



**ONLINE BUYING BEHAVIOUR DURING SPECIAL SALES: A CASE STUDY ON THE  
BUYING BEHAVIOUR OF MALAYSIAN UNIVERSITY STUDENTS DURING  
ONLINE DOUBLE-DOUBLE SALES.**

**BY**

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**KAREN CHONG KAH YEE**

## **DECLARATION**

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

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## **APPROVAL FORM**

This research paper attached hereto, entitled “Online Buying Behavior During Special Sales: A Case Study on the Buying Behavior of Malaysian University Students During Online Double-Double Sales” prepared and submitted by Karen Chong Kah Yee in partial fulfillment of the requirements for the Bachelor of Corporate Communication (HONS) is hereby accepted.

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## **Abstract**

This study focuses on examining the online buying behaviour among Malaysian University students during special sales events, specifically the “Double-Double” sales event. A “Double-Double” sales day occurs when a day coincides with the number corresponding to a specific month such as 6th of June, 7th of July or 10th of October. This study aims to understand the factors that influence Malaysian University students to engage in online purchases in general, as well as the factors that motivate them to make online purchases specifically during the Double-Double sales day. Additionally, the research aims to determine the extent of differences between Malaysian university students’ online buying behaviour and their buying behaviour during the Double-Double sales day. Through this case study, valuable insights can be gained into the online buying behaviour of Malaysian University students during Double-Double sales, aiding in understanding their motivations and intentions in the online shopping domain. Qualitative research method was employed to gather in-depth insights in this study. It was found that Malaysian University students perform differently during normal days and Double-Double sales. The findings will provide insights into their motivations, decision-making processes, and attitudes towards discounts and promotions.

**Keywords:** online buying behaviour, special sales event, Double-Double sales

## **Chapter 1: Research Overview**

### **1.1 Introduction**

As online shopping has become a modern shopping form, this chapter explored the aspects influencing Malaysian University students' online shopping behaviour and their buying behaviour during special sales event, "Double-Double" sales.

### **1.2 Background of Study**

In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place, and online shopping has increased significantly throughout the world. Online shopping saves crucial time for modern people because they get so busy that they cannot or are unwilling to spend much time on shopping. In Malaysia, online shopping has been evolving fast and has the potential to grow exponentially in time to come, as Internet penetration reaches far and wide across the rural areas.

Online shopping can be defined as a type of e-commerce that allows customers to directly acquire products or services from any retailer via the Internet (Ahmed et al., 2018). Nowadays, even the most difficult goods can be found by simply typing the name of an item or product into a search engine. Indeed, there are numerous benefits and advantages to online shopping, which is why people prefer to do this type of shopping over traditional shopping.

The rapid advancement of Internet Technology nowadays provides greater opportunities for people to shop online. Shopping online has become a convenient way to make a variety of



online purchases while sitting in an office, at home, or even in another country. The examples of e-commerce platforms are Shopee, Lazada, TaoBao, Zalora and many more. According to a survey by PwC in its Total Survey 2016 report, Malaysian online shoppers make up 48% of the total online shopping proportion. In the report, it was also being mentioned that nearly  $\frac{3}{5}$  of Malaysian online shoppers do Internet purchasing within the past 3 years (Ahmad, Chan & Zaman, 2018). According to statista, the number of users in Malaysia's e-commerce market is expected to grow by 2.9 million (+17.35%) between 2023 and 2027. It was recorded that the number of Malaysian online shoppers in 2023 was captured at 16.71 million users. Following the eleventh consecutive year of growth, the indicator is expected to reach 19.64 million users and hence a new peak in 2027. Additionally, the number of E-commerce consumers has been steadily expanding in recent years (*"Number of users of e-commerce in Malaysia 2017-2027"*, 2023).

The "Double-Double" sales and payday sales of e-commerce platforms like Shopee and Lazada have become so deeply embedded in the culture that online shoppers continue to log on late at night during these sales, despite knowing that their wallets will pay for it soon after. While these e-commerce sites already have plenty of discounts, the monthly "Double-Double" sales and payday sales are expected to have the best deals. A "Double-Double" sales day occurs when a day coincides with the number corresponding to a specific month (Alibudbud, 2022). For example, 6th of June, 7th of July or 10th of October. The largest "Double- Double" sale day falls on the 11th of November where most of the businesses will have their promotions ongoing.

On the other hand, there are a few scholars such as Dr Rana (2019) from India, and (Abbasi, Ariffin & Goh, 2019) have conducted research regarding consumer buying behaviour towards online shopping in other countries such as India, Pakistan, and many more. While the individual intention and behavior of online shopping have been extensively studied in developed countries,

there is a noticeable scarcity of research in developing countries like Malaysia, where online shopping is gaining popularity among university students (Ahmad et al., 2018).

Thus, this study tends to find out Malaysia University students' buying behaviour during online "Double-Double" sales. According to Ahmad et al., (2018), University students aged 18-30 are typically more tech-savvy and have grown up in the digital age, making them more likely to engage in online shopping activities. This group may be familiar with various online platforms, including participating in special sales events like "Double-Double" sales. Although university students are not always financially independent, they can still be considered as a significant consumer group with their own spending power. Their purchasing decisions and behavior during online sales events can provide insights into consumer patterns and preferences. Not to mention, university students often serve as trendsetters and influencers among their peers. Understanding their buying behavior during online sales events can provide valuable insights into the potential impact and ripple effects on the wider consumer population.

### **1.3 Research Objectives:**

There are three research objectives in this study, which are:

RO1: To understand factors that drive Malaysia University students' online purchase intention from a general perspective.

RO2: To investigate the factors that influence Malaysian University students' buying behaviour during "Double-Double" sales day.

RO3: To find out the differences between online purchase and online purchase during “Double-Double” sales day’s purchase intention.

#### **1.4 Research Questions:**

There are three research questions in this study, which are:

RQ1: What are the factors that encourage Malaysian University students to perform online purchase from a general perspective?

RQ2: What are the factors that motivate Malaysian University students to perform online purchases during “Double-Double” sales day?

RQ3: To what extent are the differences between Malaysian University students’ online purchase intention and “Double-Double” sales day purchase intention?

#### **1.5 Problem Statement:**

This study is based on Malaysia University Students’ perceptions of their buying behaviour when it comes to online shopping. The global shopping trend is constantly evolving, and as a result, many customers are turning to online shopping. Shopping online has become a convenient way to make a variety of online purchases where shoppers just need to make payments through their mobile gadgets or devices. It is a routine trend in advanced countries such as Malaysia, China or The United States for most stores to develop their own websites where customers can access online services and make payments (Ahmed et al., 2018).

The purpose of this study is to answer the following research objective: “To find out the differences between online purchase and online purchase during “Double-Double” sales day’s purchase intention”. In addition, what are the factors contributing to online shopping intentions and behaviour during “Double-Double” sales, such as marketing strategy, price discounts, free gifts, free shipping, social factor, influencer endorsement, as well as advertisements. This study aims to provide an in-depth analysis of the nuances of online purchasing behaviour among Malaysian university students during Double-Double Sales, offering insights that can help businesses, marketers, and policymakers effectively engage with this demographic in the context of special sales such as “Double-Double” sales.

The development of special sales events such as “Double-Double” sales has changed the dynamics of consumer buying behaviour. University students, who are actively engaging themselves in online shopping, have gained substantial traction in Malaysia. Despite the expanding popularity of “Double-Double” sales, a lack of understanding of the complexities of online buying motives, influences, behaviour unique to this population still exists during “Double-Double” sales.

