



A STUDY ON ONLINE CONSUMER BEHAVIOUR OF IMPULSIVE BUYING AND
ONLINE CONSUMER SATISFACTION DURING FESTIVAL SEASON IN MALAYSIA
AMONG OF UTAR STUDENT

NG JIA QI

A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR BACHELOR OF MEDIA AND CREATIVE STUDIES
(HONOURS) FACULTY OF CREATIVE INDUSTRIES UNIVERSITI TUNKU ABDUL
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NG JIA QI

APPROVAL FORM

This research paper attached hereto, entitled “A Study On Online Consumer Behaviour Of Impulsive Buying And Online Consumer Satisfaction During Festival Season In Malaysia Among Of Utar Student” prepared and submitted by Ng Jia Qi in partial fulfilment of the requirements for the Bachelor Of Media And Creative Studies (Honours) is hereby accepted.



Date: __25/09/2023__

Supervisor

Mr Muhamad Albarr Bin Che Omar

ABSTRACT


The rise of e-commerce brings along the rise of online consumers' online shopping culture. In addition, online consumers will impulse buy during the festive season, especially since Malaysia has various festive seasons. The satisfaction of online consumers is also important because retailers need to build customer loyalty and provide suitable promotions to encourage impulse buying. This study aims to analyse online consumer behaviour and identify online consumer satisfaction during the festive season in Malaysia by using Hawkins Stern's impulsive buying theory. The research uses quantitative survey questionnaires as methodology; non-probability sampling will be applied in the survey with 50 respondents. All of the data will be analysed using descriptive statistics to test the research objectives and hypotheses. The findings have shown that consumers planned impulse buying during the festive season, and there are external factors such as promotions and service quality that may influence their buying decision and their satisfaction with the buying experience. With this study, marketers, consumers, and researchers in the future will have a deeper understanding of online consumer behaviour in Malaysia and how to ensure the satisfaction of online consumers.

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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Signed :  _____

Date : 19th September 2023

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CHAPTER 1

INTRODUCTION

1.0 Chapter Overview

In Chapter 1, several topics will be covered in detail. Firstly, a background investigation into the online consumer behaviour of impulsive buying and the Malaysian festival season was conducted. Secondly, the research gaps of the study that clearly found in the problem statements will be discussed. Next, it is followed by the significance of the study, research questions, and objectives that aim to be achieved when completing this research.

1.1 Background of Study

Online consumer behaviour is the process of consumers going through the internet to search for, select, and make decisions about purchasing products (Megan Wenzl, 2022). The online consumer has high expectations for the quality and service of products during their buying experience, which will determine whether they remain loyal customers. Based on the Department of Statistics Malaysia (DOSM), it stated that the total income for e-commerce transactions has increased by 21.8% from RM896 billion in 2020 to RM1.09 trillion in 2021 (MIDA, 2022). The survey done by e-commerce platform, Shopee stated that nine out of ten Malaysians prefer online shopping to offline shopping (Retail Asia, 2022). The research showed that e-commerce has grown fast and efficiently in these few years, and it also showed that consumers in Malaysia are already used to shopping online and rely more on the online shopping platforms.

Malaysia has various ethnic groups that still follow the traditions and faiths of their culture. Malaysians live in harmony and religious tolerance, despite having different groups with

cultural diversity. Therefore, there are many festival seasons of religious celebrations in Malaysia such as Hari Raya, Chinese New Year, Deepavali, Christmas. Malaysian celebrate the festival seasons regardless of race or culture and respect each other's festival seasons. Malaysia is the most public holidays country in Southeast Asian Country with 50 days (Sukhbir, 2018). Furthermore, since Malaysia has followed the trend of e-Commerce, the double-digit events in e-Commerce platform such as Alibaba, Shopee has become the one of the major festival seasons for online consumers and having the strong presences in Malaysia (Katrina, 2021).

In festival seasons, the online retailers will increase the promotion, provide attractive offer such as 50% discount and advertisement such as media advertising to increase the online sales. Based on the research, online consumers having the impulse buying behaviour and higher spending in the festival seasons due to government subsidies, necessity to gift and attracted by promotion tricks (Rizvi, 2020). Impulse buying is the tendency of a consumer to purchase something without planning ahead. The online consumer with impulse buying behaviour makes the purchase decision in a short moment, triggered by emotions and having the feeling that they will no longer get those “valuable” discounts or free gifts if they miss the promotions.

Based on the impulse buying theory by Hawkins Stern (1962), it stated that the impulsive buying behaviour of consumers is influenced by external factors such as price, promotion strategies, and service quality. Therefore, the online retailers catch the minds of consumers with impulse buying behaviour by applying the marketing strategies and attract the online consumers to purchase it during festival seasons (Agarwal, 2022). However, there are also factors that may decrease online consumer satisfaction and affect the online sales of retailers during the holiday season. Customer satisfaction is the level of satisfaction of consumers with

their purchase and overall experience (ASQ, 2022). It is important for online retailers to maintain high consumer satisfaction in order to build the loyalty of consumers and motivate them to repurchase products or services.

1.2 Problem Statement

Consumer behaviour in impulse buying is always a hot topic for researchers to investigate and understand deeper, but the COVID-19 pandemic has changed the environment of buying. Consumers are now switching from shopping offline to shopping online and relying more on e-commerce platforms such as Lazada and Shopee to purchase all their needs. According to research from the Malaysian Ministry of Communication and Multimedia, the number of internet users increased by 7%, or 2 million, from 2020 to 2021, for a total of 28 million (The Star, 2021). However, most of the research currently only focuses on offline consumers' impulse buying behaviours.

Apart from that, Malaysia is now in the end-pandemic period, and consumer spending will slowly recover and grow after two years of COVID-19 economic slowdowns. Malaysia is a country with many festival seasons because of the different races and cultures in Malaysia. Whenever the festival season comes, the spending power of Malaysian consumers will increase. As example, the growth sales 7.2% during the Hari Raya Aidilfitri festival which is celebrated by 60% of the population in Malaysia (Anon, 2019). However, there are still fewer researchers working on this topic in Malaysia and the spending power that focus on young adult. Therefore, retailers and marketers in Malaysia are confused about the marketing strategies on how to increase the impulse buying behaviour of consumers. They can only refer to the research of others, but it may not be accurate because every country has its own special festival season. This study aims to investigate a study on online consumer behaviour

of impulsive buying and satisfaction of consumer during festival season in Malaysia among UTAR students through quantitative surveys.

1.3 Research Objective

RO1: To analyse the online consumer behaviour during festival season in Malaysia.

RO2: To identify the retailers how to keep online consumer satisfaction high during the festive season in Malaysia by using Hawkins Stern's impulsive buying theory.

1.4 Research Question

RQ1: How did the festival season in Malaysia affect online consumer behaviours and cause impulsive buying?

RQ2: What retailers should do to keep online consumer satisfaction high during the festive season in Malaysia?

1.5 Scope of Study

This study aims to fill up the research gap shown in previous studies, which are mostly of a general nature and not specific, and the previous studies are limited to being applicable in Malaysia. By doing this study, it is possible to understand how the festival season in Malaysia affected online consumer behaviours, causing impulsive buying, and what actions retailers took to keep online consumer satisfaction high during the festive season in Malaysia. Further, this study could provide different insights for researchers as they could analyse related topics more deeply within different countries.

This study could provide insights into Malaysian online consumers' impulse buying behaviour during festival season in Malaysia to help retailers or marketers know better what

Malaysian online consumers want and how to strengthen their use of marketing strategies to target the right and suitable audience. In addition, retailers or marketers could learn more about Malaysian online consumers and make it easier to reach the target audience effectively by studying this research that integrates Malaysian cultural practices and buying behaviours.

1.6 Significance of Study

This study is significant because it provides a better understanding of the relationship between the festival season in Malaysia and the impulse buying behaviours of online consumers. It is critical for retailers and marketers to understand how the festival season in Malaysia influences online consumer's purchasing intentions and how to make them satisfied with their purchases.

CHAPTER 2

LITERATURE REVIEW

2.0 Chapter Overview

In Chapter 2, the researcher will review and analyse the research articles linked it to the research topic, online consumer behaviour of impulsive buying during festival season in Malaysia. In the end, the hypothesis of study will be developed.

2.1 Impulse buying

To date, several studies have evaluated the meaning of impulse buying from different angles. In general, impulse buying is the consumer's purchasing of products without planning ahead. Bhakat and Muruganantham (2013) are very interest of the topic of impulse buying, he sorts out the evaluation of impulse buying from year 1950-2011. From the research, Stern (1962) stated the categorization of impulse buying into 4 types of impulse buying which are planned impulse buying, reminded impulse buying, suggestion impulse buying and pure impulse buying. Later, Hausman (2000) found that impulse buying is depending with consumer's emotion and feeling, their intention of buying is to satisfy their different needs. With the growth of online shopping, Dawson and Kim (2009) argued that online shopping has the bigger potential of impulse shopping when retailers provide a good online shopping environment such as design of website, promotion, safety of transaction. Therefore, shopping environment is important to touched consumer's feeling and makes them have the intention of buying.

