. Data collected from uneven demographic profile may affect the validity of the research outcome.

5.5 Recommendations for Future Research

Firstly, researchers are encouraged to carry out qualitative research about impulse buying behaviour. Future researchers can conduct face-to-face personal interview with respondents so that they can better understanding in this particular topic. It allows researchers to provide real-time explanations to enhance the understanding of the questionnaire items to respondents. This will enable researchers to obtain

more accurate information from qualified respondents, thus reducing the number of faulty data.

Next, since this research was carried out in Kuala Lumpur, future researchers who wish to conduct research about impulse buying behaviour can consider to extend the sampling location area to collect data from respondents in every state of Malaysia. Besides, future researchers are encouraged to increase the sample size as to improve the reliability of the research.

Furthermore, with the advancement of technology today, future researchers who wish to study impulse buying behaviour can add Electronic Word-of-Mouth (eWOM) as one of the variables in their framework. This is because eWOM is anticipated to have an influence on consumers impulse buying decision. This variable is a powerful influential tool if the viral message is very persuasive.

5.6 Conclusion

In summary, the relationship between impulse buying behaviour with store environment, store employees' assistance, money availability and time availability has been determined. The result in this research shows that both store environment and time availability have significant relationship with impulse buying behaviour among local and international consumers while store employees' assistance and money availability showed the opposite. In addition, the researcher has stated limitations of conducting this study while also contributed some ideas for future research.

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Appendix A: Survey Questionnaire



**Universiti Tunku Abdul Rahman
Faculty of Accountancy and Management
Bachelor of International Business (HONS)
UKMZ3016 Research Project**

A Study on How Situational Factors Influence Impulse Buying Behaviour among Local and International Consumers

Dear Respondents,

We are undergraduate students currently pursuing Bachelor of International Business (Hons) a Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM). We would like to invite you to participate in a survey entitled **A Study on How Situational Factors Influence Impulse Purchase Behaviour among Local and International Consumers.**

The purpose of this study is to explore the significance influence of situational factors such as store environment, social influence, time availability and money availability on impulse buying behaviour among local and international consumers.

You are invited to take part in this survey. The information gathered from this questionnaire is strictly for academic purposes and we will assure that all information will be kept **PRIVATE AND CONFIDENTIAL**. We appreciate your time and participation in this survey. Thank you.

Researcher

Ng Joe Sheng – 1603761

SECTION A: DEMOGRAPHIC PROFILE

INSTRUCTION: Please read the questions carefully and select ONE appropriate answer for each question.

1. Gender:

- Male
- Female

2. Age:

- 15 - 17
- 18 - 24
- 25 - 55
- 56 – 70

3. Nationality:

- Malaysian
- Non-Malaysian

4. Employment status:

- Employed
- Not employed

5. Individual monthly income:

- Below RM1,500
- RM1,501 – RM3,000
- RM3,001 – RM5,000
- Above RM5,000

SECTION B: GENERAL QUESTIONS

INSTRUCTION: Please read the questions carefully and select ONE appropriate answer for each question.

1. Have you ever bought something impulsively in any of the retail stores?
 - Yes
 - No

2. What prompt you to make an unplanned purchase?
 - Product quality
 - Store music
 - Window display
 - Shopping experience
 - Sales personnel assistance

3. When do you do impulse purchase the most?
 - When I am happy
 - When I am in bad mood
 - When I am with my friends
 - When I am all by myself
 - When I have time to spare
 - When I am in a rush

4. How much have you spent on unplanned purchases in retail stores?
 - Below RM100
 - RM101 – RM500
 - RM501 – RM1,000
 - Above RM1,000

SECTION C: CONSTRUCTS MEASUREMENT

INSTRUCTION: Based on each statement below, please **SELECT** the appropriate number that best reflects your degree of agreement.

The indicators are as below:

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

Statement	SD	D	N	A	SA
Store Environment					
1. The ease to move about in the store influences my buying decision.	1	2	3	4	5
2. Pleasant lighting in the store influences my buying decision.	1	2	3	4	5
3. Pleasant music in the store influences my buying decision.	1	2	3	4	5
4. The ease to locate products/merchandise in the store stimulates me to buy.	1	2	3	4	5
5. Attractive product displays stimulate me to buy.	1	2	3	4	5
Store Employees' Assistance					
1. Well-dressed and groomed employees in the store influence my buying decision.	1	2	3	4	5
2. Helpful employees in the store influence my buying decision.	1	2	3	4	5
3. Friendliness of the employees in the store influence my buying decision.	1	2	3	4	5

4.	Knowledgeable employees in the store influence my buying decision.	1	2	3	4	5
Time Availability						
1.	I have limited time available for shopping	1	2	3	4	5
2.	I am not rushed for time whenever I shop.	1	2	3	4	5
3.	The amount of time pressure I feel during shopping could be characterized as “None” to “Very High”.	1	2	3	4	5
Money Availability						
1.	I do not feel I can afford to make any unplanned purchases during shopping.	1	2	3	4	5
2.	I am on a tight budget for shopping.	1	2	3	4	5
3.	If I have enough extra money during shopping, I will splurge a little if I find something I really like.	1	2	3	4	5
Impulse Buying						
1.	I bought more than what I had planned to buy during shopping.	1	2	3	4	5
2.	I am a person who makes unplanned purchases.	1	2	3	4	5
3.	It is fun to buy things spontaneously.	1	2	3	4	5
4.	When I see something that really interests me, I will buy it without considering the consequences.	1	2	3	4	5
5.	I avoid buying things that are not on my shopping list. (Reverse coded)	1	2	3	4	5

Thank you.