Nevertheless, there has been limited research, and researchers urge that future studies be expanded to other nations as well to have a better knowledge of diverse individuals’ online purchasing behaviour (Jermittiparsert, Joemsittiprasert & Rungsrissawat, 2019). This is because different people in different countries behave differently and have different values based on their culture and upbringing. As a result, the purpose of this study is to discover Malaysian University students’ online purchasing conduct on Double-double sales day.

On the other hand, Qazzafi (2020) conducted a research factor affecting consumer buying behaviour. In this scholar’s research, she mentioned that the study is limited theoretically. Practical

example is not included in the study. Thus, it was suggested that further study can be done by applying the theoretical process into practical.

### **1.6 Significance of Study:**

E-commerce is steadily expanding in Malaysia, and it is critical for online retailers to understand which measurements enable them to stand out among their competitors and increase online purchase intention. Therefore, this study in-depth investigates factors affecting Malaysian University students' buying behaviour and if they have different buying behaviour when it comes to special sales events such as "Double-Double" sales.

With e-commerce now the second largest channel in Asia Pacific, retailers and manufacturers are trying desperately to understand better about consumer buying behaviour and their purchase intentions (*"FMCG trends in Asia Pacific: E-commerce and health and wellness lead the way"*, 2022). Moreover, marketers have always been attracted by consumer behaviour. The study of what encourages individuals and organizations to buy specific products and support certain brands is known as consumer behaviour (Peek, 2023). Understanding consumer behaviour helps marketers truly understand how consumers choose between a variety of options, such as brands, goods, as well as how they are influenced by their surroundings, reference groups, friends, family members, advertisements and other factors. By understanding the factors that influence people to make buying decisions, the marketers can enhance their sales strategies and tactics to target their target audiences.

The findings of this study also provide significant information for Malaysian enterprises and e-commerce platforms. Companies and online shopping platforms can modify their marketing strategy, promotional methods, price discounts, free shipping method, freebies to better engage University student consumers by acquiring a deeper understanding of what impacts online buying behaviour during special sales events such as “Double-Double” sales. Marketers can use the study’s findings to improve their marketing campaigns during special sales events like this. Marketers may also develop more successful and tailored communications for their target audiences by understanding the role of marketing strategy, convenience, as well as social factors in this situation.

## **Chapter 2: Literature Review**

Although there are several factors that influence consumer buying behaviour, a few factors are selected after reading literature in the field on consumer attitudes towards online shopping and these factors are discussed below in the light of previous literature.

### *2.1 Online Purchase Intention*

When individuals gather extensive information about a product they wish to purchase, their desire to buy it becomes stronger. Purchase intention refers to the percentage of consumers who plan to buy goods or services (Li et al., 2022). Purchase intention encompasses the ability of customers to make digital purchases across various areas of e-commerce. This shift towards online buying enhances the purchasing process for customers, providing convenience and time savings without the need for waiting in checkout lines. Customers now have the ability to purchase a wide

range of products and services from numerous online retailers worldwide (Rahman, 2018). Consequently, customers are more inclined to opt for personalized products that cater to their specific requirements and budgets.

Research suggested that intentions serve as an indication of individuals' willingness and efforts to engage in specific behaviors. In the context of electronic commerce, the lack of intention to make online purchases presents a significant obstacle to its growth (Lim et al., 2016). The theory of planned behavior (TPB) proposes that the intention to shop online is primarily influenced by perceived behavioral control and subjective norms, which encompass the attitudes of individuals surrounding the person. These factors have an impact on consumers' purchase intentions, which in turn influence their behavior towards online shopping, leading to actual actions.

Although shopping intention is often used as a proxy for actual purchase behavior, further exploration of this relationship is necessary. It should be noted that while intention is a strong predictor of actual online shopping behavior, it does not always translate into actual purchases (Lim et al., 2016). Drawing from the Technology Acceptance Model (TAM), the perceived ease of use and usefulness of online platforms play a crucial role in shaping the decisions of online shoppers once their behavioral intentions are formed. Therefore, it is important for online websites to understand customers' purchasing behavior in order to cultivate and maintain strong customer relationships.

## *2.2 Perceived Usefulness*

Perceived usefulness refers to an individual's belief that using a particular system or technology will enhance their performance (Ru et al., 2021). It indicates that individuals are inclined to engage in online shopping when they perceive it as beneficial and valuable to their

needs. The perception of usefulness is influenced by factors such as the efficiency of technological features, such as advanced search engines, and the quality of service provided on the website. Moreover, providing comprehensive information and detailed product descriptions on the website is crucial in enabling consumers to access the desired product information and make informed purchase decisions.

Ru et al. (2021) also highlighted that if consumers have to spend a significant amount of time searching for a specific product, they perceive the website as lacking usefulness, which subsequently decreases their intention to make online purchases. This is because consumers prefer readily available and useful information on websites to facilitate efficient purchase decisions. Additionally, consumers' demand for reliable and informative content arises from the inability to physically touch and test products when shopping online (Tan et al., 2017). Furthermore, it is worth noting that previous studies examining perceived usefulness primarily focused on developing countries such as Malaysia, China, Vietnam, and Iran. This emphasis on developing countries is attributed to their relatively nascent stage of information technology compared to more developed nations.

Le-Hoang (2020) mentioned that e-commerce sites provide much information for shoppers so they can browse various e-commerce sites before making decisions. Buyers, in one search for information, consider and compare prices on different e-commerce sites. Author also argued that site quality dramatically affects the intention of purchasing. Their final choice of websites to purchase depends on things like order handling, product's function, eye-catching interface, economical delivery fees, and so on.



### *2.3 Perceived ease of use (PEOU)*

Perceived Ease of Use plays a crucial role in assessing the feasibility of online purchasing. It refers to the extent to which users perceive a system as effortless to use. In the context of an online retail business, the website serves as the interface between buyers and vendors (Al-Mazied, 2021). Initially, users may perceive the website as pleasant and user-friendly, but as they engage further, they may encounter unexpected complexities. Hence, it is essential to consider the impact of PEOU in both research and practical aspects of online purchases. Research projects should investigate PEOU, while practical implementations should address it through thoughtful design and coding of online platforms. However, the term emphasizes the transactional process rather than new technologies. The notion of “ease” implies the absence of strenuous effort and emphasizes simplicity. PEOU reflects the level of simplicity associated with the internet. It also aligns with the concept of convenience, where consumers are more likely to embrace systems that are perceived as easy to use. Ease of use entails clean displays, organized content, logical flow, and accessibility, ultimately contributing to an efficient and reliable user experience (Al-Mazied, 2021).

According to Ru et al. (2021), PEOU encompasses the customer’s perception of how efficiently the website enables them to gather information with minimal exertion. Ease of use encompasses aspects such as the simplicity of the ordering process, website functionality, navigation, and accessibility of information in the context of e-commerce. The design of a website plays a critical role as a user-friendly system can enhance online purchase intentions. Additionally, a well-designed website contributes to customer satisfaction and ultimately leads to a higher likelihood of making online purchases. A successful website design should prioritize readability, visual appeal, and organization to ensure easy usability for consumers (Ru et al., 2021).