2.2 Consumer behaviour during festive season

V. T. Shailashri et al. (2018) proposed a study of consumer behaviour in India during the festive season. Based on the research result, the festive season is the biggest contributor to consumer purchases, which boosts the growth of online sales. Retailers should take advantage of the opportunity to promote their products by offering significant discounts and special offers such as freebies and buy-one-get-one-free deals. Study research explained why consumers purchased products during the festival season, and it related to the culture of India. Indians purchase products during the festival season to show their social status and for gifting purposes to family, friends, or business partners. In evidence, 73.3% of respondents shop during festival sales, while 56.67% wait for a festival sale to buy a product (2018).

According to N.R. Narayanan (2018), it has the same research result as the previous research, where festivals have a huge impact on the spending of consumers, but adding a different angle of buying habits of consumers. It showed that 64% of respondents prefer visiting shops to purchase festive products over online shopping. Despite the fact that we live in the e-commerce era, it showed consumers in have less trust in online shopping. Based on the research, also stresses the importance of satisfying consumer needs during the festival season. Although consumers have more spending power during the holiday season, they still prioritize the quality of products and services to determine whether their money is well spent.

The research from Foo et al. (2014) studies the purchase of gifts during Chinese New Year based on traditional Chinese cultural values. During Chinese New Year, Chinese will purchase gifts for their families, relatives, and friends because of their cultural belief in “guanxi” and “mianzi” to maintain good relationships with others (2014). Therefore, they have more purchasing and spending power during the festival season. Malaysia is not a country that only celebrated Chinese New Year, it is a country with a diverse range of

religions and beliefs, other religions are expected to exhibit the same level of spending as the Chinese.

2.3 Malaysian consumers

The research from Hasim et al. (2018) examined sales promotion as a factor that has an impact on online impulse buying among Malaysians. It showed that consumers are more likely to purchase when the online retail store is running sales promotions such as cashback or discounts, and they may purchase the products impulsively (2018). Therefore, sales promotion is important for online retailers to focus on and think of more interesting sales events.

Previous research from Abdolrazagh Madahi (2012) has discovered four factors of young Malaysian consumer decision-making styles, which are brand consciousness, high-quality consciousness, recreational consumption, and impulse consumption. The result of the study showed that young Malaysian consumers have a high average level of love for well-known brand products, prefer quality over quantity, consider shopping a leisurely and enjoyable activity, and tend to buy on the spur of the moment (2012). The highest score among young Malaysian consumers' decision-making styles is impulse buying. According to the findings of the study, younger consumers are more open to trying new things and are less concerned with price. Therefore, it could be predicted that younger Malaysian consumers will love to purchase the products that are trending and popular from advertisements, and they may follow the influencer's suggestions.

According to the research from Safiek Mokhlis and Hayatul Safrah Salleh (2009), it gives different angles on consumer decision-making styles in Malaysia by exploding it with gender

differences. Male Malaysian consumers rated brand loyalty as very high (2009). When they have their preferred brand of products, they will stay loyal to it and not be easily seduced by other brands that offer promotions. Male Malaysian consumers love to shop fast to save time because they think that shopping is a time-wasting activity (2009). As a result, male Malaysian consumers may make impulse purchases when they see a store, such as an online website that offers free delivery or products that come in bulk, because it feels convenient for them. While female Malaysian consumers scored highly on the factor of price consciousness, when prices are compared, they will choose the lower-priced products. They also enjoy discovering new and pleasurable experiences, which means they will be easily enticed by retailer advertisements or campaigns, which may result in impulse purchases. Therefore, female Malaysian consumers may have more patience than male Malaysian consumers, and they may compare prices between different e-commerce platforms to reduce the cost of buying products, but they will still be easily attracted by the free gift and discounts.

From the above literature review it has been found that some of the consumer behaviour of impulse buying during festival season but there is a gap between country. The research is from others country such as India that related to their culture. Marketers and Retailers could not do marketing research to target the Malaysian consumers because the researches are less information about the impulse buying habits Malaysian online consumer during festival season. In addition, there are some research studies related to Malaysian consumers purchase behaviour but it is more about consumers offline and not about e-commerce. Due to the Covid-19 pandemic, the buying behaviour of consumers has basically changed to online, and more rely with online shopping platforms such as Lazada, Shopee. Therefore, to fill in the research gap, the study research about online consumer behaviour of impulsive buying during festival season in Malaysia conducted.

2.4 Theoretical framework (Hawkins Stern's impulse buying theory)

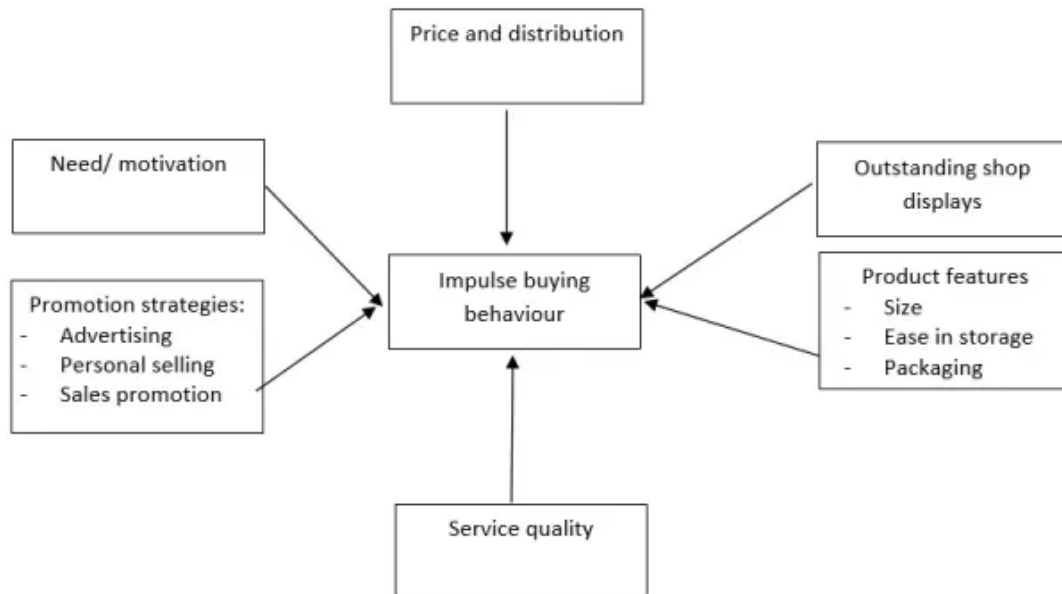


Figure 2.0 Theoretical framework (Hawkins Stern's impulse buying theory)

Online shopping has become an on-going trend for consumers to purchase products, and it causes retailers and marketers to be forced to think of marketing strategies to encourage consumers to buy impulsively to maintain their retail sales, but they don't know what to do. Therefore, the impulse buying theory by Hawkins Stern (1962) could be explained to retailers and provide a helpful insight into the various circumstances under which consumers are likely to engage in impulse buying.

Hawkins Stern stated that consumer behaviour of impulse buying is influence by external forces such as price and distribution, promotion strategies. This theory encouraged retailers and marketers think of how to convince consumers to buy more than planned. Retailers has to

be smart in dealing with consumers by using the factors of causing impulse buying behaviours to encourage users to purchase more.

Hawkins Stern's model has suggested 4 types of impulse buying which are pure impulse buying, reminder impulse buying, suggested impulse buying and planned impulse buying.

Pure impulse buying

Pure impulse buying is basically consumers buys products that are not in their list and break the pattern of purchasing. As example, consumers saw a beautiful dress and bought it because the dress is the love of their wearing style.

Reminder impulse buying

Reminder impulse buying happens when consumers are aware of a product but do not purchase it. Consumers were enticed by a promotion that "reminded" them to purchase the products

Suggested impulse buying

Suggested impulse buying typically occurs prior to payment, and the product is seen for the first time by consumers. Consumers will convince themselves that the products are needed and purchase them.

Planned impulse buying

Planned impulse buying occurs when consumers intend to buy something but are still looking for deals to help them make their decision. They have a need for the products but are unsure what specifications to purchase them with; thus, a sales promotion could persuade them to buy more.

H1: online consumer practice planned impulse buying during festival season.

H2: online consumer attracted by external factor and cause impulse buying during festival season.

CHAPTER 3

METHODOLOGY

3.0 Chapter Overview

To achieve research objectives and verify the hypothesis of the research, this chapter will describe the methodology used in the research. It includes the overall research design, sampling design, data collection method, data analysis tool, and construct measurements in the research.

3.1 Research Design

Research design is the all-around, structured framework and procedure of the research methods used by the researcher (Leverage Edu, 2021). Furthermore, a well-planned and appropriate research design is required to solve the research problem by analysing the data correctly (McCombes, 2021). There are different types of research designs to be used in the research. In this research, a quantitative research approach is used to drive the objectives and hypothesis of the research.

