

**FACTORS THAT INFLUENCE MALAYSIA  
GENERATION Z CONSUMERS' PURCHASE  
INTENTION DURING FLASH SALES PROMOTION**

**BY**

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**A Final Year Project submitted in partial fulfillment of the  
requirement for the degree of**

**BACHELOR OF MARKETING (HONOURS)**

**UNIVERSITI TUNKU ABDUL RAHMAN**

**FACULTY OF BUSINESS AND FINANCE  
DEPARTMENT OF MARKETING**

**APRIL 2023**



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- (3) Equal contribution has been made by each group member in completing the FYP.
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## ACKNOWLEDGEMENT

The greatest assistance that we received from in the conduct of this research is definitely all thanks to our beloved supervisor, Dr. Sim Jia Jia. Apart from being a good lecturer and tutor, she also supervises us like a mother, constantly nurturing and guiding us, providing us many great advices, suggestions and improvements, as well reminding us of the work to be done and submitted within the stipulated deadline. Under her tutelage, it is not exaggerated to say that we have gained vast knowledge related to our field of study, grow from a beginner to a much-experienced amateur researcher, meanwhile acquiring some important principles in life and attaining self-enhancement as well throughout the process. The completion of this study would be impossible if it were not for our supervisor, and so we truly appreciate her kindness, willingness and helpfulness in leading us to a wonderful ending in this final year project.

“Teamwork makes perfect”. We would also like to express gratitude to each other, the respective authors of this research project. Thank you for the efforts, cooperation and accompaniment given throughout the research process. It is what that makes on-time assistance, quality work and smooth project completion become possible.

We would also like to thank our examiner, Dr. Chim Weng Kong, for his valuable opinion and suggestion for improvements, which provides a different angle of assessing our research quality, and help us to improve the shortcomings subsequently.

Not the least, a special thanks as well to both Universiti Tunku Abdul Rahman (UTAR) and the survey respondents who had given their utmost cooperation in helping us to obtain insights into behaviour that is much essential to this research. The facilities provided by UTAR had enabled us to conduct high-quality and in-depth research related to this field of study with convenience. While the survey respondents are the main contributors in turning this research's objectives and results into reality, and their respective information is for academic usage purposes only and will be kept confidential as always.

Lastly, we would like to give a loving hug to all of our families and friends who had given us unfailing helps and continuous supports in accomplishing this study. It is by no means an easy feat, but with you all's unwavering encouragement, this research project is able to come to its great end!

## DEDICATION

This research study is mainly dedicated to our precious supervisor, Dr. Sim Jia Jia. Your overwhelming support is one that constantly motivates us to keep up the effort to complete this research study and determined to always improve and come up with well-developed and professional findings and results. Besides, this research study is also particularly dedicated to those in interest that would benefit from reading this research study. Finally, we would also like to dedicate this research study to our beloved families, teammates and friends. Thank you to you all!

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LIST OF ABBREVIATIONS

IV	Independent Variable
DV	Dependent Variable
UV	Utilitarian Value
HV	Hedonic Value
II	Informational Influence
NI	Normative Influence
PP	Perceived Perishability
PS	Perceived Scarcity
PI	Purchase Intention
TRA	Theory of Reasoned Action
GDP	Gross Domestic Product
e-WOM	Electronic Word-of-Mouth
VIF	Variance Inflation Factor
a	Constant
SPSS	Statistical Package for Social Science
C2C	Customer to Customer

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## PREFACE

Sales promotion is a frequently utilized tool in the marketing context. From discounts, Everyday Low Prices (EDLP) to Free Shipping, Coupons, Contests, and Loyalty Programs, you name it. Being a thoroughly studied marketing context, there is one that still demands considerable attention, despite gaining much popularity in recent years, especially since the outbreak of pandemic. Their main purpose is to unload excess inventories in a shorter time and greatly attract consumers to buy a product by providing greater value, though, with flash sales promotion as the hardcore version of it. Going online, Alibaba 11.11, Amazon Black Friday and even during occasional festivals such as Chinese New Year and Ramadan, these less than 24-hour shopping festivals often rack up millions to billions of sales in a flash. In Malaysia, the 2 main e-commerce platform brands, Lazada and Shopee, are often attributed to the term, “online flash sales”, and have also seen sales and consumer participation spike during flash sales deals and shopping festivals. Statistically, online flash sales market is expected to grow from USD 20.4 billion in 2020 to USD 84.8 billion in 2027 and was already being dominated by the spending of younger generations, especially when Generation Z is on the rapid rise recently. Nevertheless, available studies related to online flash sales are still scarce, and results particularly on how such flash sales promotions influence consumers’ purchase intention still lack to offer a clear, generalizable understanding. On the other hand, flash sales promotions have proven to be of frequent use and beneficial, while the increasing shopping varieties and activities online will provide flash sales promotion with a great opportunity to catalyst in the near future. Therefore, this research is to study the factors that influence Malaysia Generation Z Consumers’ Purchase Intention during Flash Sales Promotion.

## ABSTRACT

With the booming of e-commerce and rising of many sellers and companies attributed to flash sales promotions, combined with the proliferation of Generation Z's impact during flash sales promotions, and the increasing need of investigating their respective behaviors in the yet-to-studied Malaysian context, this research uses Theory of Reasoned Action (TRA) to determine the relationship between factors that are important with the Malaysia Generation Z consumers' purchase intention during online flash sales promotion. The variables proposed in this research framework are utilitarian value and hedonic value which constitutes a consumer's attitude, informational influence and normative influence which constitutes a consumer's subjective norms and perceived perishability and perceived scarcity to account for the nature of effects created by flash sales strategies. After that, 6 respective hypotheses are developed. Quantitative method is then utilized by distributing questionnaires to collect a total of 280 respondents required particularly Generation Z in Malaysia aged from 16-25 to conduct this study's analysis. The results conducted through the pilot test are all acceptable and SPSS Software Version 29 is used to analyze the data collected and come up with conclusions subsequently. Based on the findings obtained, both utilitarian value, hedonic value, informational influence and perceived perishability showed a significant effect on Malaysia Generation Z's purchase intention during online flash sales promotion, whereas normative influence and perceived scarcity showed no significant influence on Malaysia Generation Z's purchase intention during online flash sales promotion. As a result, our research provides implications to future researchers and marketers on a better insight and ways of designing a more effective and efficient online flash sales promotion. Limitations imposed are to prompt greater advanced research eventually explaining comprehensively the consumers' behavior in this promising flash sales context.



## **CHAPTER 1: INTRODUCTION**

### **1.1 Research Background**

Electronic commerce also known as e-commerce has expanded significantly in recent years. E-commerce is a business or commercial transaction that entails the exchange of information over an electronic system or computer network, such as the Internet (Ismail & Masud, 2020; Salleh et al., 2020). While e-commerce has successfully penetrated 80% of the world population's purchase routines, studies show that online flash sales promotions are the main culprit stimulating thousands of first-time consumers to log on and start their lifelong journey with e-commerce (Baluch & Main, 2023; Sachitanand & Layak, 2015). Online flash sales promotion is another sales promotion alternative done online which offers deep discounts albeit with a higher value proposition and limitations imposed (Martaleni et al., 2022). The concept behind the introduction and use of online flash sales promotion is firstly, to unload excess inventories quickly through lower prices and greater value offered. Secondly, to effectively differentiate from the already well-linked low-price online shopping, which gives consumers reason to buy impulsively, or in greater amounts (Zhang et al, 2018; Fadilla, 2023). More often, online flash sales promotions will have a promotion duration considerably lower than other types of promotions, meanwhile giving out lots of discounts, benefits, packages, interactions and limitations that are otherwise unavailable during a normal sales period (Zhang et al., 2018). Malaysia Airlines offered 24% offer for economy class tickets to selected 24 countries within 24 hours to increase awareness and boost attendance on these flights (Malaysia Airlines, 2019). Whereas Lazada offers lots of free shipping and cashback vouchers with lower criteria such as free shipping with no minimum spend during flash sales festivals to encourage spending sprees while individual sellers on the platform also tend to lower benchmark prices of their products.

VIP.com, an e-commerce platform in China after becoming the country's first to introduce the online flash sales model had attained billions of revenues, millions of active users, and successfully made the list on New York Stock Exchange in 2012 (Liu et al., 2020). In Malaysia, both Lazada and Shopee attained great success during 11.11 in 2019, where within the first hour, the former had sold more than 1 million items, and the latter transacted three times the order compared to the previous year (Lim, 2019). During COVID-19, 40-50% of the smartphone sales online are attributed to online flash sales promotions, while Fully Fishery, an online grocery in Malaysia saw an 800% uplift in sales, skyrocketing revenue to a total of RM1.2 million throughout the flash sales period (Merchant & Dhar, 2021; Starpicks, 2021). As a result, many countries are investing heavily in the e-commerce sector as the sales and revenues generated lead to higher GDP (Statista Research Department, 2022). According to the International Trade Administration (2021), Malaysia's e-commerce sales reached US\$4 billion in 2020 and with a revenue of US\$6.3 billion in 2021. Lately, even when daily life has mostly returned to normal before COVID-19, more than half of the consumers have already become frequently engaged in online shopping and buying (Shaw et al., 2022).

Generation Z, or so-called "zoomers", is defined as the population that are born between 1997 to 2012, and are highly technical savvy, digitally native and creative in nature (Dimmock, 2019). About  $\frac{1}{4}$  of the consumers shopping in Malaysia's most-visited flash sales shopping sites, Shopee and Lazada, consists of Generation Z aged 18-24 (Similar Web, 2023). Despite still lacking in terms of numbers compared to the most frequent online shoppers, Millennials, Generation Z is growing in disposable income and age range of able spenders. The latest data supports this as it pointed out that Generation Z's disposable income reaches US\$360 billion in 2021 and is projected to surpass that of Millennials within 10 years by reaching a whopping amount of US\$33 trillion ("Gen Z Planet LLC", 2021). Whereas about 40% of the population in Malaysia is below the age of 24 (Kemp, 2022). During online flash sales, about 50% of Generation Z consumers also tend to spend almost their entire pocket money on it, mainly buying fashion products (Hao, 2021).

## 1.2 Research Problem

In Malaysia, consumers often think of discounts and online flash sales only when they come across big brands such as Shopee and Lazada, receive their notifications, or decide to shop with them (Wong, 2017).

Therefore, the main point here is that online flash sales promotions are not only growing but have become an inseparable part of marketing strategy for most companies. It is stated by Mandeep Arora, the founder of UBON, that flash sales are essentially a boost to a business and the fastest way to unload excess inventories (Sharma, 2021). True indeed, flash sales have already proven to be successful in generating various advantages such as customer acquisition, engagement, and awareness specifically. In fact, consumers themselves respond positively to online flash sales promotions not only through increased spending of 382% more than average, but 74% of businesses also see higher open rates from flash sales subject emails (Tocci, 2019). That said, most of the research on online flash sales promotion till today is still scarce. General results are obtained as an abundance of research purely studies consumers' behavior in adopting and purchasing online (Hertanto, Sulhaini & Edi, 2020). Purchasing online is different to purchasing during online flash sales. The variability and intensity of benefits offered and limitations imposed are said to have positive and negative effects on the consumers' behavioral intention, while extensive works of literature also suggest that consumers might respond more impulsively or proceed to buy more of certain products during online flash sales promotions (Prasetyo et al., 2020). Hence, it is imperative to find out how online flash sales promotions differ in factors that are able to encourage consumers to notice and be willing to wait or buy spontaneously.