## *2.4 Perceived benefits*

Sajid et al. (2022) proposed that previous studies have yielded numerous findings and devoted significant resources to providing benefits to consumers in order to stimulate their purchasing intentions. Consumer benefits and the importance of hedonic and utilitarian benefits for them have been clearly defined by research. Consumers derive practical benefits from the performance of a product or a service after achieving a task. It was also mentioned that the most crucial factor that influences their “behaviour intention” is the satisfaction level of available information, dimensions, and attributes provided by a website.

Yew and Kamarulzaman (2020) discovered statistically significant positive empirical outcomes in online customer satisfaction, functionality, usability, and behaviour intentions. The study also stated that consumers value all of these dimensions and is increasing consumers’ purchase intentions.

Besides, Manu and Faud (2022) found out that consumers derive perceived benefits from online shopping as it provides the necessary information on a product or service. By doing online shopping, it saves time, purchase goods at a lower price, and is convenient in the availability of products that are not locally available.

Bangkit et. al (2022) study revealed that consumers value internet shopping for price reviews and comparisons, search and deal evaluation convenience, low prices, selection variety, product feature information, and up-to-date brand and fashion trends. It was also highlighted that consumers expect benefits like sufficient product information, convenience, online security, and easy contact with vendors. Moreover, while shopping online, consumers also expect prompt delivery of a product, a reliable supply chain, and formal return transaction policies.

Ahmed et. al (2018) stated that online shopping attitude is determined by the consumer's perception of Internet-based activities as compared to traditional shopping environments. According to the literature, time savings and convenience are the main influences that drive customers to shop online. It was added in the study that "convenience" stands for performing shopping through the Internet, which may decrease the effort and time of buyers in the process of purchase.

Therefore, various research studies have highlighted the importance of factors such as satisfaction with available information, website functionality and usability, convenience, time savings, lower prices, product variety, and access to information on product features and trends. Studies have consistently shown that consumers value the convenience, time-saving aspect, and cost-effectiveness of online shopping. They appreciate the ability to access a wide range of products, compare prices, read reviews, and make informed decisions. Additionally, consumers expect efficient delivery, reliable supply chains, and transparent return policies when shopping online. The availability of comprehensive product information, ease of contact with vendors, and assurance of online security are also significant factors influencing consumers' perceived benefits of online shopping. It will also enhance consumer satisfaction, engagement, and purchase intentions in the digital marketplace.

### *2.5 Social Factor / Social Influence*

Social factors represent another important set of influences on consumer behavior. Specifically, these are the effects of people and groups influencing one another through culture and subculture, social class, reference groups, and family. Kuswanto et al. (2019) stated that social influence can be classified into two types: mass media influence and interpersonal influence.

Newspapers, reports, academic journals, published articles, magazines, television, radio, and other applicable mediums are examples of mass media, whereas interpersonal communication is an example of interpersonal communication. Family, peers, friends, social networks, and electronic word of mouth (EWOM) brings impact as well.

According to Wani et al. (2017), “social influence” and “e-word of mouth” were identified as critical factors. Their research goes on to say that the opinions of consumers, peers, friends, and colleagues are extremely important when shopping online. Even if a consumer reads a comment about a product or service just before checking out, it will undoubtedly influence their decision.

Datta and Roy (2022) mentioned in their study that the social context in which consumers operate has a large influence on their reactions. It can be further subdivided into various categories, such as recommendation clubs, family, and so on. A character may be influenced by a community with which he has no connection but wishes to be associated. Insight from others influences purchasing decisions, and members of the incentive group will work to put this into action. When it comes to making decisions, the home is the most powerful and influential influence. A person can grow, shape his personality, and seize opportunities in the context of a family. Furthermore, it supports concepts and techniques on consumer attitudes, trademark knowledge, and things that men buy.

### *2.6 Emotional Constituents / Impulse Purchase Orientation*

Datta and Roy (2022) stated that perception, impulse, beliefs, faiths, knowledges, and trust are all emotional factors that influence consumer buying behaviour. To put it simple, perception is the process by which a person makes sense of what is presented to them. Personality changes occur as a result of how and when a situation is perceived at any given time. Besides, impulse is a

strong desire that persuades the buyer to make a purchase. Impulse is directly related to demand and is transmitted in the same way that purchase decision processes are. A strong belief system is an important personality trait for many people. This method reinforces the image of a brand. How people react to new information is determined by how much they have previously learned. It is through one's actions that one can widen their knowledge base. It all comes down to what you do and what you learn from it. Finally, consumer trust in a store is based on their perception of the goods sold by that merchant. They will also shop more frequently if they believe in a particular product. People's personalities are unique, and their trust is based on a variety of factors, including the quality, quantity, weight, and security of a product's features.

According to Ahmed et al. (2017), an impulse purchase is unplanned and the result of a specific stimulus. An impulse purchase occurs when a consumer has a sudden desire to buy something, lacks necessary supplementary assessment, and acts on the basis of impulse. Several scholars have determined that consumers do not perceive impulse purchases as bad; rather, consumers express a positive assessment of their attitude retroactively. The impulse buying attitude is a realistic, spontaneous behaviour that is associated with impartial assessment and emotional shopping inclinations.

According to Burton et al. (2018), impulse purchases occur when there is a sudden and strong emotional desire, which arises from a reactive behavior that is characterized by low cognitive control. This tendency to buy spontaneously and without reflection can be explained by the immediate gratification it provides to the buyer. The causes of impulsive behavior are triggered by an irresistible force to buy and an inability to evaluate its consequences. Despite being aware of the negative effects of buying, there is an enormous desire to immediately satisfy your most pressing needs.

## *2.7 Sales Promotion*

Hanaysha (2017) mentioned that sales promotion is widely recognised as an important component in marketing campaigns for inspiring and stimulating a faster and more effective response (including purchase quantity and speed) to specific product sales of particular goods or services. Sales promotions were conceptualized as an aggressive strategy used by many brands to attract profitable customers and avoid issues with switching to other competitors. Thus, brands use sales promotions to encourage customers to buy and to reward quick responses. Other benefits of sales promotion can be achieved by attracting the attention of consumers and influencing their purchase intentions. Many businesses use sales promotions to develop and penetrate new markets, build a positive brand image, communicate information, improve and elevate sales, add value to products or services, and differentiate themselves from competitors. Several scholars such Kotler, P., Ahn, H., (2017) have studied the relationship between customer loyalty and sales promotion in the past and found that current customers respond positively to sales promotions.

Chansoriya et al. (2018) study revealed that the marketing department must perform tasks such as consumer awareness, attraction, and retention in order to meet its marketing objectives. Customers are attracted and retained through sales promotion, a technique that marketers frequently employ. You can use this to persuade customers to try or buy the product you're promoting. This project requires a significant amount of time, money, and other resources. Thus, analyzing the impact of various sales promotion methods on consumer behavioural characteristics is critical. In the current study, structural equation modelling is used to assess this effect. Discount and buy-one-get-one are examples of sales promotion variables, whereas consumer behavior variables include product trial, brand loyalty, and spending more.

According to Bhatti et al. (2020), sales promotion is the second most method of communication with the consumer after advertising. One of the advantages of sales promotion is that it achieves the brand's targeted goals by selling the item quickly. The second advantage is that it encourages consumers to try the product as a result of promotional activities. As a result, the likelihood for consumers to abandon the brand and become loyal to the new brand is higher.