3.1.1 Quantitative Research

Quantitative research is used in this research. Quantitative research is the gold standard for obtaining precise numerical data. It emphasises the collecting and analysing numerical data of process (Bhandari, 2020). A quantitative method is used to manipulate pre-existing

statistical data, make predictions, and test the hypothesis developed through research by collecting the measurable data needed to prove the statement (Surbhi, 2018). Therefore, the quantitative research method is suitable for this study as far as determining the relationship between variables, which is how festive seasons affect online consumer behaviour of impulse buying and what factors of consumer behaviour affect the most impulse buying.

3.2 Sampling Design

3.2.1 Target Population

The target population is the entire population or group that the researcher is interested in studying in order to achieve the research's objectives. The target population is crucial to the research because they are the group of individuals that the intervention is intended to study and from whom findings will be drawn. This research is to study the online consumer behaviour of impulse buying during festival season in Malaysia among UTAR students, which requires university students in Malaysia who have the habit of shopping online as respondents. 98% of Generation Z is constantly connected to their phones and the internet (Ahmed, 2019). According to Djordjevic (2022), a survey result showed that 92% of college students have shopped online, and 69% of them shop at least once a month. Therefore, university students have higher purchasing power when shopping online than other populations (Sin et al., 2012). The targeted population for this research is from various races in Malaysia, whether they are Malay, Chinese, Indian, or others, because Malaysia is a country with diverse races and cultures, and it has more festival seasons than other countries.

3.2.2 Sampling Frame and Sampling Location

The sampling frame is the list from which units are drawn for the sample. (E.A. Stasny, 2015) The UTAR students in this study range in age from 18 to 35 years old and have a shopping

habit of purchasing online. In addition, the sampling location will be the UTAR Sungai Long campus, but there is no limitation on location to complete this questionnaire. Respondents can also complete the questionnaire online via a Google Form that is shared via social media platforms.

3.2.3 Sampling Size and Sampling Elements

Sampling size is the measure of the number of individual samples used as a representative of the population for the research (OmniConvert, 2019). The questionnaire for this study will be completed by 50 UTAR students who regularly shop online in Malaysia. A sampling element is the unit of analysis or case in a population that is being measured (DJS, 2022). This questionnaire's sampling elements are UTAR students who regularly shop online in Malaysia, regardless of race, including Malay, Chinese, Indian, or others.

3.2.4 Sampling Technique

There are two types of sampling techniques: probability sampling and non-probability sampling. Non-probability sampling will be used in this research. Non-probability sampling is a non-random selection based on convenience or other criteria that makes data collection easier for researchers. The convenience sampling in non-probability sampling will be used in this research. Convenience sampling is the sampling method that allows researchers to collect research data from a conveniently available pool of respondents. It is easy for the researcher to gather the data; for example, the researcher asks the friends studying at UTAR to complete the questionnaire and uses internet questionnaires to invite the public to participate in the research.

3.3 Data Collection Method

3.3.1 Primary Data

Primary data is the data that gathered from the first-hand experience by researcher directly from the main data collections such as interviews, survey to achieve the objective of the research (QuestionPro, 2019). In addition, primary data are known as the best kind of data in research because the data is the latest, highly accurate and not been used in the past (Duggal, 2021).

3.3.2 Secondary Data

Secondary research is the research method that uses existing data from different sources, such as journals, statistics, and the internet, that have been organized or published by others (Bhat, 2018). Secondary data helps researchers confirm and increase the overall effectiveness of research by using analysis from other relevant studies or statistics to support the research. Therefore, secondary research was used in this research to study the previous research, identify the gaps in the research, and investigate and generate new angles and information for the research (Anon, 2022).

3.4 Research Instrument

3.4.1 Questionnaire Survey

There are various types of main data collections, but the questionnaire survey method used in this study. Among the others data collection method, questionnaire is more widely used because it provides a broad perspective from large groups of people (Duggal, 2021). Questionnaire survey has a moderately high measurement validity because the questionnaire questions designed by research are all well-structured to achieve the objectives of the

researcher needed (tutor2u, 2021). Google Form used to distribute the questionnaire survey through the internet because it is a survey tool that convenient and easy to collect the data research.

3.4.2 Questionnaire Design

The questionnaire was designed in English via Google Forms, and the target population was approached through social media by attaching the Google Forms. On the first page of the questionnaire, there will be a brief introduction to the research and a personal data protection statement under the Personal Data Protection Act 2010. There are 3 sections for the questionnaire, which are Sections A, B, and C; designed with closed-ended questions with multiple choice answers.

Section A designed to collect demographic information of respondents. There are 8 questions in Section A to identify respondent's gender, age, state religion, race, education level, marital status, income and faculty of study.

In Section B, respondents will be required to answer 9 questions to identify online consumer behaviour during festive season in Malaysia. There are close-end questions in the questions.

In Section C, respondents will be required to answer 17 questions to examine RO1, how festive season in Malaysia affect online consumer behaviour of impulse buying and H1, consumer practise planned impulse buying during festive season and H2, which online consumer attracted by external factor during festival season. There is the Likert scale in the questions.

In Section D, respondents will be required to answer 8 questions to examine RO2, what retailers should do to keep online consumer satisfaction high during festive season. There are close-end questions and Likert scale in the questions.

3.5 Measurement Scale

3.5.1 Nominal Scale

Nominal scale is the measurement scale where numbers serve as “tag” or “Labels” only to identify object. In addition, nominal scale used when the variables are non-numeric and numbers have no value (CFI, 2022). In this research, Section A of identify demographic information of respondents, Section B of identify the online consumer behaviours during festive season will apply the nominal scale and some of the questions on Section D.

3.5.2 Likert Scale

Likert scale is the point scale which allows respondents to express how much they agree or disagree about the statement in questionnaire (McLeod, 2019). Liker scale highly used in Section C and D by giving 5-point scale of strongly disagree, Disagree, Neutral, Agree, and Strongly Agree.

3.6 Descriptive statistics

Descriptive statistics used in this research data analysis. Descriptive statistics are used to describe, show, and summarize the data collected to give a better understanding of the research through the use of charts and graphics such as pie charts and table charts (Simplilearn, 2021). Descriptive statistics help the researcher explain the key features of the research findings by describing what the data shows.

3.7 Chapter Conclusion

To conclude, this research discussed research design, sampling design, data collection method, research instrument and measurement scale. This research used quantitative research

to collect primary data from 50 UTAR student who have the habit of online shopping at Google Forms that spread from different social media platforms. The next chapter will illustrate the methodology of research by analysing the data and having a discussion based on the collected data.

CHAPTER 4

ANALYSIS

4.0 Chapter Overview:

In Chapter 4, result and findings from 50 respondents will be analysed based on chart as shown below. The result of analysis of the questionnaire will be presented in chart form.

4.1 Demographic:

4.1.1 Gender

1. Gender
50 responses

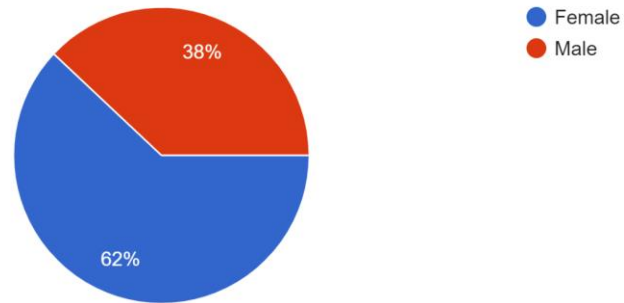


Figure 4.1.1 Gender

According to Figure 4.1.1, 31 (62%) of female respondents while 19 (38%) of male respondents. It showed more female respondents than male respondents. There are 50 total samples of the respondents in this study.

4.1.2 Age

2. Age

50 responses

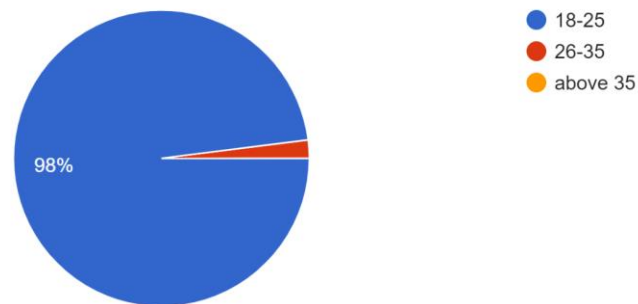


Figure 4.1.2 Age

Based on Figure 4.1.2, 49 (98%) among the respondents are 18-25 years old. There are 1 (2%) of the respondents aged between 26-35.