Empirically, studies related to online flash sales are not comprehensive enough. They have mainly focused on a few specific features of flash sales per se, such as price, emotional values, and social influence, however, none of them has explained these features in consolidation. Results are dispersed, not filling up previous literature gaps, and most importantly, the factors utilized are relatively insufficient to provide complete

implication in relation to each research study context (Liu et al., 2020). Therefore, this study incorporating those possible factors helps to outline a well-explained field for future reference, specifically in terms of Generation Z consumers. Secondly, the special nature of flash sales imposing time and quantity limits is surprisingly not being explained by the already scanty literature in this particular field of study. Although there are extant studies specifically done on time and quantity limited promotions, they are suggested to not be applied in the flash sales context because the promotion types, elements and other moderating values may be different and have well different impacts (Rabinovich et al., 2019). Hence, our study will incorporate these factors as well to provide defined explanations. Perhaps the most comprehensive and related past research to our current study is done by Peng et al. (2019), which incorporates factors similar to that of our research, in addition to product involvement. Albeit this study offers little explanation of consumer perceived values since they are not the main focus of the study. In other words, it lacks a complete picture to explain very precisely the consumers' behavior during online flash sales in which little information is extracted for useful latter inferences. More importantly, this study would be the first to explore specifically about online flash sales in the Malaysian context. Previously, a study done by Ru et al. (2021) focused on Malaysian Shopee users, but it is applied only to consumers' usual purchases on the platform. Furthermore, the study does not focus on a broad spectrum of e-commerce users, because different platform providers may have their own unique and differentiated marketing strategies, as well as being perceived differently by the consumers, thus generalizability is not achieved. While the results also demand a further investigation of different variables.

From a research perspective, there are yet journals that study Generation Y or Z in the online flash sales context. However, it is worth mentioning that research done by Chen and Li (2020) selected more than 70% of Generation Z consumers as their major respondents. Though only utilitarian value, hedonic value and social influence are studied in this research, thus concerns are still about possible important variances being unexplained. Other than that, most of the studies like Aribowo et al. (2020) contributed to the abundance of studies relating to online purchase behavior among Gen Y & Z.

Once again, very little concern is put on the case of purchasing during online flash sales. Besides, the study included Baby Boomers respondents that can distort the study results because of different behaviors, and our research would like to focus on the young, futuristic yet understudied spenders only.

### **1.3 Research Objectives and Questions**

This study's main purpose is to be the first to understand the important factors that can influence Malaysia Generation Z consumers' purchase intention during online flash sales promotion and to investigate their significance accordingly.

As such, the specific research objectives are as below:

To examine the effect of Utilitarian Value towards Malaysia Generation Z consumers' purchase intention during online flash sales promotion

To examine the effect of Hedonic Value towards Malaysia Generation Z consumers' purchase intention during online flash sales promotion

To examine the effect of Informational Influence towards Malaysia Generation Z consumers' purchase intention during online flash sales promotion

To examine the effect of Normative Influence towards Malaysia Generation Z consumers' purchase intention during online flash sales promotion

To examine the effect of Perceived Perishability towards Malaysia Generation Z consumers' purchase intention during online flash sales promotion

To examine the effect of Perceived Scarcity towards Malaysia Generation Z consumers' purchase intention during online flash sales promotion

Subsequently, the specific research questions are as below:

Will Utilitarian Value affect Malaysia Generation Z consumers' purchase intention during online flash sales promotion?

Will Hedonic Value affect Malaysia Generation Z consumers' purchase intention during online flash sales promotion?

Will Informational Influence affect Malaysia Generation Z consumers' purchase intention during online flash sales promotion?

Will Normative Influence affect Malaysia Generation Z consumers' purchase intention during online flash sales promotion?

Will Perceived Perishability affect Malaysia Generation Z consumers' purchase intention during online flash sales promotion?

Will Perceived Scarcity affect Malaysia Generation Z consumers' purchase intention during online flash sales promotion?

## **1.4 Research Significance**

This research is of significance to the e-commerce companies or online flash sales platform providers, as the results obtained will lead them into designing online flash sales promotions with elements that are more effective and efficient. As such, online flash sales promotions are ever innovating and changing, providing more consumer values, in turn creating more customer satisfaction, retaining more consumers, and reducing the possibility of flash sales fatigue.

While in Malaysia, the C2C e-commerce market poses the highest growth and profits, hence, our study also helps those small entrepreneurial companies or sole proprietors to gain more insights into consumers' perceptions and behaviors towards online flash sales promotions (Goddevrind et al., 2021). They can then design their marketing strategies, to take advantage of consumers' behavior and stand out clearly amongst other competitors and better them.

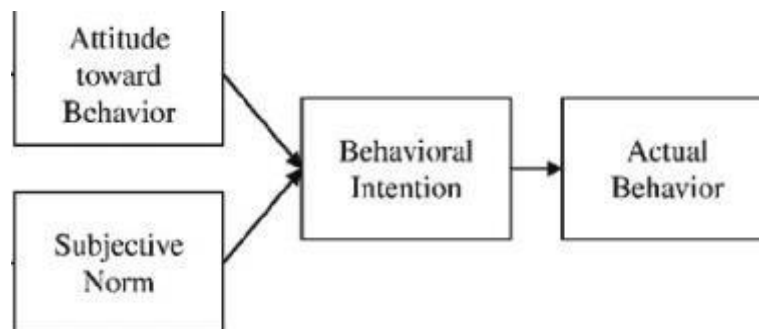
Additionally, our research will also take note of the past research's weaknesses and address those issues inside our current research. We had gathered the most important

variables to explain online flash sales promotions in a new way more comprehensively, and that the insights provided will be truly valuable, able to prompt further advanced research, and act as a guideline for academists that conduct similar research.

Not the least, it is also vital to focus our study specifically on Generation Z consumers in Malaysia as the results will be tempting for those in interest and also shed light on this relatively new and futuristic target respondents' context.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 Review of Theoretical Framework



*Figure 2.1 Theory of Reasoned Action TRA (1975)*

Theory of Reasoned Action (TRA) is a behavioral intention model proposed by Fishbein and Ajzen (1975). It is to accurately predict an individual's particular behavior exerted in time to come.

TRA has been widely used across research predicting behavioral intentions. The relativity of the theory to explain substantive variances in how a consumer intends to do something is the complex set of beliefs that one incurs, which automatically and unconsciously prompts an immediate attitudinal response, while accounting behavioral relationships with others, yet simple to provide clear-cut understandable reasoned actions (Yzer, 2017). Studies have long proven that TRA is effective in explaining consumers' purchase intentions. Hansen et al. (2004) stated that consumers usually evaluate the benefits and risks that shape their behavioral attitudes prior to intention, and buying online allows communication with others easily. While, recently, Rambabu et al. (2022) explain online impulse shopping behavior and have all the variables showing significant relationships. Therefore, TRA would excel in explaining



consumer's purchase intention in online flash sales context through understanding how well they perceive the value created specifically by such promotion and their perception of others if they engage in the promotion buying activities (Hagger, 2019).

Attitude reflects one's differences regarding beliefs, feelings and evaluation of outcome towards exerting a specific behavior, for that if the image towards an outcome associated or value gained with online flash sales promotions is positive, then it is believed that exerting the behavior, in this case, purchase during online flash sales would very least bring one benefit, thus the purchase intention will be higher (Dakduk et al, 2018). Research done by Ashokkumar and Nagarajan (2021) examined the effect of attitude on online shopping towards intention to purchase online found that attitude is always the first step in significantly determining a consumer's image towards the object and subsequently intention to exert different kinds of behavior.

Next, subjective norms reflect the perception of others' normative differences, whether performing the behavior would match up to others' expectations or to seek guidance, thus deciding the motivation to comply and tendency to exert a specific behavior (Redda, 2019). As online flash sales create a shopping festival atmosphere, thus social in nature, normative influences can be a powerful predictor (Liu et al., 2018). Chuchinprakarn (2020) also pointed out that consumers often look to surrounding others before they make a decision to be informative, this is similarly applicable to purchasing online because consumers undergo the same evaluation process even in different contexts.

Although there are other theories that studied purchase intention as well, for example, Theory of Planned Behavior (TPB) accounted for an additional non-volitional factor which is perceived behavioral control (PBC), a study made by Dakduk et al. (2018) on e-commerce adoption found that TRA explained the same amounts of variances when being compared to TPB. PBC varies in significance across situations where consumers have strong needs to complete an action, which can be attributed to the proneness, greatness, and exclusiveness of online flash sales deals (Hansen et al., 2004). Other

models utilized include Technology Acceptance Model (TAM) and Stimulus-Organism-Response Model (S-O-R). TAM explains intention from the perspective of a technology characteristic, which in this case would be inclined more towards the consumers' perception of flash sales platform characteristics (Liu et al., 2023). Effects created by online flash sales itself should instead be the main focus and can explain the purchase intention better than just usage and acceptance (Jawaharlal & Kulkarni, 2022). S-O-R is a great model for explaining consumers' behavior psychologically. However, TRA offers a better direct explanation effect on such impulse buying behavior, in which stimuli generate an immediate response, utilizing as a S-R model instead (Chen & Li, 2020). Overall, it is suggested that a specific combination of variables will best explain the predictions without introducing complexity (Fishbein & Ajzen, 2004). Hence, accounting for the special nature of flash sales strategies will see two additional extensive variables, perceived perishability and perceived scarcity being introduced into our study (DSilva & Elangovan, 2021).

## **2.2 Review of Variables**

### **2.2.1 Purchase Intention**

The reason TRA is used is also due to its direct and effective explanation of a consumer's final behavior, which is the actual behavior. TRA has proposed behavioral intention as an antecedent that leads to the final behavior outcome (Ajzen, 1991). As such, purchase intention will serve as the dependent variable in this research model, since purchase intention is always one of the main goals in the e-commerce context and a useful indicator to assess the quality of effects created and characteristics devised (Sadeli et al., 2023).

Purchase intention can be defined as the possibility that an individual would purchase something subjectively, where the willingness to purchase is affected by factors prior

to intention that has a significant effect on consumers' thoughts (Zhang et al., 2017). Such action is consciously controlled and, specifically, a consumer's purchase intention during online flash sales promotion would be the tendency to purchase anything, or spend money on the e-commerce platform in relation to effects created by online flash sales (Peng et al., 2019).

### **2.2.2 Utilitarian Value**

Utilitarian value is seen as customer attitude where they buy the product or service based on their needs (Sari & Maftukhah, 2019). The utilitarian perspective is more cognitively driven and goal-oriented and is related to reasonable and practical evaluation (Ho et al., 2019).

Utilitarian value is created when the consumer experiences or anticipates tangible and functional benefits to solve problems or to complete tasks (Jackson & Xu, 2022). The value is dominated by functional motivations associated with tangible aspects such as product variety, product quality, convenience, price and benefits (Lin et al., 2018). When these aspects in combined make the consumers' shopping activities done more effectively and efficiently, utilitarian value is increased (Lee & Wu, 2017). Besides, when consumers are to make rapid and instant decisions during online flash sales, utilitarian value is especially necessary and useful, thus every useful aspect help to spur the likelihood of consumers making decisions quicker with less cognitive dissonance (Shang et al., 2020; Nigam et al., 2020). Further in, there are two dimensions of utilitarian value mentioned by Wolf (2019) that are efficient and economic benefits. Sales promotions such as flash sales contribute to the utility, efficiency and economy of buying benefits.