### *2.8 Economic Factor*

According to Qazzafi (2020), consumers' economic situation influences his or her purchasing decision and choice of a specific brand or product. Companies can conduct research on consumer spending and saving habits. For example, Samsung sells mobile phones at both high and low prices. Personal income, family income, income expectations, savings, consumer credit, and other economic factors are examples of economic factors. Individual income is referred to as personal income. A person's personal income influences his or her purchasing behaviour. The consumer bases his or her decision on his or her net income after taxes. The term "family income" refers to the total of all family members' earnings. Income from more than one family member or income from all family members. It is determined by families or working family members. The income expectation refers to the income that may be received in the form of a bonus, overtime, or other benefits. Saving refers to the money saved by a person after deducting all of their monthly expenses. Consumer credit is money provided by banks or financial institutions. A credit card is a type of consumer credit. Other economic factors include inflation, the slowing of the economy, government policies, and so on. If one's income is low, they will be unable to purchase a costly product. Thus, income is directly proportional to the purchase of goods or services.

Ali and Ramya (2017) stated that economic factors are an important determinant of an individual's purchasing behaviour. If an individual anticipates an increase in income, they will be tempted to spend more on shopping, durable goods, and luxuries. However, if one expects a drop in their future income, they will cut back on comforts and luxuries and limit their spending to the bare necessities.

## 2.9 "Double-Double" Sales

While the original double day, 11/11 Singles' Day, was started by four young students at Nanjing University from Alibaba 13 years ago, these double days now extend to the other calendar months – think 6/6 or 12/12 for instance – throughout the year. The Double Day Sale is a special event that occurs on double-digit dates of the month, such as 10/10, 11/11, and 12/12. This sale has gained popularity in Southeast Asia due to its association with saving and shopping during specific times of the month. By offering customers two opportunities to enjoy discounts and promotions, it creates a sense of urgency and exclusivity, making customers feel they are receiving exceptional deals that are not available at other times of the year (Alibudbud, 2022). According to iPrice Group's report, the Double Day Sale are among the most widely embraced sales events in Southeast Asia, providing an average discount of 25% to 30% off regular prices. These sales events have also demonstrated remarkable success in terms of revenue generation, with some businesses reporting an increase in sales exceeding 300% during these periods (Alibudbud, 2022).

According to findings from the Nielsen E-commerce Accelerator 2021 report, the sales growth experienced during double days is particularly notable in specific markets. In Indonesia, sales witnessed a remarkable surge of 450% across 16 categories, while Singapore observed a substantial increase of 606% across the same number of categories (Low, 2022). Similarly, in



Thailand, sales experienced a significant jump of 506% across 21 categories, and in the Philippines, sales skyrocketed by an astonishing 1,700% across 16 categories.

## **Theoretical Framework**

The Engel Kollat Blackwell (EKB) Model is a natural progression of the ideas found in reasoned action theory. This buyer behaviour theory is based on a four-phase process that influences how consumers make purchasing decisions: input, processing information, decision stages, and decision variables (“5 Consumer Behavior Theories Every Marketer Should Know, 2022). The consumer decision model is another term for this EKB model. The EKB model consists of four distinct stages which are information input stage, information processing stage, decision process stage, and variables influencing the decision process. The decision process has five phases: recognition of need, information searching, evaluating alternatives, purchasing (or choosing), and post-purchase outcomes. A consumer determines a need before conducting a search based on the complexity of the issue at hand. The EKB model was developed to describe the expanding and rapidly growing body of knowledge about consumer behaviour (Li et al., 2020).

Firstly, in the information input stage, consumers receive information from both marketing and non-marketing sources, which influences the problem identification stage of the decision-making process (Li et al., 2020). When this information is stored in the consumers’ memory, it will influence consumers’ perception of the decision-making process. If this information is still insufficient, consumers will seek additional relevant information. Linking back to this study, when consumers receive information through online advertisements, it will then lead them to identify

the need of purchase. For instance, when consumers notice online advertisements from Shopee, the likelihood for them to increase their purchasing behaviour is higher.

Secondly, in the information processing stage, consumers' exposure, attention, perception, acceptance, and retention of incoming information are all part of this stage (Li et al., 2020). The message must first be presented to the consumer, who must then allocate space for it, interpret the stimuli, and retain the message by transferring the input to long-term memory. After consumers come into contact with information, through the process of consumers' attention, understanding, and acceptance, they finally decide whether to retain the information, form a long-term memory, and then use the information. Consumers will combine the input with experience and expectations to make the best decision for their current circumstances. For example, one noticed an advertisement from Apple on Shopee and the information will flow to their mind.

Thirdly, in the decision process stage, the five basic focus of decision-process stages are problem recognition, alternative evaluation (during which beliefs may lead to the formation of attitudes, which in turn may lead to a purchase intention), purchase, and outcomes (Li et al., 2020). However, not every consumer must go through all of these stages; it depends on whether the problem-solving behaviour is extended or routine. Before consumers make a purchase, they will need to recognize a problem. For instance, consumers recognize that his phone is out-dated and there is a need to purchase a new mobile phone.

Fourthly, in variables influencing the decision process, individual and environmental influences affect all five stages of the decision process in this stage (Li et al., 2020). Individual characteristics include motivations, values, lifestyle, and personality; cultural, reference groups, and family are social influences. Situational influences, such as a consumer's financial situation,

also have an impact on the decision-making process. For instance, after consumers saw advertisements on Shopee and recognize a need for a new mobile phone, they will also need to look into situational influences such as their financial stage. If they can afford it, then they will proceed to purchase the goods.

In conclusion, the Engel Kollat Blackwell (EKB) Model, also known as the consumer decision model, provides a comprehensive framework for understanding how consumers make purchasing decisions. It consists of four stages: information input, information processing, decision process, and variables influencing the decision process. Throughout these stages, consumers receive information, process it, evaluate alternatives, make a purchase, and experience post-purchase outcomes. Various factors, including individual characteristics, social influences, and situational factors, shape the decision-making process. By understanding the EKB model, marketers can gain valuable insights into consumer behavior and tailor their strategies to effectively engage and influence consumers at each stage of the decision-making process.

## **Chapter 3: Methodology**

Before proceeding to the implementation phase of the following chapter, the methodology of the study will be discussed in Chapter 3 and the relationship between the variables will be determined. The research area, study design, data collection procedure, sample selection, study population, instrument development, are all subchapters of research methodology.

### *3.1 Data Collection Procedures*

To investigate the online buying behavior of Malaysian university students during special sales events, particularly “Double-Double” sales, this study will employ a qualitative research design to gather in-depth insights into the buying behaviour of Malaysia university students during online “Double-Double” sales. Qualitative research allows for a comprehensive exploration of individuals’ experiences, motivations, and perceptions, providing rich and contextualized data. In-depth interviews provide the opportunity to delve into participants’ experiences, thoughts, and decision-making processes related to online shopping during “Double-Double” sales. The semi-structured interviews will be conducted face-to-face, based on participant preferences and feasibility on the time and location.

Semi-structured interviews allowed us to explore the perspectives and experiences of participants while providing some flexibility for further probing on interesting points. Face-to-face interviews were conducted to ensure a comfortable and interactive environment that encouraged open and honest responses. These interviews were conducted in both structured and unstructured formats, allowing for a balance between predetermined questions and the opportunity for participants to share unique insights.

### *3.2 Sample Selection*

The study's sample consisted of 15 Malaysian University students. This study employed purposive sampling, a non-probability sampling technique, to select participants. The choice of purposive sampling was deliberate, as it allowed us to target a specific population that was most relevant to the research objectives.