Appendix 3: Pilot Test Results

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Store Environment

Reliability Statistics

Cronbach's Alpha	N of Items
.777	5

Store Employees' Assistance

Reliability Statistics

Cronbach's Alpha	N of Items
.841	4

Time Availability

Reliability Statistics

Cronbach's Alpha	N of Items
.709	3

Money Availability

Reliability Statistics

Cronbach's	
Alpha	N of Items
.640	3

Impulse Buying Behaviour

Reliability Statistics

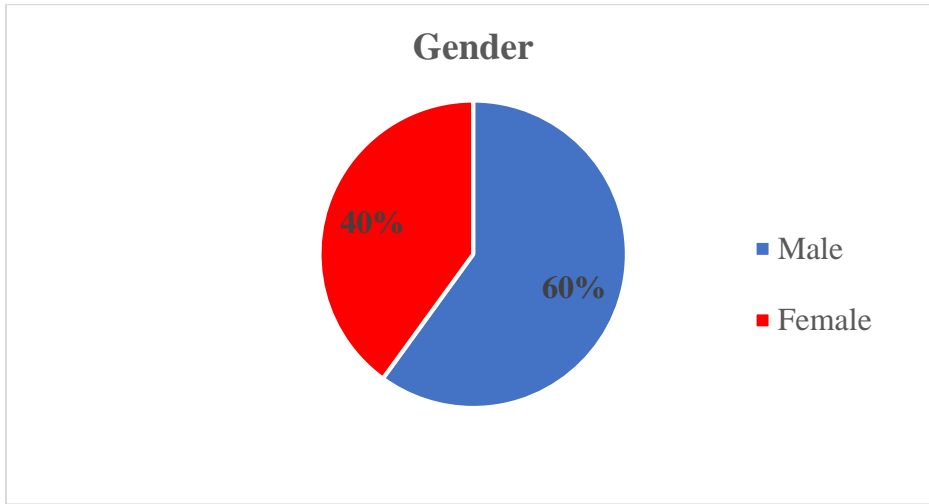
Cronbach's	
Alpha	N of Items
.754	5

Summary of Pilot Test Results

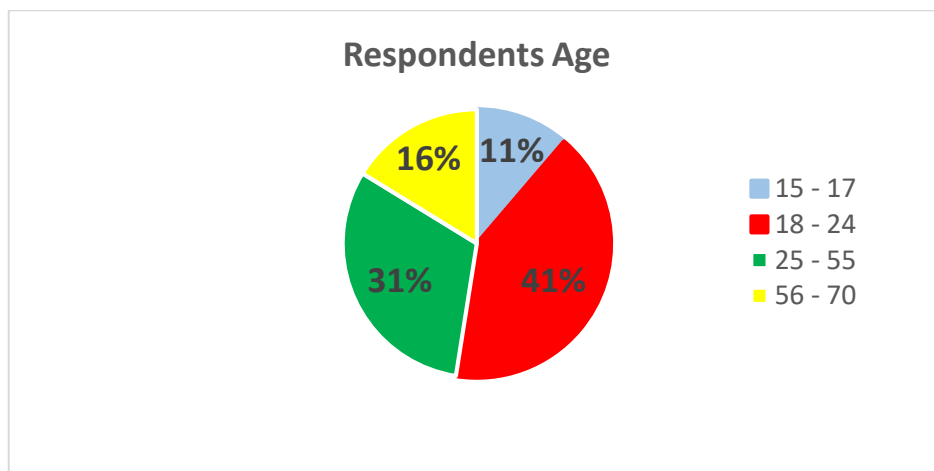
Variables	Cronbach's Alpha	Number of Items	Strength
Store Environment	0.777	5	Good
Store Employees' Assistance	0.841	4	Very Good
Time Availability	0.709	3	Good
Money Availability	0.640	3	Moderate
Impulse Buying Behaviour	0.754	5	Good