### **2.1.1 Hedonic Value**

Hedonic value, which measures the whole experience of personal pleasures, is linked to a tendency to arouse feelings of emotion, fantasy, entertainment and enjoyment (Ho et al., 2019; Evelina et al., 2020; Wongkitrungrueng & Assarut, 2020; Jee, 2021). It refers to the subjective experience or feeling that consumers have when experiencing a product, such as how the product makes them feel fun, smart and enjoyable (Jackson & Xu, 2022). As such, customers feel more satisfied because they obtain greater value (Evelina et al., 2020).

When consumers are doing hedonic or bargain shopping, the good feelings generated also reflect the emotional worth to be gained. (Martinez & Kim, 2012; Liu et al., 2019). In addition, research has shown that consumers are more impulsive and pleasant when businesses offer promotions or discounts and that this emotion lasts for a long time and influences consumers' purchase intentions (Chauhan et al., 2021; Panikkassery, 2020).

### **2.1.2 Informational Influence**

According to Ding et al. (2020), the reference group provided information that can increase the consumer's knowledge, trust and ability to deal with risk which will influence the consumer's purchase intentions. In previous study, it has been discussed that informational influence works in direct and indirect ways. The former communicates directly with the reference group, while the latter obtains information by judging the behavior of the reference group (Ding et al., 2020). The online shopper will rely on the e-WOM and the information given by peer customers (Hu et al., 2019). For example, in online flash sales platforms, reviews and ratings from existing users provide information about the product and act as an influence of information that affects the consumer's purchase intention (Dennis et al., 2020). Moreover, Hu et al. (2019) stated that friend sharing will also influence consumer's purchase intention.

According to Hsieh and Tseng (2018) and Miah et al. (2022), people can make appropriate decisions by gathering information to have a better understanding of reviews, as it reflects perpetual information and reasoning power by the behaviors.

### **2.2.3 Normative Influence**

Recent research showed that normative influence can motivate consumers to make adjustments to align and complement their personal attitudes when comparing themselves to a reference group (Pristl et al., 2021; Ding et al., 2020). It can be divided into utility influence and value influence. According to Ding et al. (2020), the former forces individuals to conform to group norms to ensure that they do the 'right' thing, thereby gaining rewards and avoiding punishment, while obedience emerges. Value influence is the opposite of utility influence, where individuals voluntarily follow the reference group to gain approval. The normative influence affects individuals' behavior and purchase intentions as people want to increase their sense of belonging, maintain social relationships and improve their status within a particular group, especially when online flash sales are indeed gaining much popularity (Hsieh & Tseng, 2018). Data showed that 50% of Generation Z are active social media buyers, constantly learning from and responding to stimuli on it (Lebow, 2023; Branka, 2023; Morgan, 2020).

### **2.2.4 Perceived Perishability**

Perceived perishability as defined by Billieux et al. (2010), is an impulsive feeling, whereby one will feel the urge or immediate need to do something. Online flash sales promotion happens in a flash, limits the time a special discount is offered, thereby inducing a sense of perishability, that leads to consumers buying products impulsively, in other words, making decisions quickly and without much evaluation (Martaleni et al., 2022). Previous research done by Zhang et al. (2018) & Basso et al. (2019) also

pointed out that perishability can be understood as urgent or time-limited, because it reduces the time available for consumers to seek better choices, and would force them to focus on or magnify few important features only to make decisions, such as price during flash sales.

Another study done by Huang and Suo (2021) further explained the characteristics of perishability. Perishability will bring time pressure, emotions like anxiety, fear of missing out or excitement to stimulate consumers to quickly and solely respond to marketing stimuli, rather than relying on their rational judgements (Li et al., 2021). Moreover, they stimulate and capture attention, increasing the possibility of exerting specific related behavior (Zhu et al., 2018).

### **2.2.5 Perceived Scarcity**

Perceived scarcity, more precisely, quantity scarcity, is the relative scarcity perceived and generated from the limitation of available supply units (Schins, 2018). The available products are given a limit, after which the threshold is reached, the product will no longer be available and considered sold out, more often or not, products are always sold below usual quantity so to show scarcity (Dsilva & Elangovan, 2021). To explain it economically, scarcity manipulates the trade-off between supply and demand, whereby only supply decreases that causing price and relative importance of a product to increase (Akram et al., 2018). When immense benefits are offered, where demand exceeds supply, shortage and competition between consumers occur, which amplifies the value of a product while signaling consumers to buy spontaneously (Lynn, 2019).

The findings of Sun et al. (2021) outline that scarcity shortens the decision-making and searching time of a consumer because their freedom of choice is affected by current shortage that they found attractive, thus stimulating consumer's impulsive behavior and increasing the likelihood to purchase.

## 2.3 Development of Research Framework

This study establishes the conceptual model and material as indicated below. The theoretical model used is TRA with extension variables that are PP and PS to account for the nature of online flash sales, which is influential to a consumer's purchase decision both planned and impulsive. In short, UV, HV, II, NI, and PP, PS are the six IVs utilized in this study respectively. The DV will be the PI during online flash sales promotion.

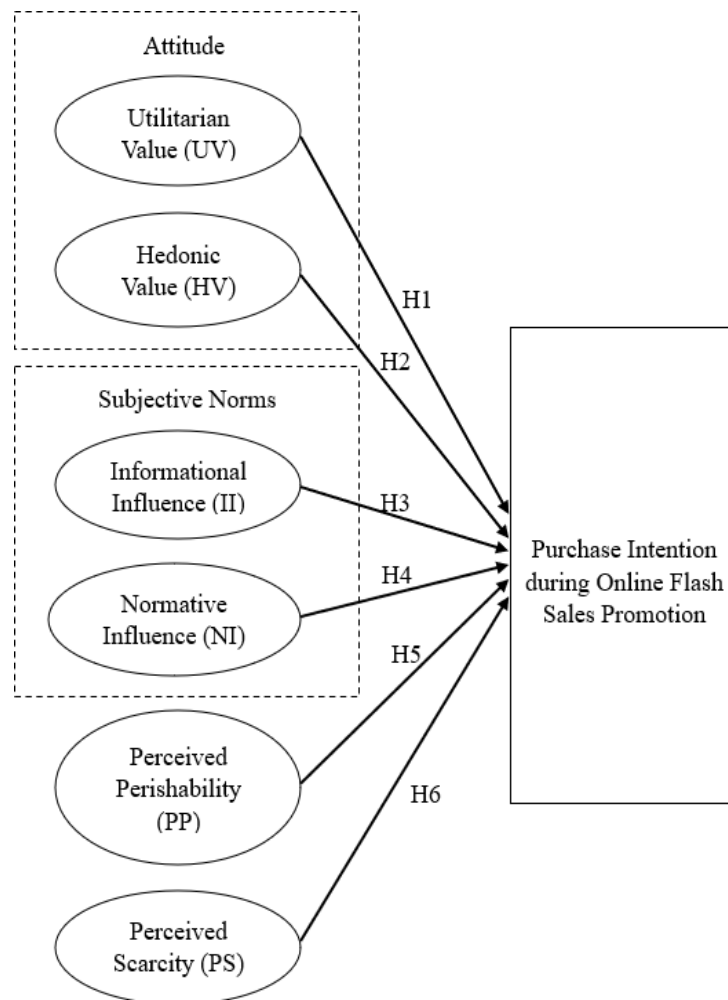


Figure 2.2 Proposed research framework

## **2.4 Hypotheses Development**

### **2.4.1 Relationship between Utilitarian Value and Purchase Intention during Online Flash Sales Promotion among Malaysia Generation Z**

Utilitarian value aims to lead consumers to the initial attitude or selection towards a specific object, where functional, economical, useful and helpful elements increase perceived utility (Arruda et al., 2019; Gan & Wang, 2017). Eventually, when the perceived values are greater or more enriching than what consumers normally get from usual online shopping, their feelings of positive disconfirmation tend to be higher as well, driving their satisfaction and motivation to purchase during online flash sales (Machmud et al., 2021; Lee & Wu, 2017).

While online customers are more price sensitive since the price has been a magnifying element or information when buying online, combined with the ease of comparing prices, when a company offers a discount price, it can create a purchase passion (Nigam et al., 2020). During shopping festivals like flash sales, the temptation of low prices is highly non-resisting and consumers who seek unusual or unique products are especially amenable to utilitarian value since they can successfully accomplish their objectives with little investments (Chen et al., 2019; Yulianta et al., 2021).

Studies also find that Generation Z rely heavily on convenience of the product attributes, process of delivery, experience of consumption and of marketing communication, and are more comfortable shopping online (Jiang & Hong, 2021; Miah et al., 2022). Therefore, the hypothesis will be:

**H1: Utilitarian Value significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z consumers**



## **2.4.2 Relationship between Hedonic Value and Purchase Intention during Online Flash Sales Promotion among Malaysia Generation Z**

Online flash sales usually make consumers feel entertained due to the promotion atmosphere. This will make the consumers immerse themselves in the browsing and exploration of shopping activities, thus feeling aroused and more excited, increasing the chance of making purchases. Studies confirm this as products launched online during holiday seasons take advantage of festival experience and promotion innovation to successfully generate greater sales (Lee & Wu, 2017; Chen & Li, 2020). Whereas hedonic shoppers are especially vulnerable to sites that provide them pleasure or excitement. They will enjoy these buying activities that stimulate them affectively, therefore hedonic value perceived influences satisfaction and pleasure, thus attitude towards and intention to buy (Kumar & Ayodeji, 2021; Yin & Qiu, 2021).

In addition, Muslikhun et al. (2022) suggest that hedonic value is also indeed a high-value shopping, which makes consumers think of shopping as a game where they are looking for numerous discounts, which is well-experienced in a flash sales program. Moreover, Generation Z has the intention to buy online due to the freedom and control over transactions (Lissitsa & Kol, 2019). They will translate higher levels of emotional distress into a greater willingness to buy online. Thus, the hypothesis will be:

**H2: Hedonic Value significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z consumers**

### **2.4.3 Relationship between Informational Influence and Purchase Intention during Online Flash Sales Promotion among Malaysia Generation Z**

According to prior study, informational influence has been shown to have a significant impact on e-commerce users as they trust e-WOM and fellow consumers more than traditional advertising (Hu et al., 2019). It provides a highly credible, effective and believable, insightful and detailed message to influence consumers (Dennis et al., 2020). Due to the inability to inspect products physically and limitations imposed to obtain great value, information that is of high-quality or knowledge-enhanceable helps to reduce information asymmetries which leads to breakthroughs in evaluation process, and arrive in decision-making subsequently (Sodero & Rabinovich, 2017).

According to Dennis et al. (2020) and Thakur (2018), online consumer reviews and ratings are an influential source of information for consumers, with 20-50% influence. Moreover, sentimental reviews grab consumers' attention, and affect them positively, eliciting purchase intention (Miah et al., 2022). If the main source of reference has an expert opinion on the advantages of online flash sales and the way they are used, this can greatly influence the consumer's perception and thus purchase intention (Vongurai, 2021). Whenever Generation Z consumers come across things for the first time, data also shows that 67% of them will always check for online reviews and conduct research (Carufel, 2020). Hence, the hypothesis will be:

**H3: Informational Influence significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z consumers**

#### **2.4.4 Relationship between Normative Influence and Purchase Intention during Online Flash Sales Promotion among Malaysia Generation Z**

Peer pressure has been shown to be a normative influence on an individual's behavior (Nkwo & Orji, 2019; Jain, 2019). It can motivate an individual to gain approval and acceptance from social group members (Hu et al., 2019). In online flash sales programs, normative influence affects purchase intention by motivating consumers to participate as well as to feel the lively atmosphere, and develop a sense of well-being and belonging, with a tendency to align with actions of others to maintain social relationships, so as to avoid being treated as antisocial (Hsieh & Tseng, 2018; Hu et al., 2019).