In selecting the participants, it was considered by the following criteria:

- Participants had to be currently enrolled as university students in Malaysia.
- Participants had to have experience with online shopping, particularly during special sales events such as “Double-Double” sales.

The inclusion criteria were designed to ensure that the selected participants were not only university students but also active online shoppers during special sales events, such as “Double-Double” sales. This criterion was vital to align the research with our objectives and the focus on Malaysian university students' online buying behaviour during these sales events.

### *3.3 Instrument Development*

The primary instrument for data collection was the semi-structured interview guide. The development of the interview guide was a crucial step in ensuring the effectiveness of our data collection.

The interview guide was designed to explore several key areas, including but not limited to:

- Participants' general online shopping behaviour.

- Their experiences and preferences during special sales events, such as “Double-Double” sales.
- The factors influencing their purchasing decisions, including price discounts, convenience, social factors, and marketing strategies.
- Their perceptions of the differences between their regular online shopping behaviour and behaviour during special sales, “Double-Double” sales.

The interview instrument consists of 20 open ended questions and prompts to facilitate discussions on topics such as participants’ online shopping habits, factors influencing their buying decisions, attitudes towards “Double-Double” sales, perceptions of discounts and promotions, and overall shopping experiences. According to Farah et al., (2018), internet usage and online shopping are most prevalent in university age 18–30-year-old students, even though they do not have high spending power. However, university students were found to be among the top users of the internet and have a strong desire to perform online purchases.

This research will contribute to the existing knowledge on the buying behaviour of Malaysian University students during online “Double-Double” sales. The findings will provide insights into their motivations, decision-making processes, and attitudes towards discounts and promotions. The study may also offer practical implications for online retailers and marketers in effectively targeting and engaging this specific consumer segment. By employing a qualitative research approach, this study aims to uncover the intricacies of Malaysia university students’ buying behavior during online “Double-Double” sales, offering a comprehensive understanding of their experiences and perceptions.

## Chapter 4 Findings

*RQ 1: What are the factors that encourage Malaysian University students to perform online purchase from a general perspective?*

According to RQ1, which is the factor encouraging Malaysian University students to perform online purchases from a general perspective, marketing strategy, convenience, and social factors are the factors contributing to it. (Please Refer to Table 1)

Firstly, marketing strategy can be defined as the company's overall plan for reaching out to potential customers and converting them into customers of their products or services. A marketing plan includes the key brand message, value proposition of the company, as well as statistics on target customer demographics (Barone, 2023). Under marketing strategy, it can be divided into different sub themes which are price discounts, free shipping, free gifts, influencer endorsement, as well as advertisements. Based on the collected data, respondents mentioned that when they found out there is an ongoing promotion for a product, most likely they will make the purchase. The quotes favouring price discounts are:

According to S1: "Even on regular days, if I see a product I like with a good discount, I'm more likely to make the purchase. Discounts still play a big role in my buying decisions.". According to S3: "I might not shop as frequently during non-sales periods, but when there's a good discount, I'm more likely to make a purchase, especially for higher-priced items.". Next, as the target audience for this study is Malaysian University students, free shipping options is also one of the factors affecting their buying behaviour. According to S7: "The idea of avoiding shipping fees makes me more willing to shop online rather than going to a physical store. It's about convenience and savings.". S4 also added that "I shop online for its wide range of products,

cheaper price and free shipping options.”. Moreover, giving out free gifts is also one of the factors to influence consumer buying behaviour. According to S12: “Online stores that offer free gifts as part of their loyalty programs make me feel like a valued customer. It encourages me to remain loyal to that brand.”. Furthermore, influencer endorsement and advertisements are also one of the factors affecting consumer buying behaviour. According to S5: “I often trust products recommended by influencers I follow on social media.”. S15 also added that “When I see an ad for a product, I was already considering buying, it often accelerates my decision to make the purchase.”.

On the other hand, convenience also plays an important role in influencing consumer buying behaviour. According to S5: “I like to shop online because it is convenient to use, I don’t have to go out, just stay at home and shop.”. Another interviewee (S7) added that “Online shopping platform saves my time because with a few clicks I can make my purchases and wait for the parcel to reach my doorstep.”.

In addition, social factors contribute highly in affecting consumer buying behaviour. Consumer purchasing decisions are heavily influenced by social influences (Juneja, n.d.). Every individual is surrounded by others who impact him or her in some way. Individuals use reference groups to compare themselves to others. Friends, family members, co-workers, are examples of reference groups. According to S6: “I often make online purchases based on recommendations from friends or family. If someone I trust had a good experience with a product, I’m more likely to buy it.”.



Marketing Strategy (Main Theme)		
Sub Theme	Description	Quote
<i>Price Discount / Discount Voucher</i>	A marketing strategy is a company's overall plan for reaching out to potential customers and converting them into customers of their products or services. A marketing plan includes the key brand message, value proposition of the company, as well as statistics on target customer demographics (Barone, 2023). There are various forms of marketing strategy which includes consumer promotions and advertising, (schemes, discounts) are examples of above-the-line promotions, whereas below-the-line promotions include free gifts, discounted prices and so on.	<p>S1: "Even on regular days, if I see a product I like with a <b>good discount</b>, I'm more likely to make the purchase. Discounts still play a big role in my buying decisions."</p> <p>S2: "Online shopping platforms often provide competitive prices, <b>discounts, and promotions</b>, making them attractive options."</p> <p>S3: "I might not shop as frequently during non-sales periods, but when there's a <b>good discount</b>, I'm more likely to make a purchase, especially for higher-priced items."</p> <p>S4: "I shop online for its wide range of products, <b>cheaper price</b> and free shipping options."</p> <p>S5: "When I see the original price crossed out and the <b>discounted price</b> next to it, it grabs my attention. I'm more likely to buy when I see that price drop."</p> <p>S6: "I compare prices across different websites to make sure I'm getting the best deal. <b>Price discounts</b> play a significant role in my purchase choices."</p>
<i>Free Shipping</i>		<p>S4: "I shop online for its wide range of products, cheaper price and <b>free shipping options</b>."</p> <p>S5: "<b>Discounts on shipping costs</b> also impact my buying decisions. It makes me more inclined to shop online and save on delivery fees."</p> <p>S6: I'm more likely to make a purchase if it comes with <b>free shipping</b>. Paying extra for shipping feels like an unnecessary expense."</p>