Appendix 4.1: Respondents Demographic Profile

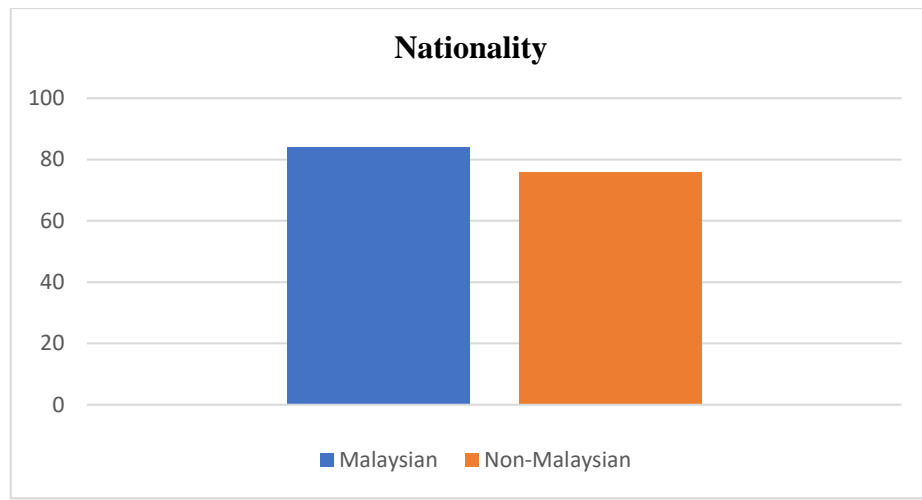
4.1.1 Respondents' Gender



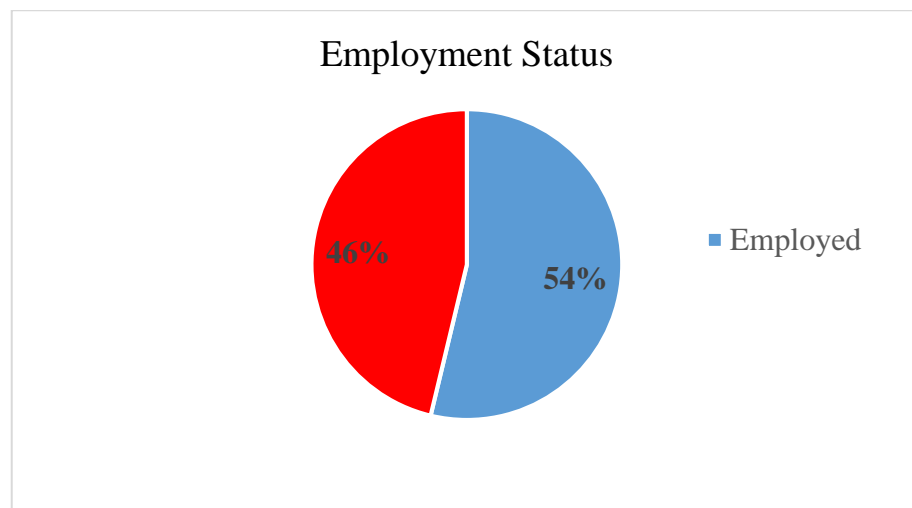
4.1.2 Respondents' Age



4.1.3 Respondents' Nationality

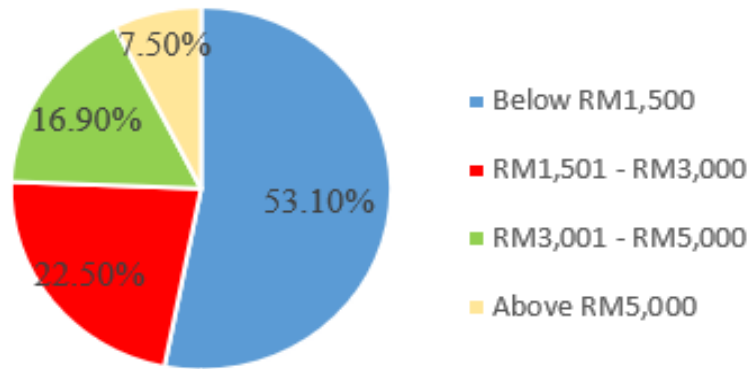


4.1.4 Respondents' Employment Status



4.1.5 Respondents' Individual Monthly Income

Individual Monthly Income



Appendix 4.2: Multiple Regression Analysis Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340 ^a	.115	.093	.63609

a. Predictors: (Constant), Time Availability, Store Environment, Money Availability, Store Employees Assistance

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.184	4	2.046	5.057	.001 ^b
	Residual	62.714	155	.405		
	Total	70.898	159			

a. Dependent Variable: Impulse Buying

b. Predictors: (Constant), Time Availability, Store Environment, Money Availability, Store Employees Assistance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.018	.458		6.596	.000
	Store Environment	.285	.086	.284	3.318	.001
	Store Employees Assistance	-.138	.080	-.148	-1.720	.087
	Money Availability	.096	.069	.107	1.397	.164
	Time Availability	-.176	.060	-.224	-2.915	.004

a. Dependent Variable: Impulse Buying

Appendix 4.3: Independent T-Test Results

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
Impulse_Buying_Behaviour	Equal variances assumed	.193	.661	-.166	158	.868
	Equal variances not assumed			-.167	155.784	.868

Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Impulse Buying Behaviour	Malaysian	86	3.2256	.67965	.07329
	Non-Malaysian	74	3.2432	.65816	.07651