Additionally, Moriuchi (2021), in his past study also stated that the crowd-sourced ratings or composite ranking scores act as a popularity signal that is included in normative influences which represents the decision rule in assisting the consumers to make purchases (Moriuchi, 2018; Filieri et al., 2018). Jain (2019) stated that social acceptance is the main factor that motivates young people to buy, where the list of purchasers and their good reviews of the product helps consumers to seek recognition and prestige from it (Nkwo & Orji, 2019). As such, the hypothesis will be:

**H4: Normative Influence significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z consumers**

### **2.4.5 Relationship between Perceived Perishability and Purchase Intention during Online Flash Sales Promotion among Malaysia Generation Z**

Recently, a study using brainwaves as experiment show that consumers display changing emotions when faced with time pressure to make purchase decisions (Liang & Lin, 2023). Data from study made by Vannisa et al. (2020) found that perishability makes consumers feel seriously panic, and consider the availability of products as something limited that is both valuable and desirable. The time pressure exerted by online flash sales promotion will amplify the value of a product because of the attractiveness, uniqueness and relative satisfaction an individual gains even though they obtain something by putting in more effort than they normally do (Dinsmore et al, 2021).

Research made by Lamis et al. (2022) also stated that limited time or perishability will lead to consumers experiencing downward anticipated regret, fearing they will experience greater loss if they miss out this opportunity, thus arousing consumers to make purchases rather than regret not having made at all. Under such conditions, Generation Z is especially vulnerable and will engage in impulsive shopping, buying without considering the consequences (Berthiaume, 2019). That said, too low or high levels of perishability or urgency may bring negative effects, as the former do not feel impulsivity or threat while latter can feel very anxious which instead stray away from taking too high risk, especially when the perception towards utility obtained is not high enough (Devlin et al., 2007; Peng et al., 2019). Still, the hypothesis will be:

**H5: Perceived Perishability significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z consumers**

### **2.4.5 Relationship between Perceived Scarcity and Purchase Intention during Online Flash Sales Promotion among Malaysia Generation Z**

Perceived scarcity is shown to positively affect a consumer's purchase intention as it reflects the consumer's desire to possess a particular product during online flash sales promotion (Nguyen & Dui, 2022). This is due to the risk-averse for gains, and avoiding making last-minute decisions as uncertainty exists (Noone & Lin, 2020; Wu et al., 2021). Moreover, scarcity will also impose opportunity costs on the consumers, where they will feel the product is always special, and they gain some exclusive benefits from purchasing it and competing with others, otherwise, others would get a bargain (Lynn, 2019). This is why servers did crash before and inventory oversells.

Gabler and Reynolds (2019) also explain for the increased purchase intention, as consumers tend to overweight outcomes based on certainty, which means when uncertainty is associated with price, the outcome also fluctuates, prompting consumers to perceive more value and desirability when the product is still available. A study has proven that Generation Z is psychologically influenced by various promotions that contain elements which induce sense of urgency and desire to buy, for instance, scarcity (Ernestivita & Suhendra, 2022). Hence, the hypothesis will be:

**H6: Perceived Scarcity significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z consumers**

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1 Research Design**

A research design provides an appropriate framework for the procedures under study (Sileyew, 2020). It links conceptual research questions to relevant, achievable empirical research and ensures that the direction of the research is desired (Asenahabi, 2019).

#### **3.1.1 Quantitative Research**

Quantitative research collects large numbers of numerical data, and then analyzed them statistically in numbers (Rutberg & Bouikidis, 2018). The current study will be quantitative research in which the questionnaire will be adapted from past studies. This method was chosen to generate large-scale statistics and estimate the interaction of variables through a deductive process (Hoxha & Zeqiraj, 2019; Torrentira, 2020).

#### **3.1.2 Descriptive Research**

According to Siedlecki (2020), descriptive research is designed to generate hypotheses, not test them, and it possesses particular objectives and research questions. It provides information related to characteristics of population being studied (Nassaji, 2015). This research design is to generate personal factors that contribute to explaining study's background context and differences in online flash sales purchase intention.

## **3.2 Sampling Design**

### **3.2.1 Target Population**

According to Willie (2022), the target population represents all the people, objects and events that the researcher wishes to study. This study includes Generation Z, those born between 1997 and 2012, engaged in online shopping activities before, and are specifically Malaysian (Thomas et al., 2018; Dimmock, 2019). Section 1A (1), Children and Young Persons (Employment) Act 1966 states that people under 15 years old are not allowed to work full-time employment (Aqilah, 2018). The company such as McDonald's Malaysia or SHEIN does not allow people below 16 years old to use their online services (McDonald, n.d.; Shein, n.d.). Therefore, those aged 10 to 15 will not be our target respondents.

### **3.2.2 Sampling Frame**

Sampling frame is a list of all the members in a selected population used for designing survey (Puszczak et al., 2013). There was no sampling frame for this study as it was not possible to obtain a compiled list of Malaysia Generation Z who had shopped through the e-commerce platform during online flash sales.

### **3.2.3 Sampling Technique**

Sampling technique is a case selection method, to derive the intended subset of units from a sample population (Haute, 2021). The sampling technique applied in this study is judgmental sampling which is a non-probability sampling method. Non-probability sampling indicates that each person in the population being selected for the sample is

of uncertain probability (Bhardwaj, 2019). Judgmental sampling is the best method as it depends on the researcher's judgment to best meet the specific conditions of this study and to select a target sample that can provide accurate feedback (Bhardwaj, 2019). In this study, we will determine the age and nationality of the respondents based on their social media names and profile before distributing the online questionnaire to them.

### **3.2.4 Sampling Size**

According to Hinkin (1998), to determine sample size of a study, it is recommended that item-to-response ratios range from at least 1:4 to 1:10 for factor analysis. There were 28 items in total, 24 of which were from the independent variables and 4 from the dependent variable. Roscoe's guidelines state that a sample size of between 30 to 500 is most appropriate for behavioural research (Memon et al., 2020). An item-to-response ratio of 1:10 was used in this study. Therefore, 280 respondents are appropriate according to Hinkin's sample size ratio.

## **3.3 Data Collection Methods**

### **3.3.1 Primary Data**

This study used a survey method with questionnaires to collect information from the respondents. The purpose of using questionnaires is because it is easy and inexpensive to conduct (Siedlecki, 2020). The questionnaires are in English language and distributed through online platforms such as WhatsApp, Facebook, WeChat, Instagram, email and other social media accounts to the target population. Social media is an effective tool to help target audiences, build connections and share information effectively (Torrentira, 2020). All the information collected from the questionnaires



was transformed into a valuable data set and analyzed through models, statistical formulas and new conclusions were drawn to answer the research questions and to confirm the research hypotheses (Tran & Khuc, 2021).

### **3.3.2 Secondary Data**

Secondary data sources are those from reputable journals, books, articles, magazines, newspapers, websites and other resources that have been collected and collated by others (Sileyew, 2020). Secondary data is used because it allows relevant information to be extracted, descriptive information to be found to support the research, and relationships between variables to be clarified easily (Taherdoost, 2021). In this study, the secondary data used are articles from certified websites such as Forbes, company's official website and online journals derived from databases, valid and reliable, and mostly dated 2018 onwards.

## **3.4 Questionnaire Design**

### **3.4.1 Nominal, Ordinal and Interval Scale**

Nominal scale is categorical data that can be used when there are no differences in degree between the elements being measured, such as gender and age (Suparji et al. 2019). When there is a rank order or different degrees between the elements to be measured, the ordinal table is used (Philippi, 2022). The Likert scale was used in this study because it generates a highly reliable scale in a simple way (Taherdoost, 2019). The questionnaire will include a set of statements about the study's hypotheses. Respondents are asked to select the most appropriate answer from strongly agree to strongly disagree. For example, 1= strongly disagree, 2=disagree, 3= neutral, 4= agree,

5= strongly agree. In this study, the nominal scale is used in Section A to obtain demographic information of the respondents while the ordinal scale is used in Section B and Section C to obtain data for respective independent variables and dependent variable.

### 3.4.2 Questionnaire Sources of Constructs

**Table 3.1 Sources of Constructs**

<b>Variable of Constructs</b>	<b>Sources Adapted From</b>
Utilitarian Value (UV)	(Lee & Wu, 2017)., (Gan & Wang, 2017).
Hedonic Value (HV)	(Lee & Wu, 2017)., (Gan & Wang, 2017).
Informational Influence (II)	(Liu, Luo & Cao, 2018)., (Shukor & Omar, 2019).
Normative Influence (NI)	(Liu, Luo & Cao, 2018)., (Shukor & Omar, 2019)., (Ding, Lin & Zhang, 2020).
Perceived Perishability (PP)	(Vannisa, Fansuri & Ambon, 2020)., (Thanh & Phuong, 2022).
Perceived Scarcity (PS)	(Vannisa, Fansuri & Ambon, 2020)., (Thanh & Phuong, 2022).
Purchase Intention during FlashSales Promotion (PI)	(Thanh & Phuong, 2022)., (Peng et al., 2019).

### 3.4.3 Pilot Study

Pilot study, or pilot test, is a necessary and useful questionnaire pre-test analysis that needs to be done to run the questionnaire developed on a trial basis and to identify then eliminate any potential problems and be amended, to distribute effectively to larger samples in the future (Lowe, 2019).

A pre-test questionnaire of 30 respondents was obtained to undergo the trial analysis. The respondents are drawn from the same population of study. After that, Cronbach Alpha analysis is used to determine the reliability, internal consistency of the instruments and identify any possible errors. Values ranging from 0.70 and above are considered approved to be included in the final construct of the questionnaire. As shown in Table 3.2, the results obtained are all valid and reliable.

**Table 3.2 Pilot Study Results**

Variables	Cronbach Alpha Value	Number of items
Utilitarian Value	0.747	4
Hedonic Value	0.778	4
Informational Influence	0.720	4
Normative Influence	0.846	4
Perceived Perishability	0.860	4
Perceived Scarcity	0.711	4
Purchase Intention	0.876	4

## **3.5 Data Analysis**

### **3.5.1 Descriptive Analysis**

Descriptive analysis presents statistics in a descriptive way that is to summarize the data and describes it effective and efficient (Kaur et al, 2018). Descriptive

statistics are useful for inferential analysis and to come up with conclusions subsequently (Part 1: Introduction and Descriptive Statistics, 2019).

### **3.5.2 Frequency Distribution**

Frequency distribution is a representation of data count in numerical form that is presented categorically (Kalaian, 2020). It serves as a basis for constructing further analysis and allows the researcher to have a glance over whether the data counts are high or low, concentrated in one area, or skewed towards one side, that is of extreme values (Mahbobi & Tiemann, 2015; Manikandan, 2022).

### **3.5.3 Inferential Analysis**

Inferential analysis generates inferential statistics that is to deduce useful data and insights from a selected sample to make accurate inferences about a population of interest (Amin, 2019). There are two tests associated with it. One is a non-parametric test and the other one is a parametric test. For this study, parametric tests are used.

#### **3.5.3.1 Reliability Test**

Reliability Test, as the name implies, tests whether the data or measurement obtained is reliable enough to produce same or consistent results over repeated and consistent situations that measure a single variable (Kubai, 2019). As such, the data or measurement can be trusted because it is proven to be usable and free from random and systematic errors (Drost, 2011). Here, Cronbach Alpha coefficient is used to indicate the relative reliability of measurements.