		<p>S7: “The idea of <b>avoiding shipping fees</b> makes me more willing to shop online rather than going to a physical store. It’s about convenience and savings.”</p> <p>S8: “<b>Free shipping</b> often factors into my decision when choosing between two similar online retailers.”</p>
<i>Free Gift</i>		<p>S9: “When a store offers <b>free gifts</b> with a purchase, it’s a delightful surprise. It encourages me to buy more to receive that extra item.”</p> <p>S10: “<b>Free gifts</b> can also introduce me to new products or brands. If the gift is something I haven’t tried before, it piques my interest and makes me more willing to buy.”</p> <p>S11: “I’ve recommended stores to friends because of the <b>free gifts</b> they offer. It’s a way of sharing the excitement and good deals with others.”</p> <p>S12: “Online stores that offer <b>free gifts</b> as part of their loyalty programs make me feel like a valued customer. It encourages me to remain loyal to that brand.”</p>
<i>Influencer Endorsement</i>	<p>Influencer marketing is a sort of social media marketing that relies on product mentions and endorsements from social media influencers – people who have a large social following and are regarded as experts in their field (“<i>What is influencer marketing: How to develop your strategy</i>”, 2023). Influencer marketing works because social media influencers have a high level of trust with their followers, and their endorsements serve as social</p>	<p>S13: “<b>Social media influencers</b> and friends posting about their purchases can be influential. I’ve bought items I saw others recommend or wear in their posts.”</p> <p>S14: “The ‘swipe up’ feature on Instagram stories makes purchasing products endorsed by <b>influencers</b> incredibly convenient. It streamlines the shopping process.”</p> <p>S15: “Social media has made it easier to discover new brands and products. <b>Endorsements by people I follow</b> introduce me to items I might not have found</p>

	proof to potential customers of the particular brand.	<p>otherwise.”</p> <p>S3: “I’ve bought products I saw on social media because they were trending or <b>endorsed by a large number of people</b>. It creates a sense of FOMO (Fear of Missing Out).”</p> <p>S5: “I often trust products recommended by <b>influencers I follow on social media</b>. Their endorsements feel genuine and relatable.”</p>
<i>Advertisements</i>		<p>S8: “I often come across products I wouldn’t have known about through <b>targeted ads on social media</b>. They seem to know my preferences, maybe it’s the power of big data haha.”</p> <p>S12: “I’ve made unplanned purchases because of impulse-buying triggered by <b>social media ads</b>. They create a sense of urgency that can be hard to resist.”</p> <p>S13: “Seeing an <b>ad</b> repeatedly on my <b>social media</b> feed can make the product more memorable.”</p> <p>S15: “When I see an <b>ad</b> for a product I was already considering buying, it often accelerates my decision to make the purchase.”</p>
<b>Convenience (Main Theme)</b>		<b>Quote</b>
<i>Convenience</i>		<p>S5: “I like to shop online because it is <b>convenient to use</b>, I don’t have to go out, just stay at home and shop.”</p> <p>S6: “Online shopping platform is <b>easy to use</b>, and it is <b>user-friendly</b>.”</p> <p>S7: “Online shopping platform <b>saves my time</b> because with a few clicks I can make</p>

		<p>my purchases and wait for the parcel to reach my doorstep.”</p> <p>S8: “I like to use online shopping platforms due to their <b>convenience</b> when it comes to browsing or performing online transactions.”</p> <p>S10: “<b>Convenience</b> is a major factor for me. Being able to shop from my phone or laptop, anytime, anywhere, makes online shopping my preferred choice.”</p> <p>S11: “When a store offers multiple payment options, it’s <b>convenient</b>. I like having the flexibility to pay with my preferred method, such as e-wallet and online banking.”</p> <p>S15: “Free and fast shipping options are essential for me. I value <b>convenience in delivery</b>, and it often influences my choice of where to shop online.”</p>
<b>Social Factor (Main Theme)</b>		<b>Quote</b>
<i>Friends and Family (Sub Theme)</i>	<p>According to Juneja (n.d.), consumer purchasing decisions are heavily influenced by social influences. Every individual is surrounded by others who impact him or her in some way. Individuals use reference groups to compare themselves to others. Friends, family members, co-workers, are examples of reference groups.</p>	<p>S2: “I often make online purchases based on recommendations from <b>friends or family</b>. If someone I trust had a good experience with a product, I’m more likely to buy it.”</p> <p>S4: “Social media influencers and <b>friends</b> posting about their purchases can be influential. I’ve bought items I saw others recommend or wear in their posts.”</p> <p>S7: “Online shopping can feel overwhelming with so many choices. <b>Peer recommendations</b> narrow down my options and make the decision-making process easier and save my time.”</p> <p>S8: “Seeing someone I know purchase a product gives me a sense of <b>social proof</b>. It reassures me that I’m making a good choice.”</p>


*Table 1*

*RQ 2: What are the factors that motivate Malaysian University students to perform online purchases during Double-Double sales, it can be concluded that marketing strategy?*

According to RQ2, which are the factors that motivate Malaysian University students to perform online purchases during Double-Double sales. It can be concluded that only marketing strategy is contributed to influencing Malaysian University students during Double-Double sales. Especially during Double-Double sales, online platforms will utilize their marketing strategy to target their customers. (Please refer to Table 2).

<b>Marketing Strategy (Main Theme)</b>	
<b>Sub Theme</b>	<b>Quote</b>
<i>Price Discounts</i>	<p>S1: “Double-double sales help me to <b>save money and get more value for purchases.</b>”</p> <p>S2: “What influences my purchase intention the most during double-double sales is that <b>promotional offers, discounts, coupons are attractive.</b> A limited time sale, in particular, can create a sense of urgency and drive purchase intent.”</p> <p>S3: “<b>Mainly are the prices of the products.</b> If it’s cheaper than my expectation, then I would consider buying it.”</p> <p>S4: “<b>It’s way cheaper compared to the ones in physical stores.</b> This makes me want to buy during Double-Double sales.”</p> <p>S5: “The <b>discounts</b> offered during Double-Double sales are <b>often deeper than regular sales.</b> It’s the best time to grab items I’ve been eyeing.”</p>

S6: “During Double-Double sales, the **discounts** are a huge motivator for me. I plan my shopping around these days to **maximize savings.**”

S9: “I’ve noticed that some stores **offer exclusive discounts** or deals only during Double-Double sales. It makes it worth waiting for these events.”

*Free Shipping*

S10: “I will look for shops that have **free shipping** as part of their Double-Double sales. It’s like getting a double discount because price discount + free shipping.”

S13: “Sometimes, I’ll add more items to my cart during Double-Double sales just to meet the **free shipping threshold.**”

S14: “The **absence of shipping fees** during Double-Double sales makes online shopping more attractive than going to physical stores.”

S9: “**Free shipping** during Double-Double sales aligns with the overall theme of saving money. It’s a crucial factor in my decision-making.”

S4: “**Free shipping** during Double-

	<p>Double sales is a huge motivator for me. If the shop doesn't offer this, I will not purchase from them."</p>
<p><i>Free Gift</i></p>	<p>S4: "The idea of <b>getting something for free</b> during Double-Double sales feels like I'm getting extra value for my purchases."</p> <p>S1: "Seeing <b>free gifts</b> offered during Double-Double sales makes me more inclined to participate. It feels like a reward for shopping."</p> <p>S3: "I've recommended stores to friends because of the <b>free gifts</b> they offer during Double-Double sales. It's a way of sharing the excitement."</p> <p>S2: "The promise of <b>free gifts</b> during Double-Double sales makes the event more appealing."</p>
<p><i>Influencer Endorsement &amp; Advertisements</i></p>	<p>S7: "I first heard about Double-Double sales through <b>social media</b> announcements. It's where I get the dates and details."</p> <p>S12: "<b>Social media teasers and countdowns</b> leading up to Double-Double sales create anticipation. I mark my calendar based on these posts."</p> <p>S13: "<b>Social media ads and sponsored posts</b> about Double-Double sales can catch my attention. If they offer something unique, I'm more likely to click through and explore."</p> <p>S14: "<b>Social media ads</b> showcasing products with big discounts during Double-Double sales can prompt me to explore more and possibly make a purchase."</p>



	<p>S15: “<b>Influencers posting</b> about exclusive deals they’ve secured for their followers during Double-Double sales can sway my decision to shop.”</p> <p>S7: “<b>Ads on social media</b> that offer a sneak peek into what’s on sale during Double-Double events can grab my attention.”</p>

*Table 2*

## **Chapter 5: Discussion and Conclusion**

### *5.1 Summary of Findings and Discussion of RQ 1*

*RQ 1: What are the factors that encourage Malaysian University students to perform online purchase from a general perspective?*

Under this section, factors affecting Malaysian University students' online buying behaviour and their buying behaviour during online Double-Double sales will be discussed.