4.1.3 State religion

3. State religion

50 responses

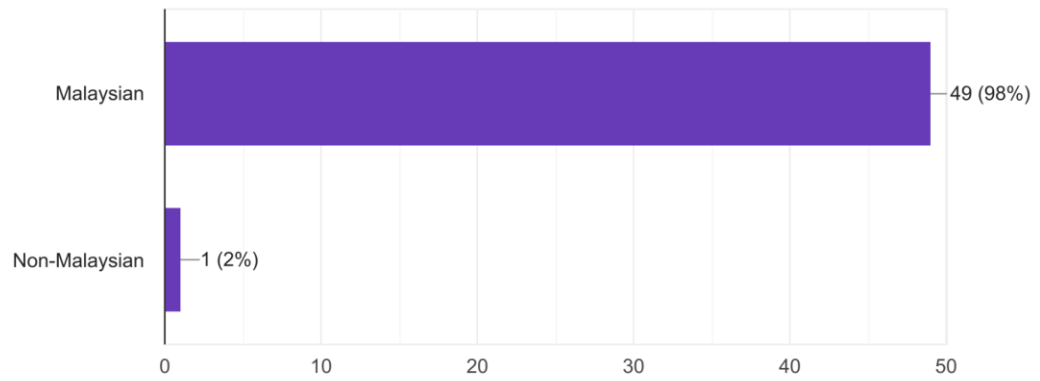


Figure 4.1.3 State religion

According to Figure 4.1.3, 49 (98%) among the respondents are Malaysian while 1 (2%) of the respondents are non-Malaysian.

4.1.4 Race

4. Race

50 responses

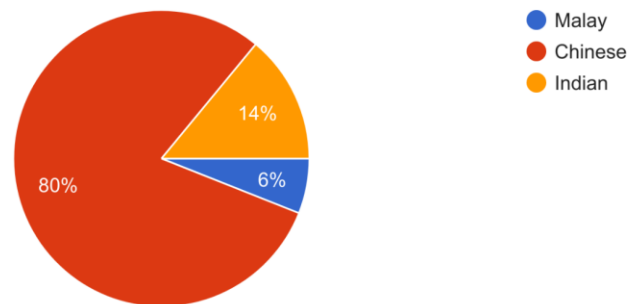


Figure 4.1.4 Race

According to Figure 4.1.4, 40 (80%) of respondents are Chinese, 7 (14%) of respondents are Indians, and 3 (6%) of respondents are Malay.

4.1.5 Marital Status

5. Marital Status

50 responses

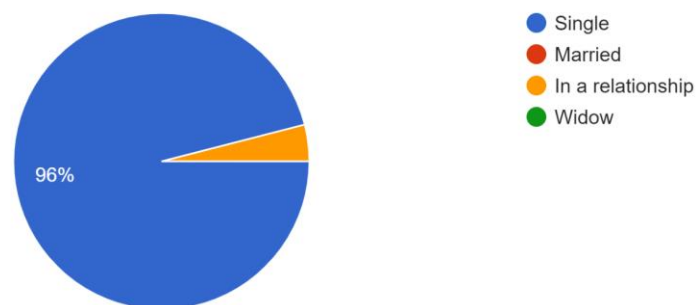


Figure 4.1.5 Marital Status

As Figure 4.1.5 shows, 48 (96%) of respondents are single, 2 (4%) of respondents are in a relationship. There is no respondent are married and widow.

4.1.6 Income

6. Income
50 responses

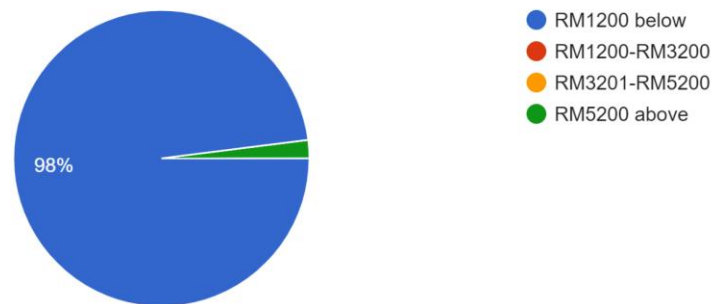


Figure 4.1.6 Income

According to Figure 4.1.6, 49 (98%) of respondents' income are RM1200 below while 1 (2%) of respondent having income of RM5200 above. There are no respondent having income of RM1200-RM3200 and RM3201-RM5200.

4.1.7 Education Level

7. Education Level

50 responses

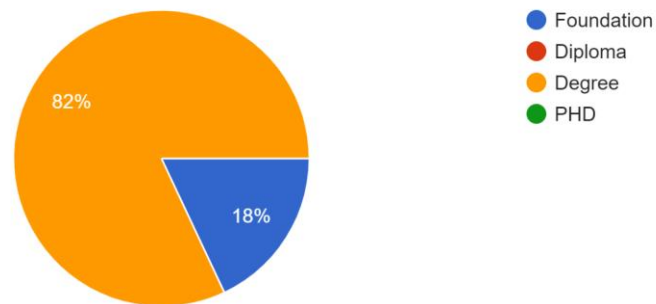


Figure 4.1.7 Education Level

According to Figure 4.1.7, 41 (82%) of respondents have a degree in education, and 9 (18%) of respondents have a foundation in education. There are no diplomas or PHDs among the respondents.

4.1.8 Faculty of study

8. Faculty of study

50 responses

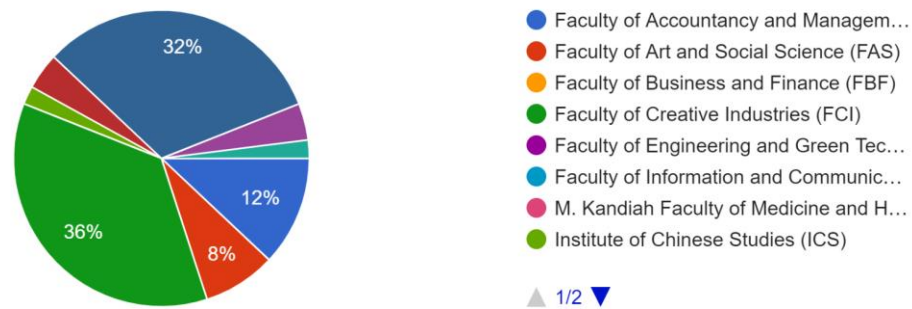


Figure 4.1.8 Faculty of study

As Figure 4.1.8 shows, 18 (36%) of the respondents are in Faculty of Creative Industries (FCI), 16 (32%) of the respondents are in Lee Kong Chian Faculty of Engineering and Science (LKC FES) and 6 (12%) of the respondents are in Lee Kong Chian Faculty of Engineering and Science (LKC FES). 4 (8%) of the respondents are in Faculty of Art and Social Science (FAS), while Faculty of Science (FSc) and FIS have 2 (4%) of the respondents and Institute of Chinese Studies (ICS) and Community College have 1 (2%) of the respondents.

4.2 Online consumer behaviours during festive season

4.2.1 I prefer online shopping than offline shopping during festive season

I prefer online shopping than offline shopping during festive season.

50 responses

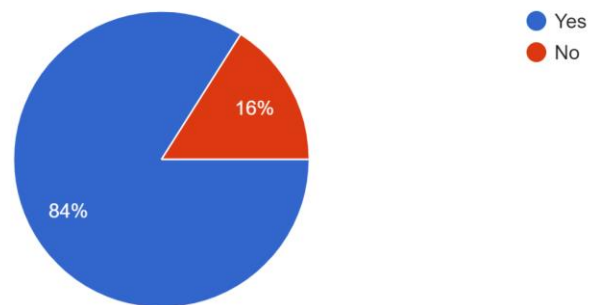


Figure 4.2.1 I prefer online shopping than offline shopping during festive season

Based on Figure 4.22.1, the majority of respondents prefer online shopping than offline shopping during festive season, which is 42 (84%) respondents. 8 (16%) of the respondents use prefer offline shopping during festive season.

4.2.2 Average time spend for online shopping

2. Average time spend for online shopping

50 responses

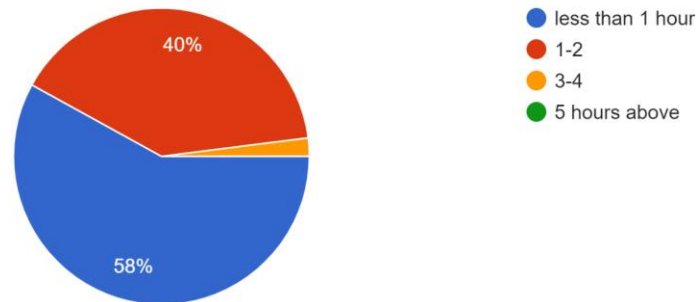


Figure 4.2.2 Average time spend for online shopping

As Figure 4.2.2 shows, 29 (58%) of the respondents spend time online shopping, with an average time of less than 1 hour. 20 (40%) of the respondents spend time online shopping with an average time of 1-2 hours, while 1 (2%) of the respondents spend time online shopping with an average time of 3–4 hours. In addition, there are no respondents who spend time online shopping, with an average time of 5 hours above.