<b>Alpha Coefficient Range</b>	<b>Strength of Association</b>
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
>0.9	Excellent

*Figure 3.1 Cronbach Alpha Coefficient (Hair et al., 2003).*

### **3.5.3.2 Validity Test**

Validity Test, on the other hand, measures whether the data reflect true differences and variances in the content being measured without measurement errors (Taherdoost, 2016). In other words, validity explains how well the measurements obtained cover the intended area of investigation, measuring what it is supposed to measure (Ghauri & Gronhaug, 2005).

Validity Test measures Convergent Validity and Discriminant Validity. Factor Loadings is the analyse and measurement to look into, whereby loadings higher than 0.5 indicate that the items or instruments developed are of great importance and sufficient enough in explaining the variances associated with the variable (Maskey et al., 2018).

### **3.5.3.3 Pearson Correlation Coefficient Analysis**

Pearson Correlation Coefficient Analysis measures the strength of linear relationship between independent variables and dependent variables (Samuels, 2014). The number ranges from -1 to 1, where 0 indicates no relationship between the variables, whereas

number less than 0 indicates negative correlation, that is X increase, Y decrease, or X decrease, Y increase, and number more than 0 indicates positive correlation (Camm, 2019). It is represented as a coefficient (r), and the closer it is to -1 or 1, the greater the association between variables, and the better the explanatory power of independent variables. A value generally greater than 0.6 is considered good (Adeyemi, 2009).

Scale of Correlation Coefficient	Value
$0 < r \leq 0.19$	Very Low Correlation
$0.2 < r \leq 0.39$	Low Correlation
$0.4 < r \leq 0.59$	Moderate Correlation
$0.6 < r \leq 0.79$	High Correlation
$0.8 < r \leq 1.0$	Very High Correlation

Figure 3.2 Pearson Correlation Coefficient (Selvanathan et al., 2020).

### 3.3.2.1 Multiple Linear Regression Analysis

Multiple Linear Regression is to explain the linear relationship between several independent variables and dependent variable as a whole. It also provides useful insights related to the whole model (Hayes, 2022). The overall significance level applied to this study is 0.05.

R-Square explains the percentage of variation in the dependent variable that is being explained by the set of independent variables in the model (Camm, 2019). The higher the value, the greater the independent variables' influence and explanatory power (Zach, 2019). F-test then tests the overall significance of the regression model, whereby the model is said to be valid. Whereas T-test tests the significance of different independent variables individually, which is indicated by a t-value greater than 1.96, and p-value less than 0.05. Lastly, VIF value needs to be lower than 5 in order to ensure there are

no multicollinearity issues so it does not lead to a false causation effect as well wrong rejection of null hypothesis (Camn, 2019).

Therefore, the following multiple linear regression equation is developed:

$$PI: a + X1(UV) + X2(HV) + X3(II) + X4(NI) + X5(PP) + X6(PS)$$

## CHAPTER 4: DATA ANALYSIS

### 4.0 Introduction

In this chapter, SPSS Software Version 29 is used to analyze the raw data. We collected 280 questionnaires for the target population, discussed the results of the survey and analyzed the results and data. This chapter also examines the relationship between the dependent and independent variables.

### 4.1 Descriptive Analysis

#### 4.1.1 Respondents' Demographic Profile

**Table 4.1 Respondents' Demographic Profile**

<b>Descriptive</b>	<b>Frequency(f)</b>	<b>Percentage(%)</b>
<b>Gender</b>		
Male	84	30.0
Female	196	70.0
<b>Age</b>		
16-19 years old	18	6.4
20-23 years old	222	79.3
24-25 years old	40	14.3



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**Occupation**

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Private Sector	19	6.8
Public Sector	6	2.1
Student	249	88.9
Unemployed	6	2.1

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**Education**

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Post-Secondary (Form 6 and Matriculation)	25	8.9
Primary Level	1	0.4
Secondary Level	24	8.6
Tertiary (Public and Private Institution)	230	82.1

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**Income**

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Below RM500	154	55.0
RM1501 - RM2500	20	7.1
RM2501 and above	19	6.8
RM500 - RM1500	87	31.1

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**Nationality**

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Malaysian	280	100
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**State**

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Johor	44	15.7
Kedah	15	5.4

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Factors Influencing Malaysia Gen Z's Purchase Intention during Flash Sales

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Kelantan	3	1.1
Melaka	6	2.1
Negeri Sembilan	6	2.1
Pahang	5	1.8
Perak	72	25.7
Perlis	1	0.4
Pulau Pinang	26	9.3
Sabah	5	1.8
Sarawak	4	1.4
Selangor	90	32.1
Terengganu	3	1.1

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**Online Purchase Experience**

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Yes	280	100
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**Purchase history during flash sales**

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0	14	5.0
1-2 times	120	42.9
3-4 times	65	23.2
5 and above	81	28.9

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In this study, a total of 286 respondents completed the questionnaire, however only 280 respondents are deemed valid and used in this study's analysis as 6 respondents are not Malaysian in nationality, which do not qualify to be the target respondents for this particular study.

Table 4.1 shows the demographic information of all respondents in the questionnaire. As can be seen from the table above, 196 female respondents accounted for 70.0% of the total respondents, which is a majority over 84 male respondents (30.0%). In addition, 222 respondents, or 79.3% of the total, were between the ages of 20 and 23, while 40 of them, or 14.3%, were between the ages of 24 and 25, and the remaining 18, or 6.4%, were between the ages of 16 and 19.

A total of 249 (88.9%) respondents were students, 19 (6.8%) worked in the private sector and 6 (2.1%) worked in the private sector, and are unemployed respectively. The highest education of 230 respondents was tertiary level, accounting for 82.1%, another 25 were post-secondary level, accounting for 8.9%, and 24 had secondary school as their highest education, accounting for 8.6%, while only 1 respondent's highest education level is at primary school. As most of them were students, 154 (55%) respondents had an income level below RM500, 87 (31.1%) respondents were between RM500 and RM1500, 20 (7.1%) respondents were between RM1501 and RM2500 whereas another 19 (6.8%) respondents were RM2501 and above.

They are all from Malaysia because the topic of our research is targeted at Malaysians. 90 of them are from Selangor (32.1%), 72 (25.7%) from Perak, 44 (15.7%) from Johor, 26 (9.3%) from Pulau Pinang, 15 (5.4%) from Kedah, 6 (2.1%) from Negeri Sembilan, 6 (2.1%) from Melaka, 5 (1.8%) from Sabah, 5 (1.8%) from Pahang, another 4 (1.4%) from Sarawak, 3 (1.1%) from Kelantan, 3 (1.1%) from Terengganu and 1 (0.4%) from Perlis. They all have experience in online shopping, with 120 (42.9%) respondents have made one to two purchases during online flash sales, 81 (28.9%) respondents have made five or more purchases during online flash sales, 65 (23.2%) respondents having three to four purchases on record, and 14 (5%) respondents having no experience at all.

## 4.2 Inferential Analysis

### 4.2.1 Reliability Test

**Table 4.2 Validity and Reliability Analysis**

Variable	Cronbach's Alpha	No. of items	Reliability Result
Utilitarian Value (UV)	0.819	4	Very Good
Hedonic Value (HV)	0.819	4	Very Good
Informational Influence (II)	0.744	4	Good
Normative Influence (NI)	0.888	4	Very Good
Perceived Perishability (PP)	0.819	4	Very Good
Perceived Scarcity (PS)	0.770	4	Good
Purchase Intention During Flash Sales Promotion (PI)	0.860	4	Very Good

All of the variables in this research are acceptable as the Cronbach's Alpha are between 0.7 to 0.9. The independent variables include utilitarian value (0.819), hedonic value (0.819), normative influence (0.888), and perceived perishability (0.819), which have values greater than 0.8, so they are considered very good (Hair et al., 2003). Informative influence (0.744) and perceived scarcity (0.770) have values between 0.7 and 0.79, so they are considered good (Hair et al., 2003). The value of purchase intention (dependent variable) is 0.860, which is classified as very good, so the results obtained are reliable and consistent.

### 4.3 Factor Loadings

**Table 4.3 Factor Loadings**

<b>Label</b>	<b>Factor Loadings</b>
--------------	------------------------

**Utilitarian Value (UV)**

<b>UV 1</b>	0.822
<b>UV 2</b>	0.743
<b>UV 3</b>	0.587
<b>UV 4</b>	0.685

**Hedonic Value (HV)**

<b>HV 1</b>	0.719
<b>HV 2</b>	0.724
<b>HV 3</b>	0.504
<b>HV 4</b>	0.558

**Informational Influence (II)**

<b>II 1</b>	0.565
<b>II 2</b>	0.695
<b>II 3</b>	0.591

<b>II 4</b>	0.602
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**Normative Influence (NI)**

<b>NI 1</b>	0.795
<b>NI 2</b>	0.796
<b>NI 3</b>	0.775
<b>NI 4</b>	0.728

**Perceived Perishability (PP)**

<b>PP 1</b>	0.610
<b>PP 2</b>	0.767
<b>PP 3</b>	0.766
<b>PP 4</b>	0.660

**Perceived Scarcity (PS)**

<b>PS 1</b>	0.560
<b>PS 2</b>	0.757
<b>PS 3</b>	0.522
<b>PS 4</b>	0.732

**Purchase Intention During Flash Sales Promotion (PI)**

<b>PI 1</b>	0.774
<b>PI 2</b>	0.763
<b>PI 3</b>	0.668
<b>PI 4</b>	0.660

As mentioned, factor loadings of 0.5 and above are considered practically significant. The factor loadings in Table 4.3 are all above 0.5, so they are acceptable in defining the factors, convergent validity is achieved. This study performs principal component analysis to obtain factor loadings, which divides a set of linearly correlated variables into a set of principal components (Mahmoudi et al., 2021). Referring to Appendix 7.0, all items are loaded exceptionally with their comparing dormant builds, and without overlapping others, discriminant validity is also established in this study.

### 4.2.3 Pearson Correlation Coefficient Analysis

**Table 4.4 Pearson Correlation Coefficient Analysis**

		<b>UV</b>	<b>HV</b>	<b>II</b>	<b>NI</b>	<b>PP</b>	<b>PS</b>	<b>PI</b>
<b>UV</b>	Pearson Correlation Sig. (2-tailed)	1	.638** <0.001	.450** <0.001	.374** <0.001	.371** <0.001	.455** <0.001	<b>.538**</b> <0.001
<b>HV</b>	Pearson Correlation Sig. (2-tailed)	.638** <0.001	1	.530** <0.001	.540** <0.001	.476** <0.001	.485** <0.001	<b>.592**</b> <0.001
<b>II</b>	Pearson Correlation Sig. (2-tailed)	.450** <0.001	.530** <0.001	1	.571** <0.001	.483** <0.001	.492** <0.001	<b>.571**</b> <0.001
<b>NI</b>	Pearson Correlation Sig. (2-tailed)	.374** <0.001	.540** <0.001	.571** <0.001	1	.519** <0.001	.471** <0.001	<b>.460**</b> <0.001
<b>PP</b>	Pearson Correlation Sig. (2-tailed)	.361** <0.001	.476** <0.001	.483** <0.001	.519** <0.001	1	.579** <0.001	<b>.494**</b> <0.001
<b>PS</b>	Pearson Correlation Sig. (2-tailed)	.455** <0.001	.485** <0.001	.492** <0.001	.471** <0.001	.579** <0.001	1	<b>.487**</b> <0.001
<b>PI</b>	Pearson Correlation Sig. (2-tailed)	<b>.538**</b> <0.001	<b>.592**</b> <0.001	<b>.571**</b> <0.001	<b>.460**</b> <0.001	<b>.494**</b> <0.001	<b>.487**</b> <0.001	1

Based on Table 4.4, the correlation coefficient between every IVs and the DV falls within the range of 0.460-0.592. The Pearson Correlation coefficient values between UV, HV, II, NI, PP and PS with Purchase Intention are 0.538, 0.592, 0.571, 0.460, 0.494 and 0.487 respectively.