#### *Marketing Strategy*

According to Jukariya and Singhvi (2018), majority of students strongly believed that all discount offers made by any online shopping platforms are the most crucial factor in shaping their online buying behaviour. After a consumer makes a purchase, how they are treated by the company inspires them to buy from that company again in the future. According to Ansari and Baabdullah (2020), in terms of price, customers are willing to purchase online if the product or service is cheaper compared to a physical shop, and they will shop if the price is appropriate for them. As a result, customers choose to buy online due to better offers (prices) and promotions. In this study, during normal days, Malaysian University students will still make purchases only due to the sales promotion. As they are not working adults, sales promotions like this can attract them to make purchases online, even on normal days. Even though both direct and indirect marketing can influence consumer purchasing decisions, direct marketing initiatives may be more impactful than media-based tactics such as radio, print, and television, radio (Pappas, 2017).

### *Convenience*

According to Raman (2019), due to the reason that online shopping can be done from the comfort of one's own home, the aspect of convenience enters the picture and is regarded as a big impact in online purchasing. Previous research has also indicated that convenience is an important factor contributing to online buying behaviour. As it is so convenient for online shoppers to make purchases online, there is an increasing number and is becoming a significant factor affecting online buying behaviour. The concept of convenience in online shopping refers to the convenience of shopping anytime, anywhere, time saving, and the ease of pricing comparisons between different online shopping platforms. Prior research also indicates that the avoidance of travel time and the time spent standing in long lines acts as a convenience factor that strongly drives people to shop online (Anesbury et al., 2016). Therefore, it can be concluded that online shoppers are more convenience seekers compared to shoppers who like to shop at physical stores.

### *Social Factor*

In addition, this study highlights the pivotal role of peer recommendations and influences in shaping the online buying behavior of Malaysian university students during special sales events. The power of word-of-mouth and peer-to-peer influence cannot be underestimated. This finding underscores the importance of fostering a sense of community and encouraging user-generated content among student customers. According to Wang, Wei and Yu (2021), peer communication via social media has a positive impact on purchase intentions through two distinct mechanisms: a direct influence through conformity and an indirect impact by strengthening product engagement. Brands can capitalize on this by implementing referral programs, encouraging reviews and ratings, and creating online spaces where students can share their shopping experiences and

recommendations. According to Graf et al. (2018), the existence of supportive peers who share a person's attitude also plays a role in influencing consumers to adopt similar behaviors. If one friend successfully embraces a particular technology, it's highly probable that their other friends will follow suit. Businesses that prioritize customer satisfaction, maintain open communication channels, and actively seek feedback are more likely to benefit from positive word-of-mouth and continued loyalty among Malaysian university students.

## *5.2 Summary of Findings and Discussion of RQ 2*

*RQ 2: What are the factors that motivate Malaysian University students to perform online purchases during Double-Double sales, it can be concluded that marketing strategy?*

### *Marketing Strategy: Price Factor*

The findings of the study reveal a central and undeniable factor influencing the online buying behavior of Malaysian university students during Double-Double sales, which is discounts and promotions under marketing strategy. These incentives serve as powerful catalysts for purchases during these special sales events. The significance of this discovery is twofold. Firstly, it underscores the importance of pricing strategies for businesses participating in Double-Double sales. It suggests that offering substantial discounts, exclusive deals, and time-limited promotions can be instrumental in attracting and retaining student customers. Secondly, it highlights the financial considerations of university students who are often budget-conscious. This demographic is not only seeking value for their money but also actively looking for opportunities to save. Thus, businesses that can effectively communicate the savings potential of their Double-Double sales

promotions are likely to resonate most with their target audience. According to Prasetyo, Sopiah and Zen (2019), discount prices have a positive and significant effect on consumer's purchase intentions. This demonstrates that when online shopping platforms offer larger discounts as part of its flash sale program, it has the potential to boost consumers' intent to engage in purchase transactions. Ahmadinejad, Asli, & Ahmadinejad (2017) suggested that when consumers see a discount, it will bring up the minds of consumers, consumers have worries when they want to buy the product. Moreover, according to Falahat and Liew (2019), consumers are price-sensitive, and they tend to conduct price comparisons with other available online vendors to secure lower prices prior to making a purchase.

#### *Marketing Strategy: Influencer Endorsement / Advertisements*

Furthermore, the role of social media endorsements and marketing in shaping the awareness and purchasing decisions of Malaysian university students during Double-Double sales cannot be overstated. Due to the advancement of information technology, social media has permeated into every territory of contemporary society and exerts vast impacts on individuals' and organizations' survival and success by functioning as a platform for individuals' social interaction and information exchanging (Kauffman et al., 2017; Mohammed and Qhal, 2020; Lin et al., 2021). According to Fong, Tan and Yuen (2022), it was shown that those who are adept at using the Internet for online shopping, extensively employ social media marketing strategies.

This finding reveals that students rely heavily on social media platforms to discover, engage with, and ultimately participate in these sales events. According to Fong, Tan and Yuen (2022), the positive impact of perceived utility on the intention to make online purchases through social media among the respondents indicates that as respondents increasingly perceive online

social media as a helpful tool for their online shopping, they are more inclined to intend to make purchases through social media websites. This presents a compelling opportunity for businesses to leverage the reach and influence of social media. Crafting engaging and visually appealing content, partnering with influencers, and strategically timing announcements are strategies that can yield substantial benefits during Double-Double sales. Moreover, it underscores the need for businesses to prioritize an active and authentic social media presence throughout the year, not just during sales events. Consistent engagement builds trust, making students more receptive to marketing efforts when special sales do occur.

As a result, it can be concluded that Malaysian University students' perform different online buying behaviour on normal days and during special sales events- "Double-Double" sales. On normal days, the factors contributing to Malaysian University students' online buying behaviour are marketing strategies such as price discounts, free gifts, free shipping options, influencer endorsement, and advertisements. Convenience and social factors such as friends and family members also play an important role in influencing Malaysian University students' online buying behaviour. However, during a special sales event which is "Double-Double" sales, the only factor contributing to Malaysian University students' online buying behaviour is marketing strategy. This is due to the reason that these diverse motives are designed to generate a positive experience and impression for online shoppers in order to increase impulse buying behaviour, which can deliver numerous benefits to the company (Putri & Ambardi, 2023). One of the marketing strategies used to attract online shoppers is to provide price discounts. The company not only offers promotional discounts, but also free shipping options with no minimum purchase requirement. According to Giovanni and Hartini (2023), there are more massive discount promos than normal days on online shopping platforms. This is to generate a positive experience and

impression for online consumers in order to increase impulse buying behaviour, which can deliver numerous benefits to the company (Ambardi & Putri, 2023).