4.2.3 Frequency of visit e-platform

3. Frequency of visit e-platform

50 responses

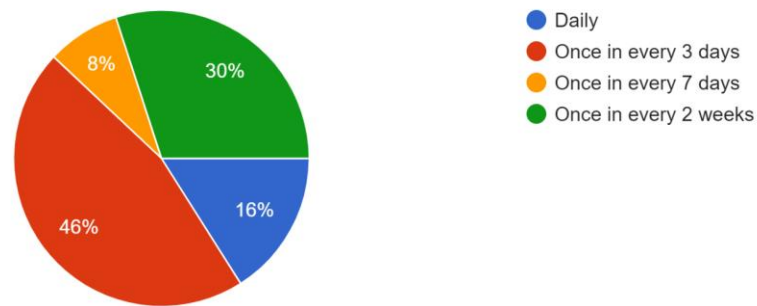


Figure 4.2.3 Frequency of visit e-platform

Based on Figure 4.2.3, 23 (46%) respondents visit the e-platform once every 3 days. 15 (30%) respondents visit the e-platform once every 2 weeks. While 8 (16%) respondents visit e-platforms once every 2 weeks and 4 (8%) respondents visit e-platforms once every 7 days.

4.2.4 E-platform used to purchase products during festive season

4. E-platform used to purchase products during festive season (you may choose more than one)
50 responses

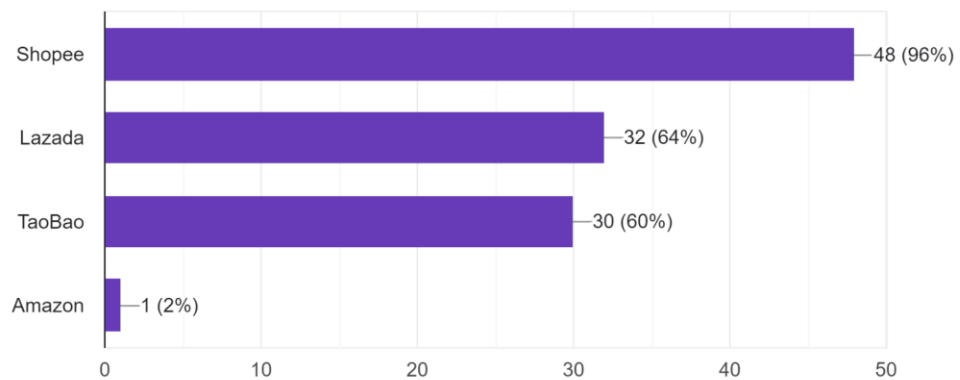


Figure 4.2.4 E-platform used to purchase products during festive season

According to Figure 4.2.4, the majority of respondents use Shopee as an e-platform to purchase products during the festive season, which is 48 (96%) of respondents. 32 (64%) of the respondents use Lazada as an e-platform to purchase during the festive season, and 30 (60%) of the respondents use Taobao as an e-platform to purchase during the festive season. Besides, only 1 (2%) of the respondents used Amazon as an e-platform to make purchases during the festive season.

4.2.5 The gap period within your last purchase

5. The gap period within your last purchase

50 responses

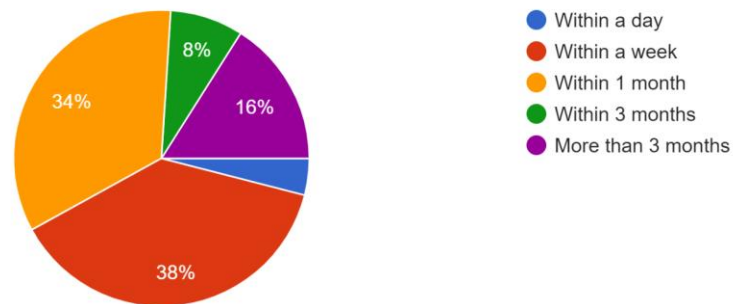


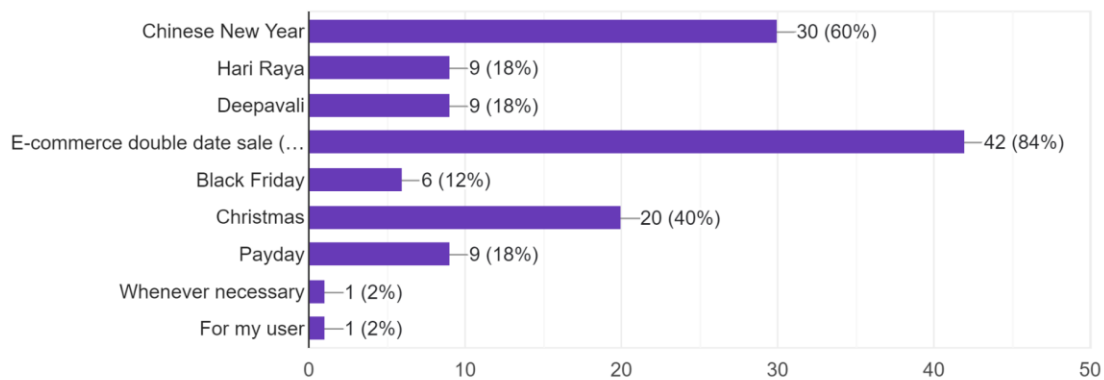
Figure 4.2.5 The gap period within your last purchase

According to Figure 4.2.5, 19 (38%) of the respondents have a gap period of a week within their last purchase, while 17 (34%) of the respondents have a gap period of a month within their last purchase. Furthermore, 8 (16%) of the respondents have a gap period of more than 3 months since their last purchase, and 4 (8%) of the respondents have a gap period of 3 months compared to their last purchase. 2 (4%) of the respondents made their last purchase within a day.

4.2.6 What festive season do you purchase before

6. What festive season do you purchase before (you may choose more than one)

50 responses



4.2.6 What festive season do you purchase before

Based on Figure 4.2.6, there are 42 (84%), which is the majority of the respondents who purchased items during the e-commerce double date. 30 (60%) of respondents purchase items during the festive season of Chinese New Year, while 20 (40%) of respondents purchase items during the Christmas festive season. Furthermore, 9 (18%) of respondents purchased items during the festive seasons of Hari Raya, Deepavali, and Payday. 6 (12%) of respondents purchased items during Black Friday. In addition, 1 (2%) of respondents purchase items whenever necessary and for my user.

4.2.7 The average of spend during festive season

7. The average of spend during festive season

50 responses

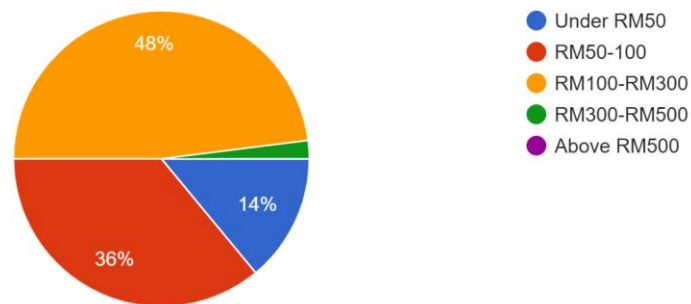


Figure 4.2.7 The average of spend during festive season

As shown in Figure 4.2.7, 24 (48%) of the respondents spend an average of RM100–RM300 during the festive season, while 18 (36%) of the respondents spend an average of RM50–RM100 during the festive season. Additionally, 7 (14%) of the respondents spend under RM50 during the festive season, and 1 (2%) of the respondents spend an average of RM300–RM500 during the festive season. There are no respondents who spend more than RM500 during the festive season.