This means there is a moderate positive linear relationship between every independent variable with the dependent variable because the coefficient values fall between the



range of 0.4-0.6 (Selvanathan et al., 2020). In other words, the result is significant and the value of the dependent variable tends to increase when the value of independent variables increases as well. The correlation coefficient of every IVs with DV is also generally higher than only among IVs.

#### 4.2.4 Multiple Linear Regression Analysis

**Table 4.5 Model Summary**

Multiple R	R Square	Adjusted R Square	Standard Error of the Estimates
<b>0.703</b>	<b>0.494</b>	<b>0.483</b>	<b>0.5653</b>

Based on Table 4.5, the value of Multiple R shows a strong association between the dependent variable with the independent variables as a whole, scoring 0.703 (Yang et al, 2019). The value of R Square is 0.494, inferring that 49.40% of the variation in the dependent variable is explained by these independent variables.

**Table 4.6 ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Regression	85.185	6	14.197	<b>44.422</b>	<b>&lt;0.001</b>
Residuals	87.253	273	0.320		
Total	172.437	279			

Table 4.6 shows that the F-value of this study is 44.422, and the significance level or p-value is smaller than 0.001, which is essentially lower than 0.05. As such, it concludes that the model is statistically significant. Therefore, UV, HV, II, NI, PP, and PS in overall have the ability to explain well the variation in online flash sales purchase intention among Generation Z in Malaysia.

**Table 4.7 Coefficients**

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	VIF
	B	Std.Error				
(Constant)	.073	.253		.288	.774	
<b>UV</b>	.231	.070	.190	3.282	.001	1.799
<b>HV</b>	.229	.065	.224	3.510	<.001	2.189
<b>II</b>	.252	.058	.251	4.343	<.001	1.800
<b>NI</b>	.009	.042	.012	.214	.831	1.823
<b>PP</b>	.143	.056	.147	2.556	.011	1.774
<b>PS</b>	.088	.064	.078	1.360	.175	1.790

Referring to Table 4.7, the VIF value ranges from 1.774-2.189, which is way lower than the benchmark value of 5, thus multicollinearity problem does not exist in this model.

While both UV, HV, II and PP have a t-value that is greater than 1.96, scoring 3.282, 3.510 and 4.343 and 2.556 respectively, with II having the most influence. As such, the p-value associated is 0.001, lower than 0.001 and 0.011 respectively, which are all below 0.05, indicating these variables as a preferred determinant of PI in relation to online flash sales, and associated hypotheses are supported.

As for NI and PS, the t values are 0.214 and 1.360 respectively. Therefore, the p-values associated are both higher than 0.05, which are 0.831 and 0.175 respectively. It indicates these variables as a non-determinant of PI in relation to online flash sales, and associated hypotheses are not supported.

As a result, the mathematical formula for this regression model is as below:

$$PI: 0.073 + 0.231(\mathbf{UV}) + 0.229(\mathbf{HV}) + 0.252(\mathbf{II}) + 0.009(\mathbf{NI}) + 0.143(\mathbf{PP}) + 0.088(\mathbf{PS})$$

An increase of 1 unit in each independent variable above will result in the increase of PI value in accordance to the respective parameter estimate values.

#### **4.2.5 Hypothesis Testing**

##### **H1: Utilitarian Value significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z**

The p-value of Utilitarian Value is 0.001, which is lower than 0.05. As a result, it has a significant influence towards online flash sales Purchase Intention among Malaysia Generation Z, thus, the hypothesis is supported.

##### **H2: Hedonic Value significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z**

The p-value of Hedonic Value is  $<0.001$ , which is lower than 0.05. Therefore, it significantly influences online flash sales Purchase Intention among Malaysia Generation Z. The hypothesis is supported.

##### **H3: Informational Influence significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z**

The p-value of Informational Influence is  $<0.001$ , which is lower than 0.05. Therefore, it significantly influences online flash sales Purchase Intention among Malaysia Generation Z. The hypothesis is supported.

##### **H4: Normative Influence significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z**

The p-value of Normative Influence is 0.831, which is higher than 0.05. Hence, it indicates no significant influence towards online flash sales Purchase Intention among Malaysia Generation Z, thus, the hypothesis is not supported.

**H5: Perceived Perishability significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z**

The p-value of Perceived Perishability is 0.011, which is lower than 0.05. Hence, it indicates significant influence towards online flash sales Purchase Intention among Malaysia Generation Z. The hypothesis is supported.

**H6: Perceived Scarcity significantly affects purchase intention during online flash sales promotion among Malaysia Generation Z**

The p-value of Perceived Scarcity is 0.175, which is higher than 0.05. Therefore, it does not significantly influence the online flash sales Purchase Intention among Malaysia Generation Z, thus, the hypothesis is not supported.

## CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

### 5.1 Discussion on Findings Obtained

**Table 5.1 Data Analysis**

<b>Hypothesis</b>	<b>Sig.</b>	<b>Result</b>
<b>H1:</b> Utilitarian Value (UV) significantly affects purchase intention (PI) during online flash sales promotion among Generation Z	0.001	<b>Supported</b>
<b>H2:</b> Hedonic Value (HV) significantly affects purchase intention (PI) during online flash sales promotion among Generation Z	<.001	<b>Supported</b>
<b>H3:</b> Informational Influence (II) significantly affects purchase intention (PI) during online flash sales promotion among Generation Z	<.001	<b>Supported</b>
<b>H4:</b> Normative Influence (NI) significantly affects purchase intention (PI) during online flash sales promotion among Generation Z	0.831	<b>Not Supported</b>
<b>H5:</b> Perceived Perishability (PP) significantly affects purchase intention (PI) during online flash sales promotion among Generation Z	0.011	<b>Supported</b>

<b>H6:</b> Perceived Scarcity (PS) significantly affects purchase intention (PI) during online flash sales promotion among Generation Z	0.175	<b>Not Supported</b>
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### 5.1.1 Relationship between Utilitarian Value and Purchase Intention

Based on Table 5.1, UV has a significant result towards the PI during online flash sales promotion among Generation Z. Among the 4 components, savings on money is the most valued among Generation Z, after all, about 90% of the respondents are still students and more than half are yet to have large disposable income at the current stage and who do not love bargains when presented. The result is also compatible with past studies, where UV based on convenience of time and information is important determinants of consumers' purchase intentions (Qistina et al., 2022; Jukariya & Singhvi, 2018). Veerraju (2019) also mentioned that the convenience of online shopping drives consumers to buy different types of products through online flash sales. Therefore, UV motivated influence on PI during online flash sales promotion among Malaysia Generation Z.

### 5.1.2 Relationship between Hedonic Value and Purchase Intention

Based on the study, the results show a significant positive correlation between HV and PI during online flash sales promotion. This study found that Generation Z consumers find shopping on flash sales shopping sites to be enjoyable and fun. Firstly, the limitations imposed by flash sales and the rewards, in this case, huge discounts associated with overcoming the limitations certainly make the consumers feel like playing games and winning them, thus feeling satisfied. Secondly, the promotion interface is often associated with entertaining elements and thirdly, Generation Z always browses more just to discover more value that make them feel joyous and fun.

Kempa et al. (2020) explained that the more interesting it is being perceived by consumers than normal days or other sales promotions, the happier and more excited they are, becoming more hedonic and willing to purchase impulsively. Qistina et al. (2022) found that the perceived Hedonic value of female consumers increases hugely due to their tendency of feeling more excitement and arousal when shopping. This supports the result of our study since 70% of our respondents consist of females so they are more subjective to feeling hedonic. Thus, HV has a positive influence towards PI during online flash sales promotion among Malaysia's Generation Z.

### **5.1.3 Relationship between Informational Influence and Purchase Intention**

In accordance with Table 5.1, the correlation result between II and PI is significantly positive. This study showed that Generation Z consumers are willing to seek help, observe others' usage, and gather information about users before they buy. They want to remain as rational as they could and reduce the risk associated even though they need to buy urgently. Therefore, customer ratings and reviews are considered valuable information and knowledge to help them arrive at the best decision, thereby purchasing during online flash sales subsequently (Jukariya & Singhvi, 2018). In addition, the results align with previous studies which found that Gen Z would always like to seek others' opinions whenever arriving at purchase decisions, similarly during online flash sales, which is also called informational conformity whereby more than 50% of them stated they will usually follow the majority opinion of the group (Zhang, 2022). It is therefore not surprising that II had a positive impact on PI during the "Generation Z" flash sale in Malaysia.

#### **5.1.4 Relationship between Normative Influence and Purchase Intention**

The results of NI on PI are not significant. According to this study, respondents do not value much the sense of belonging or recognition gained from purchasing similar products others purchase. Possible explanations according to Zaggli et al. (2018), Generation Z consumers might prefer uniqueness over an abundance of similar products on online flash sales and thus choose not to conform. While the emotion worth gained from participating in online flash sales may be enough to offset the needs for belonging. Further, purchasing during online flash sales is often done with efforts tangible to oneself only and thus others may not know the final decision made. Such “private” behavior reduces the importance of adhering to social norms and expectations unless they are being monitored or what they purchase are identity symbolization and to be shown off (Sowden et al., 2018). Surprisingly, Gen Z consumers are also said to be highly loyal when they find themselves attached to a brand (Wang et al., 2019). Hence, they are less likely to consider other products and compared to how others would perceive them or how popular a product is, they favor what they like initially and the actual value the product provides, since more often a popular product is generally good, and that is what comes to their mind first when shopping during online flash sales. Thus, NI has a non-significant relationship with Malaysia Generation Z's PI during online flash sales promotion.

#### **5.1.5 Relationship between Perceived Perishability and Purchase Intention**

The results obtained after conducting the analysis, PP showed a significant effect on PI during online flash sales promotion. The emotional and social factors felt under time pressure are stronger than in brick-and-mortar stores, serving as a heuristic cue, and



linking the desirability and value of the product to encourage purchases (Peng et al., 2019; Marjerison et al., 2022). Whilst consumers especially Generation Z will feel time pressured and would not want to lose the bargain, thereby conforming to the information available at the time to speed up their decision-making process and make purchases impulsively. Hence, PP showed a positive impact on online flash sales PI among Malaysia Generation Z.

### **5.1.6 Relationship between Perceived Scarcity and Purchase Intention**

Contrary to PP, PS had shown a non-significant relationship towards explaining purchase intention in this study. Some respondents in this study stated products of their choice seldom appear in the online flash sales section, and this could contribute to their unwillingness to purchase because the products that are discounted instead do not satisfy their main needs. Though, most importantly, even when the respondents found the products discounted to be in interest, they still lack the intention to purchase. Interestingly, it is found that some respondents who score extremely low or high under this variable tend to have purchase intention to act in the opposite way. This can be explained that Generation Z easily feels worried and anxious because the limitation in quantity has an uncertain deadline, meanwhile, they loathe competing with other consumers to get the products. As a result, they would perceive the cost to be higher than the value obtained since they need to put in additional effort and time, thereby reducing purchase intention (Yang, 2022). While some consumers perceive low product inventory may also infer that marketers are taking advantage of flash sales to forego low-quality, or obsolete products (Park et al., 2020). All these can lead to cognitive dissonance, whereby Generation Z consumers tend to feel unlucky having bought the "limited" flash sales products instead of others, when discounts may also appear in time-limited formats or during days when seller may offer discounts themselves (Zhao et al., 2021; Föbker, 2018). Besides, studies found that scarcity messages can lead consumers into apportioning the perceived quality and price benefits,

unlike perishability can infer price attractiveness only. Since our study's respondents are price-concerned, such scarcity inference ambiguates the intensity of price value, hence lowering their purchase intention (Jha et al., 2019). Therefore, PS does not affect PI significantly during online flash sales promotion among Malaysia's Generation Z.