### **5.3 Conclusion**

In conclusion, this study contributes to the understanding of online buying behavior during special sales events, specifically “Double-Double” sales, among Malaysian University students. It emphasizes the importance of marketing strategies such as price discounts, free shipping options, free gifts, advertisements, influencer endorsement, convenience, social factors as the crucial factors that shape purchasing decisions within this demographic. It can also be clear that the Engel Kollat Blackwell (EKB) Model is found in reasoned action theory. This buyer behaviour theory is based on a four-phase process that impacts how consumers make purchasing decisions which include input, processing information, decision stages, and decision variables. While the findings provide valuable insights into the motivations and influences behind their purchasing decisions, it is crucial to acknowledge the study’s limitations. By addressing these limitations and following the recommendations, future research can further enrich the understanding of this dynamic and evolving field. Businesses that understand and adapt to these influences are better positioned to succeed in the competitive landscape of special sales events targeted at university students in Malaysia. This knowledge can guide businesses and marketers in devising more effective strategies to engage with this demographic and optimize their participation in special sales events, such as Double-Double sales.

## 5.4 Limitations of Study

While this study sheds light on various aspects of online buying behavior during Double-Double sales among Malaysian university students, it is important to acknowledge its limitations. The two limitations found in this study are population of study, as well as data collection method. There

*RQ 1: What are the factors that encourage Malaysian University students to perform online purchase from a general perspective?*

*RQ 2: What are the factors that motivate Malaysian University students to perform online purchases during Double-Double sales, it can be concluded that marketing strategy?*

### 5.4.1 Population of Study

One limitation lies in the sample selection. This study primarily focused on a specific demographic which are Malaysian University students. This focus may not fully represent the diversity of online shoppers in Malaysia. According to Suhaidi (2022), online shoppers in Malaysia vary by age group, with 66% of online buyers being between the ages of 18 to 34, and 15% being 50 and older. Therefore, future studies should also focus on other age groups such as working adults. Future research could also broaden the sample to include a more diverse range of backgrounds to capture a more comprehensive picture of online buying behavior during special sales events like “Double-Double” sales.

### 5.4.2 Data Collection Method

This study relied on interviews as the primary data collection method. While interviews allow for in-depth insights, they are subject to potential response bias, as participants might not



always provide completely candid responses. Complementing interviews with other data collection methods, such as surveys or behavioral analysis, could provide a more holistic view of online shopping behavior. As this study only focuses on Malaysian University students, it might limit the generalizability of the findings. The study's findings may not be fully representative of the broader population of online shoppers in Malaysia. Therefore, caution should be exercised when applying these findings to a wider context. In addition, the sample size may be limited due to resource restrictions and the time-constraints of interviews. While the study sought for in-depth data analysis and richness, a bigger sample size would improve statistical power and provide a broader view on Malaysian University students' online buying behaviour during special sales events such as "Double-Double" sales.

## **5.5 Recommendation**

Based on this study, several recommendations will be suggested for future study, namely diversify the sample, as well as having a mixed methods approach.

### *5.5.1 Diversify the Sample*

Future research should aim to include a more diverse sample that encompasses various age groups, income levels, and religions, gender and area they come from. For instance, different age groups of people may have different buying behaviour as their spending power is different from one another. This would provide a more comprehensive understanding of how different demographics engage in online shopping during special sales events such as "Double-Double" sales. Demographic information such as gender should also be considered in future study as male,

and females may have different buying behaviour due to their different lifestyles. Not to mention, people from rural areas may also have different buying behaviour as compared to people from urban areas in Malaysia.

### *5.5.2 Mixed-Methods Approach*

Combining interviews with quantitative methods, such as surveys or behavioral analysis, can offer a more balanced and robust research approach. This would allow for triangulation of findings and enhance the validity of the results. Most research issues, in fact, cannot be fully answered by a single research approach. This is where the mixed technique market research approach comes in. For instance, a market research project can begin with qualitative research to acquire insights into customer attitudes and behaviours, which can then be used to inform the design of a quantitative survey. The survey can then be given to a wider sample of consumers, helping researchers to use statistical tools to find patterns and correlations between variables (Kuhn, 2023).

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## Questionnaires

1. Can you describe any specific online platforms or websites that you prefer for making purchases during Double-Double sales? What makes them preferable?
2. When considering online purchases, what are the primary factors that influence your intention to buy?
3. Can you discuss any social, cultural, or peer influences that impact your online purchase intentions during Double-Double sales?
4. How does social media influence your buying decisions and behaviours during online Double-Double sales?
5. Can you share any experiences where external stimuli, such as advertisements or marketing campaigns, influenced your online purchase intentions during Double-Double sales?
6. Can you share any experiences where the promotional offers or discounts during Double-Double sales influenced your buying decisions?
7. Can you describe your typical approach to online shopping during special sales events like Double-Double sales?
8. Can you recall any instances where your expectations were exceeded or not met during online Double-Double sales?
9. How do you perceive the credibility and trustworthiness of online sellers and platforms during Double-Double sales?
10. How do you perceive the convenience and ease of online shopping during Double-Double sales compared to regular online purchases?

Research Question 2: What are the factors that motivate Malaysian University students to perform online purchase during Double-Double sales?

11. What are the main factors that influence your decision to participate in online Double-Double sales?
12. What are the primary motivations that drive you to make purchases during online Double-Double sales?

13. Can you provide examples of specific products or categories that you tend to purchase during these events and the motivations behind those choices?
14. Can you discuss any social, cultural, or peer influences that impact your online purchase intentions during Double-Double sales?
15. Can you share any experiences where social influence, such as recommendations from friends or influencers, affected your online purchase intentions during Double-Double sales?
16. Can you describe any experiences where personal recommendations or reviews influenced your online purchase intentions during Double-Double sales?
17. Can you discuss any instances where product quality or previous experiences with specific brands affected your online purchase intentions during Double-Double sales?

Research Question 3: To what extent are the differences between Malaysian University students' online purchase intention and Double-double sales day purchase intention?

18. What are the differences between online buying behaviour and online buying behaviour during online Double-Double sales?
19. Can you compare and provide examples to explain?
20. Can you describe any challenges or obstacles you've encountered while participating in online Double-Double sales?
21. Can you elaborate on the effectiveness of marketing or advertising techniques used during Double-Double sales and their impact on your buying behaviour?
22. Can you share any experiences where external stimuli, such as advertisements or marketing campaigns, influenced your online purchase intentions during Double-Double sales?
23. Have you ever experienced a discrepancy between your online purchase intentions during Double-Double sales and your actual buying behaviour? If so, what factors contributed to this discrepancy?
24. How would you describe the role of discounts and promotions in shaping your online purchase intentions during Double-Double sales?
25. Can you share any experiences where time limitations or scarcity of products influenced your online purchase intentions during Double-Double sales?

# Turnitin Report

## Abstract

This study focuses on examining the online buying behaviour among Malaysian University students during special sales events, specifically the “Double-Double” sales event. A “Double-Double” sales day occurs when a day coincides with the number corresponding to a specific month such as 6th of June, 7th of July or 10th of October. This study aims to understand the factors that influence Malaysian University students to engage in online purchases in general, as well as the factors that motivate them to make online purchases specifically during the Double-Double sales day. Additionally, the research aims to determine the extent of differences between Malaysian university students’ online buying behaviour and their buying behaviour during the Double- Double sales day. Through this case study, valuable insights can be gained into the online buying behaviour of Malaysian University students during special sales events, aiding in understanding their motivations and intentions in the online shopping domain.

## 1.0 Introduction

As online shopping has become a modern shopping form, this chapter explored the aspects influencing Malaysian University students’ online shopping behaviour and their buying behaviour during special sales event. “Double-Double” sales.

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