4.2.8 Most preferred product purchased during festive season

8. Most preferred product purchased during festive season (you may choose more than one)

50 responses

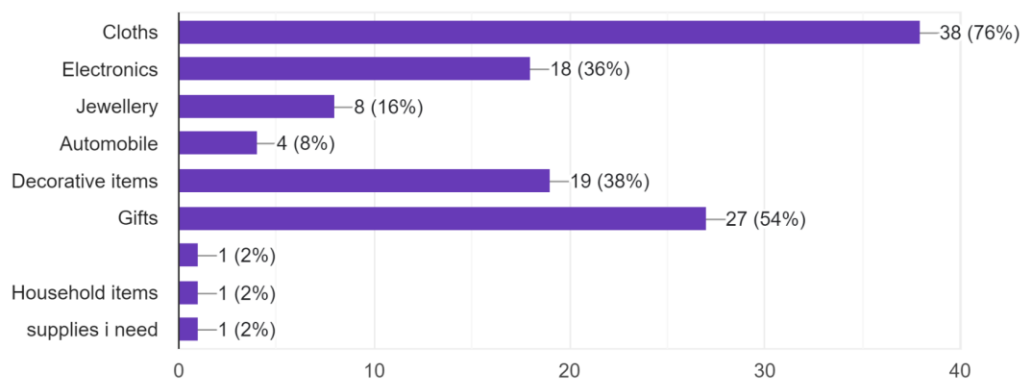


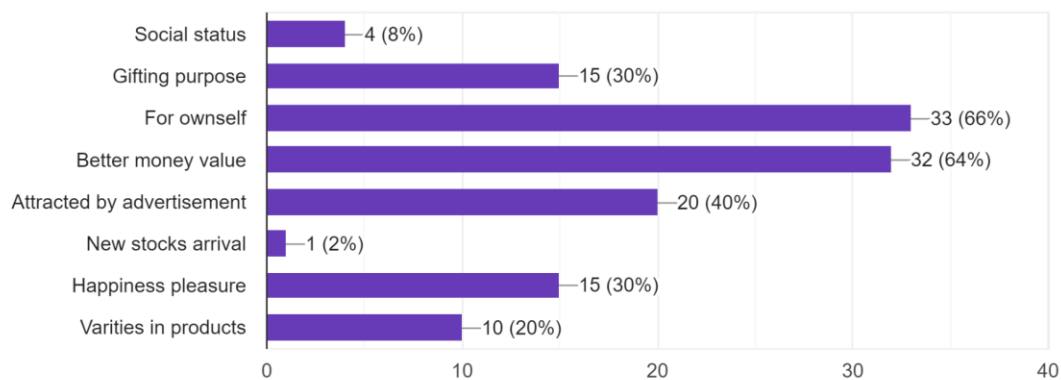
Figure 4.2.8 Most preferred product purchased during festive season

According to Figure 4.2.8, the majority of respondents, with 38 (76%) of respondents, preferred to purchase clothes during the festive season. 27 (54%) of respondents most preferred to purchase gifts during the festive season, and 19 (38%) of respondents most preferred to purchase decorative items during the festive season. 18 (36%) of respondents most preferred to purchase electronics items during the festive season, while 8 (16%) of respondents most preferred to purchase jewellery during the festive season. In addition, 4 (8%) of respondents chose automobiles as their most preferred product purchase during the holiday season, and 1 (2%) of respondents preferred to purchase household items and supplies that they needed during the holiday season.

4.2.9 Why do you purchase a product during festive season

9. Why do you purchase a product during festive season (you may choose more than one)

50 responses



4.2.9 Why do you purchase a product during festive season

Based on Figure 4.2.9, 33 (66%) of respondents who purchase products during the festive season are for themselves, while 32 (64%) of respondents think that purchasing products during the festive season will have a better money value. 20 (40%) of respondents purchased products during the festive season because they were attracted by advertisements. There are 15 (30%) respondents who purchase products during the festive season for gifting purposes and happiness pleasure. 10 (20%) of respondents choose to purchase products during the festive season because there are a variety of product choices, and 4 (8%) of respondents purchase products during the festive season because of their social status. In addition, only 1 (2%) of respondents purchased products because new stocks arrived.

4.3 Planned impulse buying during festive season

4.3.1 Festive season have more unique things than normal days

1. Festive season have more unique things than normal days.

50 responses

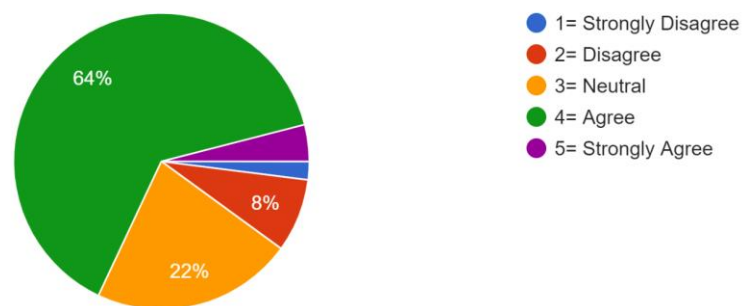


Figure 4.3.1 Festive season have more unique things than normal days

According to Figure 4.3.1, 32 (64%) of the respondents agree that the festive season has more unique things than normal days. 11 (22%) of the respondents stand neutral with the statement, and 4 (8%) of the respondents disagree with it. In addition, 2 (4%) of the respondents strongly agree with the statement, while 1 (2%) strongly disagree that festive season has more unique things than normal days.

4.3.2 *The environment of festive season makes me wants to purchase something*

2. The environment of festive season makes me wants to purchase something.

50 responses

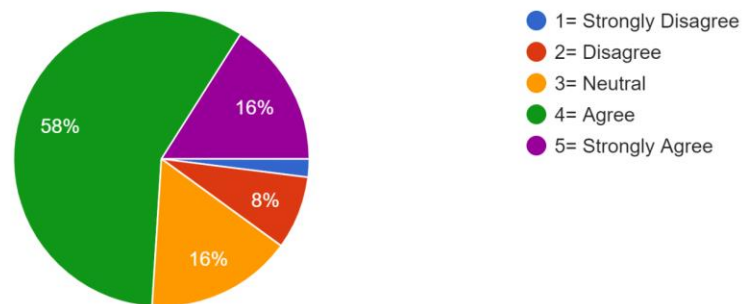


Figure 4.3.2 The environment of festive season makes me wants to purchase something

Based on Figure 4.3.2, the majority of respondents agree that the environment of the festive season makes them want to purchase something, which is 29 (58%) of the 50 respondents. 8 (16%) of the respondents strongly agree with the statement, 8 (16%) of the respondents stand neutral, and 4 (8%) of the respondents disagree with the statement. Lastly, 1 (2%) of the respondents strongly disagreed with the statement.

4.3.3 I enjoy retailers bring festive season spirit and it increase intend of buying

3. I enjoy retailers bring festive season spirit and it increase intend of buying.

50 responses

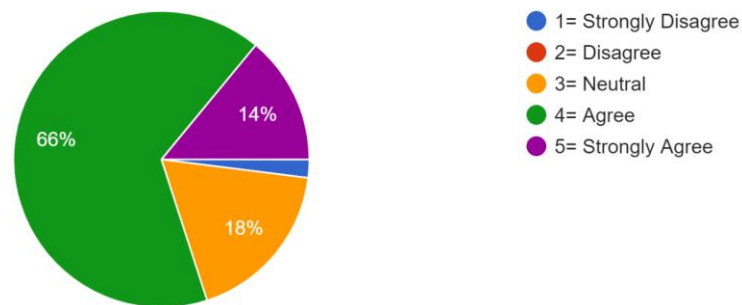


Figure 4.3.3 I enjoy retailers bring festive season spirit and it increase intend of buying

As shown in Figure 4.3.3, 33 (66%) of the respondents agree that they enjoy retailers bring festive season spirit and that it increases their intention of buying. There are 9 (18%) of the respondents stand neutral with the statement. 7 (14%) of the respondents strongly agree, and 1 (2%) strongly disagree with the statement.

4.3.4 *I do more research of buying products during festival season*

4. I do more research of buying products during festival season.

50 responses

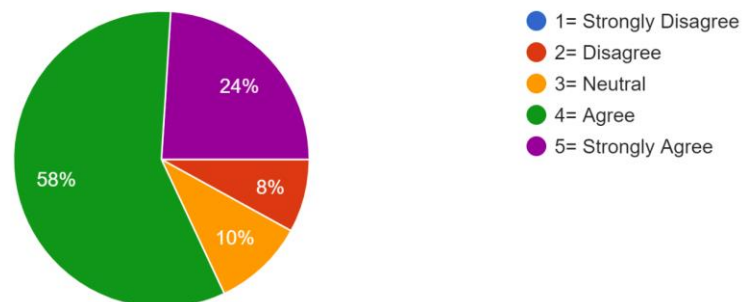


Figure 4.3.4 I do more research of buying products during festival season

According to Figure 4.3.4, the majority of the respondents, which are 29 (58%) of the 50 respondents, agree that they do more research on buying products during festival season. 12 (24%) of the respondents strongly agree with the statement, and 5 (10%) stand neutral with the statement. Lastly, 4 (8%) of the respondents disagree with it.

4.3.5 I am a person who prior planning of budget during festival season

5. I am a person who prior planning of budget during festival season.

50 responses

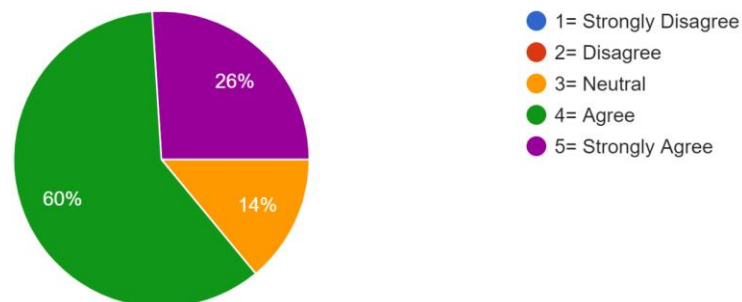


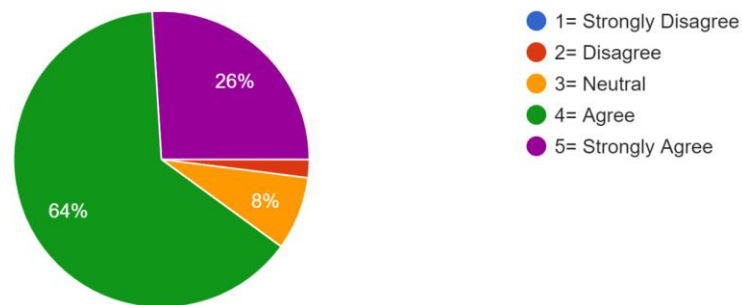
Figure 4.3.5 I am a person who prior planning of budget during festival season

Based on the Figure 4.3.5, the majority of respondents agree that they are the person who prior planning of budget during festival season, which are 30 (60%) of the 50 respondents. 13 (26%) of the respondents strongly agree with the statement and 7 (14%) of the respondents neither agree nor disagree it.