## **5.2 Implications of Study**

### **5.2.1 Theoretical Implication**

The utilization of TRA has once again proven its reliability and usefulness in predicting and explaining human volitional behavior, which is Generation Z's purchase intention during online flash sales promotion. Combining different studies' most related and important variables, and without adding unnecessary complexity, we successfully addressed each research weakness by covering possible unobserved variances and filling the study design gaps. As such, both utilitarian value, hedonic value, informational influence and perceived perishability have shown a significant impact on the online flash sales purchase intention. These results affirmed most findings done in previous-related research and are signals to marketers with regards to the elements that are practically significant in devising useful online flash sales strategies.

In addition, it is best to account for the specific nature of a study context when investigating purchase intention. That said, this study confirmed that perceived scarcity always scores lower than perceived perishability, albeit insignificant. In reality, time-limited and quantity-limited promotion is usually done in combination, therefore future research could investigate specifically the combined or separate effects of different scarcity to understand how are the consumer's perceptions in different situations. While our research has implicitly contributed to the majority opinion in stating the difference between public and private behavior, where the need to feel belonged with behaviors aligned may be lesser when a seemingly superior group cannot be formed and seen in

terms of the behavior exerted. In overall, the present findings enable us to predict well the consumers' decision-making, bringing us closer to the contemporary business reality.

### **5.2.2 Managerial Implication**

Amongst utilitarian values, money is what Generation Z concern most about and therefore platform providers and marketers should compete in terms of price during online flash sales such as offering slightly lower price than direct competitors or giving out more coupons and cashback. Moreover, associating price with marketing elements can also stimulate consumers' call-to-action buy, for instance adding the word "Only" in front of the price discounted or having the price zooming in and out to capture attention and stimulate response. However, cash is not king, the products offered should be useful as well and not traded off for quality. Consider adding a short description telling the good quality or specs alongside amounts of discounts, or at the cover picture of a product, and it could work magic. At the same time, platform providers should make the interface occupied but easy to navigate, and allow consumers to compare between different flash sales products easily.

Besides responding to utility benefits, consumers should also be stimulated psychologically, mainly making consumers feel emotionally satisfied, excited, and feel impulsivity strongly. Marketers can display in large the best deal of the online flash sales for instance "Discount 50% for every fashion apparel item" on the landing page to make consumers perceive greater value that contributes to overall happiness and feel excited or include more visuals and animations during festivals such as cartoons, crackers and music or even social couponing program to make the entire shopping atmosphere lively. When consumers are in the midst of browsing, a small directable pop-up telling consumers about other discounts, benefits or what is currently going on such as certain products selling quickly can suddenly stimulate consumers' emotions,

increase value perceived, and allow more browsing with convenience that increases shopping efficiency as well.

Information available is also one of the significant values perceived by consumers. The quality of reviews and ratings should be ensured as good credibility. As such, a credit rating can be issued to every user that keeps track of their review usefulness and honesty each time they make some comments that are viewable to the public. Meanwhile, marketers can associate popularity or ranking scores with displays or cues such as, “Best Value Deal” or “#2 in Re-purchase” to increase value perceived.

Next, marketers on C2C e-commerce platforms should be allowed to set the time interval themselves with a minimum and maximum limit to reduce the homogeneous deadline promotion styles as well promote greater time limits. A shorter time whereby not many consumers will notice yet able to stimulate hurriedness supports the sellers that wish to sell a limited fixed quantity of products only during online flash sales. Besides, marketers could also assign every customer a limited time to enjoy unlimited offer on each product that is not in their shopping cart on initial visit when flash sales start. This will encourage consumers to make impulsive shopping, willing to purchase more and proceed to payment checkout faster. While scarcity does not influence significantly, increasing product options and quantity can help to satisfy consumer needs, such as making more products available during the online flash sales period.

### **5.3 Limitations of Study & Recommendations for Future Research**

More than  $\frac{2}{3}$  of our respondents in this study consists of female, and results show they could impact the hedonic value perceived to be greater than their counterpart. Thus, we suggest future research to obtain an equally distributed gender sample or focus more on males through probability sampling techniques to investigate different effects.

Besides, longitudinal study should instead be the focus in the foreseeable future as our study does not include all age ranges of Generation Z, and their behaviors might change after going out for work or earning more disposable income.

Beyond that, despite including 6 IVs in this model, there are still about 50% of the variances in purchase intention being explained by other unknown variables. That said, our study is relatively new and exploratory and therefore it is recommended to look into more journals related to online flash sales and impulsive online purchasing to come up with possible new variables such as “platform interface” or include moderating variables like “product types” to fill up the study gap and determine the variables that have the most impact on online flash sales purchase intention. Researchers may also construct different items to replace those items with lower factor loadings and see whether that can contribute to explaining more variance and significance or not.

Finally, online questionnaires have the problem of determining whether the responses obtained are conscientious or not, whether the answers truly reflect their real behavior in life and whether the respondents truly understand or are knowledgeable when being asked their opinion. Eventually, the study's accuracy can be affected. In future, hybrid data collection method can be utilized to achieve a better general understanding of the responses with higher accuracy, where for quantitative analysis, questionnaires with scales could be distributed online or face-to-face to answer factor questions, whereas, for qualitative analysis, customer reviews or in-person interview with open-ended questions help to obtain detailed and in-depth motivations about purchase during online flash sales (Monzon, Julio & Garcia-Martinez, 2020).

## **5.4 Conclusion**

In conclusion, this study found that UV, HV, II, and PP had significant effects on Malaysia Generation Z's purchase intention during online flash sales promotion. On the contrary, the independent variables, NI and PS have non-significant effects towards purchase intention. Additionally, the findings and recommendations of this study could be of great insight. It is believed that online flash sales would continue to play a key major role in the sales promotion context and this study serves as a basis for identifying limitations to help improve the research in the future.

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## **APPENDICES**

### Appendix 1.0 Questionnaires



**UNIVERSITI TUNKU ABDUL RAHMAN**

**FACULTY OF BUSINESS AND FINANCE**

**BACHELOR OF MARKETING (HONS)**

**FINAL YEAR PROJECT**

**Title of Topic: Factors that Influence Malaysia Generation Z  
Consumers' Purchase Intention during Flash Sales Promotion**

### Survey Questionnaire

Ahoy! Good day to every Research Contributors!!!

I, Tin Ley Hui, along with my research partner, Saw Yoke Teng, have put a great amount of effort and time into conducting this Final Year Project (FYP) research study in Universiti Tunku Abdul Rahman (UTAR) and have come thus far into collecting questionnaire responses so to move into the FINAL analysis step.

Hence, we require you, the Research Contributor, to help us complete the questionnaire so that we can come out with the results and implications that will benefit the society as a whole. Your valuable input is remarkably appreciated and will always be part of contributing to this research study's completion. The research study is titled as "Factors

that Influence Malaysia Generation Z Consumers' Purchase Intention during Flash Sales Promotion". We kindly thank you in advance for making about 5-8 minutes of your valuable time to help us filling out this questionnaire. Fear not, all the information collected will remain confidential and be used for this research study purposes only.

Should you require any kind assistance or enquiry from us, please do not hesitate to contact us.

Saw Yoke Teng ([YTeng1018@lutar.my](mailto:YTeng1018@lutar.my))

Tin Ley Hui ([tinleyhui@lutar.my](mailto:tinleyhui@lutar.my))

Cheers!!!

**Section A: Demographic Profile**

**(Please choose only one appropriate answer that best describes yourself for each question)**

Q1. Gender

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

Q2. Age

<input type="checkbox"/>	16-19 years old
<input type="checkbox"/>	20-23 years old
<input type="checkbox"/>	24-25 years old

Q3. Occupation

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

Q4. Highest Education Level

<input type="checkbox"/>	Primary Level
<input type="checkbox"/>	Secondary Level
<input type="checkbox"/>	Post-Secondary (Form 6 and Matriculation)
<input type="checkbox"/>	Tertiary (Public and Private Institution)



Q5. Income/Allowance

<input type="checkbox"/>	Below RM500
<input type="checkbox"/>	RM500 – RM1500
<input type="checkbox"/>	RM1501 – RM2500
<input type="checkbox"/>	RM2501 and above

Q6. Nationality

<input type="checkbox"/>	Malaysian
<input type="checkbox"/>	Non-Malaysian

Q7. State

<input type="checkbox"/>	Johor
<input type="checkbox"/>	Kedah
<input type="checkbox"/>	Kelantan
<input type="checkbox"/>	Perak
<input type="checkbox"/>	Selangor
<input type="checkbox"/>	Melaka
<input type="checkbox"/>	Negeri Sembilan
<input type="checkbox"/>	Pahang
<input type="checkbox"/>	Perlis
<input type="checkbox"/>	Pulau Pinang
<input type="checkbox"/>	Sabah
<input type="checkbox"/>	Sarawak

Terengganu

Q8. Online Purchase Experience

Yes  
 No

Q9. Purchase History during Flash Sales

0  
 1-2  
 3-4  
 5 and above



**Section B: Factors that influences the purchase intention during flash sales**

Kindly provide your opinion based on your understanding of the factors that influence the purchase intention during flash sales. Please select one answer per question out of the five scales given below:

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

No	Utilitarian Value (UV)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
UV1	Shopping on flash sales shopping site is very convenient for me.	1	2	3	4	5
UV2	Shopping on flash sales shopping site can increase my shopping efficiency.	1	2	3	4	5
UV3	The products and services from flash sales shopping site	1	2	3	4	5

	<b>offer good value for money.</b>					
<b>UV4</b>	<b>The products and services offered on flash sales shopping site can satisfy my needs.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>Hedonic Value (HV)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>HV1</b>	<b>Shopping on flash sales shopping site is truly a joy.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>HV2</b>	<b>Shopping on flash sales shopping site, I can not only purchase products but also feel happy.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>HV3</b>	<b>Shopping on flash sales site makes me feel that the product search function is really fun.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>HV4</b>	<b>Shopping on flash sales shopping site allows me to forget all my troubles and unpleasantness.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>Informational Influence (II)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>II1</b>	<b>If I have little experience with a product, I usually ask my friends about the product.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>II2</b>	<b>I often consult my friends to help choose the best products when purchasing products from flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>II3</b>	<b>When purchasing products from flash sales, I usually observe what other users are buying and using.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>II4</b>	<b>I often collect information from other users when purchasing products from flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>Normative Influence (NI)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>NI1</b>	<b>It is very important to me whether my friends like the products I buy from flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>NI2</b>	<b>I achieve a sense of belonging by purchasing the same products as other users purchase from flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>NI3</b>	<b>I often identify with other users by purchasing the same products they purchase from flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>NI4</b>	<b>When buying products from flash sales, I generally purchase those that I think other users will approve of.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>Perceived Perishability (PP)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>PP1</b>	<b>I feel that there is a limited amount of time available for shopping during flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PP2</b>	<b>I realize that the transaction during flash sales do not last long.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>PP3</b>	<b>When I shop during flash sales, I think of transaction deadlines.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PP4</b>	<b>When I shop during flash sales, I am worried about the remaining time to shop.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
	<b>Perceived Scarcity (PS)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>PS1</b>	<b>I find that there are a limited number of products during flash sales per category and items.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PS2</b>	<b>I find that the products during flash sales that I am interested in are often sold out quickly.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

Factors Influencing Malaysia Gen Z's Purchase Intention during Flash Sales

<b>PS3</b>	<b>I am worried about the number of products during flash sales are limited.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PS4</b>	<b>Products of my choice are often rarely available during flash sales.</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**Section C: Purchase Intention During Flash Sale Program**

	<b>Purchase Intention During Flash Sales Promotion (PI)</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
PI 1	I am always motivated to check out products during flash sales.	1	2	3	4	5
PI 2	The probability that I would consider buying the products from flash sales is high.	1	2	3	4	5
PI 3	I have a high purchase intention of product that is recommended during flash sales in the future.	1	2	3	4	5
PI 4	My willingness to buy products during flash sales is high.	1	2	3	4	5



Appendix 2.0 Evidence from SHEIN & McDonalds

1.3 Acceptance of Terms. To shop with us, you need to be at least 16 years old. Any accessing, browsing, or otherwise using the Services indicates your agreement to all the terms and conditions in this Agreement. If you disagree with any part of the Terms then you should immediately discontinue access or use of the Services. Please read this Agreement carefully before proceeding.