4.3.6 I wait for promotion during festive season

6. I wait for promotion during festival season.

50 responses



4.3.6 I wait for promotion during festive season

According to Figure 4.3.6, 32 (64%) of the respondents agree that they wait for promotion during festive season. 13 (26%) of the respondents strongly agree with the statement while 4 (8%) of the respondents stand neutral with the statement. In addition, 1 (2%) of the respondent disagree with the statement.

4.3.7 I usually compare the prices between e-commerce platform during festive season

7. I usually compare the prices between e-commerce platform during festive season.
50 responses

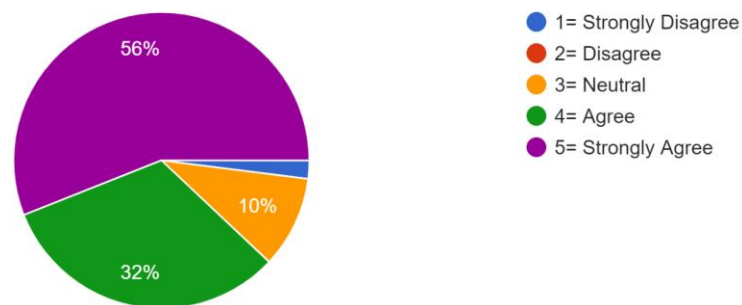


Figure 4.3.7 I usually compare the prices between e-commerce platform during festive season

Based on the Figure 4.3.7, the majority of respondents, which are 28 (56%) among 50 respondents strongly agree that they usually compare the prices between e-commerce platform during festive season. Followed by 16 (32%) of the respondents agree with the statement and 5 (10%) of the respondents stand neutral with the statement. Lastly, 1 (2%) of the respondent strongly disagree with the statement.

4.3.8 I usually buy what I need during festive season because it is more worth than normal days.

8. I usually buy what I need during festive season because it is more worth than normal days.

50 responses

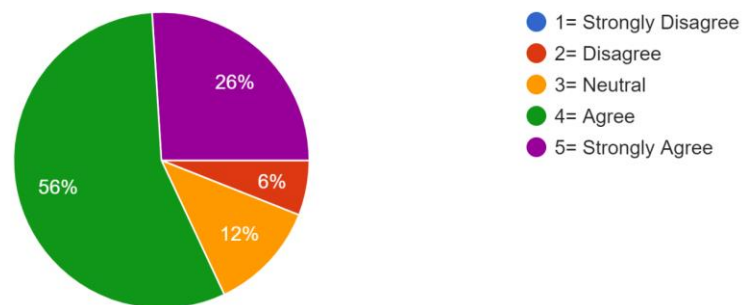


Figure 4.3.8 I usually buy what I need during festive season because it is more worth than normal days.

As shown in Figure 4.3.8, 28 (60%) of the respondents agree that they usually buy what they need during festive season because it is more worth than normal days. There are 13 (26%) of the respondents strongly agree with the statement. Lastly, 6 (12%) of the respondents stand neutral while 3 (6%) of the respondents disagree with the statement.

4.3.9 I make planned purchase before festive season but still overspend

9. I make planned purchase before festival season but still overspend.

50 responses

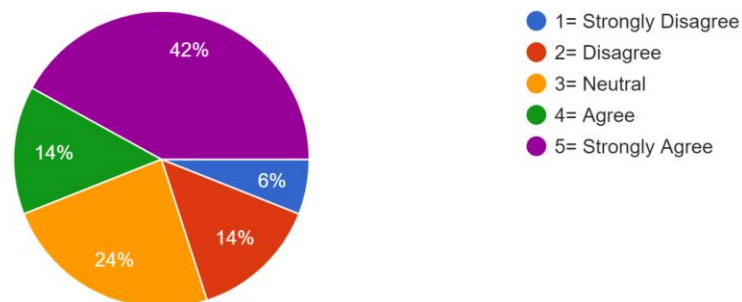


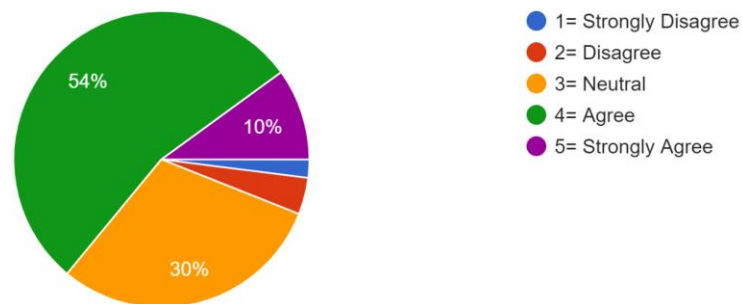
Figure 4.3.9 I make planned purchase before festive season but still overspend

According to the Figure 4.3.9, 21 (42%) of the respondents strongly agree that they make planned purchase before festive season but still overspend. 12 (24%) of the respondents stand neutral with the statement. In addition, there are an equal number of respondents which are 7 (14%) respectively disagree and agree with it. Lastly, 3 (6%) of the respondents strongly disagree with the statement.

4.3.10 I spend more during festive season than the normal days

10. I spend more during festive season than the normal days.

50 responses



4.3.10 I spend more during festive season than the normal days

Based on Figure 4.3.10, 27 (54%) of the respondents agree that they spend more during the festive season than on normal days. 15 (30%) of respondents disagree with this statement, while 5 (10%) strongly agree with it. Lastly, 2 (4%) of the respondents disagree, while 1 (2%) strongly disagree with the statement.

4.3.11 I usually see the review and user's feedback before purchase products during festive season

11. I usually see the review and user's feedback before purchase products during festive season.
50 responses

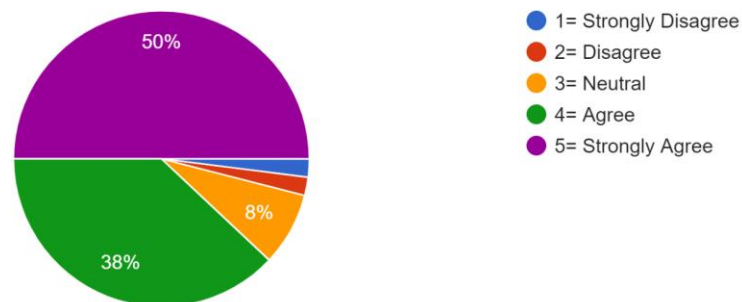


Figure 4.3.11 I usually see the review and user's feedback before purchase products during festive season

As shown as Figure 4.3.11, 25 (50%) of respondents strongly agree that they usually see the review and user's feedback before purchase products during festive season. Secondly, there are 19 (38%) of respondents agree with the statement. Followed by 4 (8%) of the respondents who neither agree nor disagree with the statement. Lastly, there are an equal number of respondents which are 1 (2%) respectively disagree and strongly disagree with the statement.

4.3.12 The advertisement during festive season is more interesting than normal days

12. The advertisement during festive season is more interesting than normal days.

50 responses

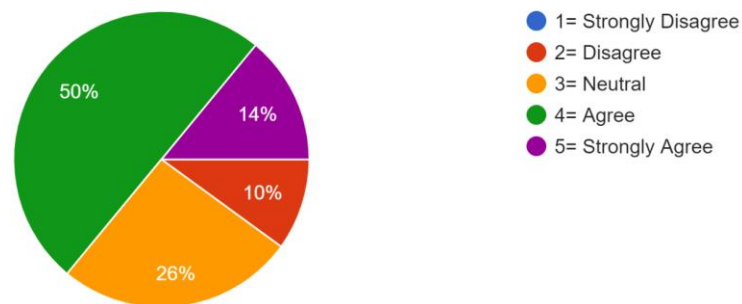


Figure 4.3.12 The advertisement during festive season is more interesting than normal days

Based on the Figure 4.3.12, 25 (50%) of respondents agree that the advertisement during festive season is more interesting than normal days. Followed by 13 (26%) of the respondents stand neutral with the statement and 7 (14%) strongly agree with it. Lastly, 5 (10%) of the respondents strongly disagree with the statement.