English | Bahasa Malaysia



**IMPORTANT: PLEASE CAREFULLY READ AND UNDERSTAND THESE TERMS AND CONDITIONS (“TERMS”). THEY CONTAIN LIMITATIONS ON McDONALD’S LIABILITY AND OTHER PROVISIONS THAT AFFECT YOUR LEGAL RIGHTS.**

By installing, accessing or using any websites, mobile apps, email newsletters and subscriptions, and other digital properties on which these terms are posted or referenced (together, “online services”), you are entering into a binding agreement with **GERBANG ALAF RESTAURANTS SDN BHD** (“McDonald’s”, “we” or “us”) in Malaysia, which it controls and operates from its headquarters at Level 6, Bangunan TH, Damansara Uptown 3, No. 3 Jalan SS21/39, 47400 Petaling Jaya, Selangor Darul Ehsan, Malaysia.

You should also review our Privacy Statement which describes how we collect, use and share information. The Online services are not intended to be used by, or targeted to, anyone under the age of 16. You must be at least 16 years old to use the Online services. If you are not yet 18 years old (or the legal age of majority if different in your jurisdiction), then you must review these terms with your parent or guardian and they must understand and agree to these terms in order for you to use the Online services.

Appendix 3.0 Raw Data (280 Sets)

UV1	UV2	UV3	UV4	HV1	HV2	HV3	HV4	II1	II2	II3	II4	NI1	NI2	NI3	NI4	PI1	PI2	PI3	PI4
5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
2	2	3	3	2	2	2	2	3	3	2	2	3	2	2	2	3	3	2	2
3	2	4	2	3	3	2	2	4	3	3	3	2	3	4	2	3	4	2	2
3	3	3	2	2	3	3	2	2	2	5	5	3	2	2	2	4	3	3	3
5	5	3	5	5	5	5	5	4	4	3	4	4	4	4	4	3	4	3	5
5	5	4	4	4	5	5	5	5	5	4	4	4	5	5	4	5	5	4	5
4	4	4	4	4	4	4	4	4	3	3	4	5	5	3	3	5	4	4	4
5	4	5	4	3	4	5	1	1	5	5	4	1	5	5	5	5	1	2	4
5	5	5	5	5	5	5	5	5	5	5	5	3	4	5	4	5	5	3	4
3	4	2	3	4	2	5	4	2	3	4	5	5	3	3	3	4	4	4	4
4	5	5	4	4	5	5	4	4	3	4	3	2	2	2	1	3	4	4	3
3	2	3	4	3	2	3	4	3	2	4	3	2	1	2	3	4	5	4	3
5	5	5	5	5	4	3	3	3	2	1	2	1	2	2	1	3	4	2	2
5	5	5	5	3	3	3	1	5	5	5	5	2	2	2	2	1	1	1	2
2	2	4	3	4	3	1	1	3	2	2	3	1	1	1	1	1	2	2	4
4	2	4	4	2	2	2	2	2	2	2	4	2	2	2	2	4	4	4	4
3	2	2	5	2	3	5	3	5	4	5	4	4	4	4	3	5	5	5	4
4	4	4	4	4	4	4	3	2	2	2	4	2	2	2	2	3	3	2	4
3	3	4	3	3	3	1	3	4	1	4	3	3	4	3	3	3	3	4	4
3	2	3	2	3	3	2	3	2	3	3	3	2	2	2	2	3	3	2	3
5	5	5	5	5	5	5	3	4	4	4	4	2	3	4	5	5	2	5	5
5	4	3	4	3	4	3	4	5	5	5	5	2	2	1	3	5	3	4	5
5	5	2	3	2	5	3	5	3	4	4	5	5	4	4	5	1	2	5	5
3	3	4	4	4	3	3	5	3	3	3	3	3	3	3	3	4	3	3	3
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	4	3	3	4
4	3	3	4	3	2	3	4	3	2	3	4	3	2	3	4	3	2	3	4
3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
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Factors Influencing Malaysia Gen Z's Purchase Intention during Flash Sales

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Factors Influencing Malaysia Gen Z's Purchase Intention during Flash Sales

4	3	5	4	4	3	4	3	4	3	5	5	4	4	4	5	5	5	3	1	5	5	5	5	5	5	5	4	
1	1	4	3	3	4	3	1	4	4	1	4	2	1	1	1	5	4	1	1	5	5	5	5	5	5	3	3	3
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5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5



Appendix 4.0 Reliability Test (Pilot Test)

Utilitarian Value (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.747	.747	4

Hedonic Value (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.778	.785	4

Informational Influence (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.720	.725	4

Normative Influence (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.846	.844	4

Perceived Perishability (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.860	.866	4

Perceived Scarcity (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.711	.722	4

Purchase Intention (Pilot Test)

**Case Processing Summary**

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	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
.876	.880	4

Appendix 5.0 Frequency Distribution

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	196	70.0	70.0	70.0
	Male	84	30.0	30.0	100.0
	Total	280	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-19 years old	18	6.4	6.4	6.4
	20-23 years old	222	79.3	79.3	85.7
	24-25 years old	40	14.3	14.3	100.0
	Total	280	100.0	100.0	

**Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Private Sector	19	6.8	6.8	6.8
	Public Sector	6	2.1	2.1	8.9
	Student	249	88.9	88.9	97.9
	Unemployed	6	2.1	2.1	100.0
	Total	280	100.0	100.0	

**Educatuion**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post-Secondary (Form 6 and Matriculation)	25	8.9	8.9	8.9
	Primary School	1	.4	.4	9.3
	Secondary School	24	8.6	8.6	17.9
	Tertiary School (Public and Private Institution)	230	82.1	82.1	100.0
	Total	280	100.0	100.0	

**Income**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM500	154	55.0	55.0	55.0
	RM1501 - RM2500	20	7.1	7.1	62.1
	RM2501 and above	19	6.8	6.8	68.9
	RM500 - RM1500	87	31.1	31.1	100.0
	Total	280	100.0	100.0	

**Nationality**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	280	100.0	100.0	100.0

**State**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Johor	44	15.7	15.7	15.7
	Kedah	15	5.4	5.4	21.1
	Kelantan	3	1.1	1.1	22.1
	Melaka	6	2.1	2.1	24.3
	Negeri Sembilan	6	2.1	2.1	26.4
	Pahang	5	1.8	1.8	28.2
	Perak	72	25.7	25.7	53.9
	Perlis	1	.4	.4	54.3
	Pulau Pinang	26	9.3	9.3	63.6
	Sabah	5	1.8	1.8	65.4
	Sarawak	4	1.4	1.4	66.8
	Selangor	90	32.1	32.1	98.9
	Terengganu	3	1.1	1.1	100.0
	Total	280	100.0	100.0	

**OnPurExp**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	280	100.0	100.0	100.0

**FlashSalesExp**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	14	5.0	5.0	5.0
	1-2 times	120	42.9	42.9	47.9
	3-4 times	65	23.2	23.2	71.1
	5 and above	81	28.9	28.9	100.0
	Total	280	100.0	100.0	

Appendix 6.0 Reliability Test

Utilitarian Value

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.819	.820	4

Hedonic Value

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.819	.829	4



Informational Influence

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.744	.746	4

Normative Influence

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.888	.888	4

Perceived Perishability

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.819	.818	4

Perceived Scarcity

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.770	.771	4

Purchase Intention

**Case Processing Summary**

		N	%
Cases	Valid	280	100.0
	Excluded <sup>a</sup>	0	.0
	Total	280	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
.860	.860	4

Appendix 7.0 Factor Loadings

**Rotated Component Matrix<sup>a</sup>**

	Component						
	1	2	3	4	5	6	7
Convenient		.822					
Efficiency		.743					
Money		.587					
NeedSatisfaction		.685					
Joy					.719		
Happy					.724		
Fun					.504		
Forget					.558		
Ask						.565	
Observe						.695	
Consult						.591	
Information						.602	
Like	.795						
Belonging	.796						
Same	.775						
Approval	.728						
LimitedTime			.610				
Short			.767				
Deadlines			.766				
WorryForget			.660				
LimitedNumber							.560
SoldQuick							.757
Rare							.522
Few							.732
Motivated				.774			
Probability				.763			
Intention				.668			
Willingness				.660			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>

a. Rotation converged in 7 iterations.

Appendix 8.0 Pearson Correlation Coefficient

**Correlations<sup>b</sup>**

		Uti	Hedo	Infor	Nor	Urge	Scarc	PurInt
Uti	Pearson Correlation	1	.638**	.450**	.374**	.361**	.455**	.538**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001
Hedo	Pearson Correlation	.638**	1	.530**	.540**	.476**	.485**	.592**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001
Infor	Pearson Correlation	.450**	.530**	1	.571**	.483**	.492**	.571**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001
Nor	Pearson Correlation	.374**	.540**	.571**	1	.519**	.471**	.460**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001
Urge	Pearson Correlation	.361**	.476**	.483**	.519**	1	.579**	.494**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001
Scarc	Pearson Correlation	.455**	.485**	.492**	.471**	.579**	1	.487**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001
PurInt	Pearson Correlation	.538**	.592**	.571**	.460**	.494**	.487**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	

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

b. Listwise N=280

Appendix 9.0 Multiple Linear Regression Analysis

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Scarc, Uti, Nor, Urge, Infor, Hedo <sup>b</sup>	.	Enter

a. Dependent Variable: PurInt

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.703 <sup>a</sup>	.494	.483	.56534

a. Predictors: (Constant), Scarc, Uti, Nor, Urge, Infor, Hedo

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.185	6	14.197	44.422	<.001 <sup>b</sup>
	Residual	87.253	273	.320		
	Total	172.437	279			

a. Dependent Variable: PurInt

b. Predictors: (Constant), Scarc, Uti, Nor, Urge, Infor, Hedo

Appendix 10.0 Turnitin Report

Factors that influence Malaysia Generation Z Consumers' Purchase Intention during Flash Sales Promotion

ORIGINALITY REPORT



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1	<a href="http://eprints.utar.edu.my">eprints.utar.edu.my</a> Internet Source	3%
2	Nguyen Binh Phuong Duy, Bui Thanh Khoa. "Consumer behavior in Online Flash Sale: Partial least squares structural equation modeling (PLS-SEM) analysis", 2022 International Conference on Decision Aid Sciences and Applications (DASA), 2022 Publication	1%
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Impacts of Merchants' Participation in Transformation from Online Flash Sale to Mixed Sale E-commerce Platform", Information & Management, 2020

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