4.3.13 I usually attracted by advertisements by marketers and cause impulse buying during festive season

13. I usually attracted by advertisements by marketers and cause impulse buying during festive season.

50 responses

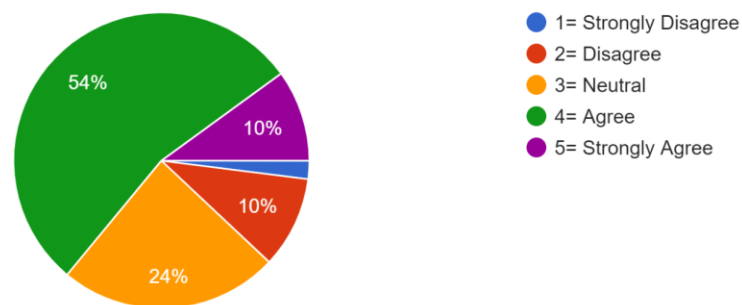


Figure 4.3.13 I usually attracted by advertisements by marketers and cause impulse buying during festive season

According to Figure 4.3.13, the majority of respondents, which are 27 (54%) among 50 respondents agree that they usually attracted by advertisements by marketers and cause impulse buying during festive season. Followed by 12 (24%) of respondents stand neutral with the statement. There are an equal number of respondents which are 5 (10%) respectively

disagree and strongly agree with the statement. Lastly, 1 (2%) of respondents strongly disagree with the statement.

4.3.14 I usually use the third-party link from advertisement to purchase products.

14. I usually use the third party link from advertisement to purchase products.

50 responses

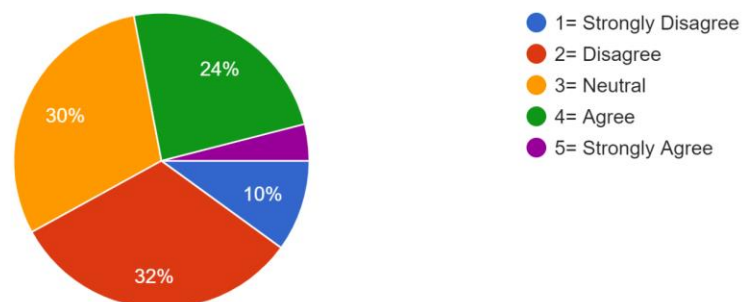


Figure 4.3.14 I usually use the third-party link from advertisement to purchase products.

Based on the Figure 4.3.14, there are 16 (32%) of the respondents disagree that they usually use the third-party link from advertisement to purchase products. 15 (30) of the respondents neither agree nor disagree with the statement while 12 (24%) of the respondents agree with the statement. Lastly, 5 (10%) of the respondents strongly disagree and 2 (4%) of the respondents strongly agree with the statement.

4.3.15 I usually attracted by product features during festive season

15. I usually attracted by product features during festive season.

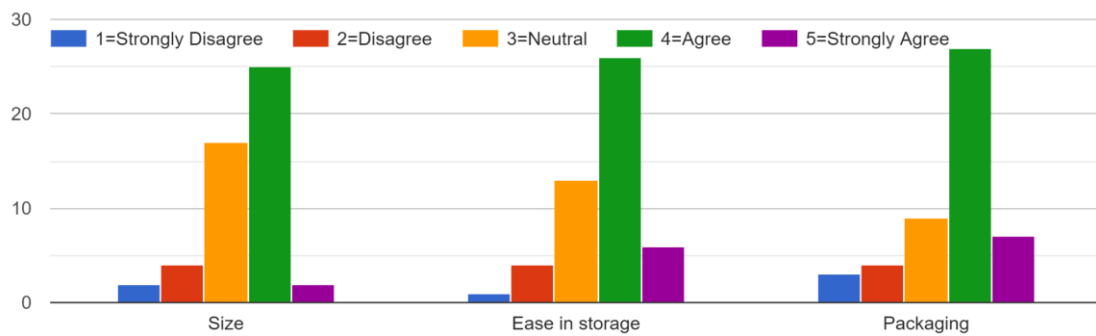


Figure 4.3.15 I usually attracted by product features during festive season

Based on Figure 4.3.15, 25 (50%) of the respondents agree that they are usually attracted by the product feature of size during the festive season. 17 (34%) of the respondents neither agree nor disagree with the statement, and 4 (8%) of the respondents disagree with the statement. Lastly, there are an equal number of respondents, which are 2 (4%) who strongly disagree and strongly agree with the statement.

Secondly, as shown in Figure 4.3.15, 26 (52%) of the respondents agree that they are usually attracted by the product feature of ease of storage during the festive season. Followed by 13 (26%) of the respondents who neither agree nor disagree with the statement, while 6 (12%) of the respondents strongly agree with the statement. Lastly, 4 (8%) of the respondents agree and 1 (2%) strongly disagree with the statement.

According to Figure 4.3.16, 27 (54%) of the respondents agree that they are usually attracted by the product features of packaging during the festive season. 9 (18%) of the respondents stand neutral, and 7 (14%) of the respondents strongly agree with the statement. There are 4 (8%) of the respondents who disagree, and 3 (6%) of the respondents strongly disagree with this agreement.

4.3.16 I usually purchase products because of the recommendation from

16. I usually purchase products because of the recommendation from

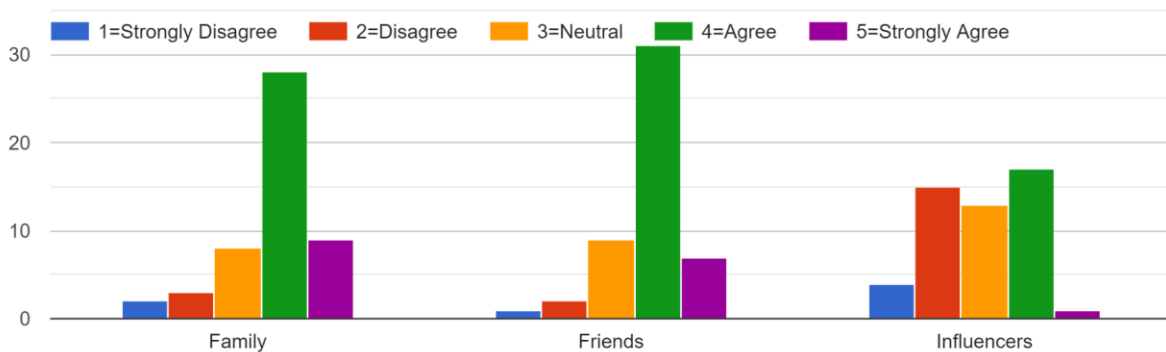


Figure 4.3.16 I usually purchase products because of the recommendation from

As shown in Figure 4.3.16, the majority of respondents, which are 28 (56%) of the 50 respondents, agree that they usually purchase products because of recommendations from

family. There are 9 (18%) of the respondents strongly agree while 8 (16%) of the respondents stand neutral with the statement. Followed by 3 (6%) of the respondents disagree with the statement and 2 (4%) of the respondents strongly disagree with the statement.

Based on Figure 4.3.16, 31 (62%) of the respondents agree that they usually purchase products because of recommendations from friends. 9 (18%) of the respondents neither agree nor disagree with the statement, while 7 (14%) strongly agree with it. Lastly, 2 (4%) of the respondents disagree and 1 (2%) strongly disagree with the statement.

As shown in Figure 4.3.16, 17 (34%) of the respondents agree that they usually purchase products because of recommendations from influencers. Secondly, 15 (30%) of the respondents disagree, and 13 (26%) of the respondents stand neutral with the statement. Lastly, 4 (8%) of the respondents strongly disagree with the statement, while 1 (2%) strongly agree with the statement.

4.3.17 I prioritise the service quality during purchasing products

17. I prioritise the service quality during purchasing products.

50 responses

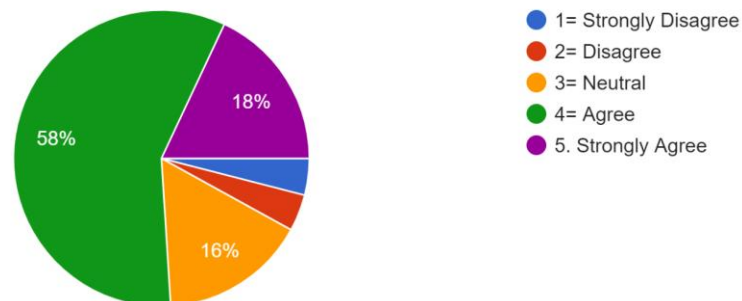


Figure 4.3.17 I prioritise the service quality during purchasing products

Based on Figure 4.3.17, 29 (58%) of the respondents agree that they prioritise service quality when purchasing products. 9 (18%) of the respondents strongly agree, while 8 (16%) of the respondents neither agree nor disagree with the statement. There are an equal number of respondents, which are 2 (4%) who disagree and strongly disagree with the statement.

4.4 Online consumer satisfaction during the festive season

4.4.1 I enjoy online shopping during festive season rather than normal day

1. I enjoy online shopping during festive season rather than normal day

50 responses

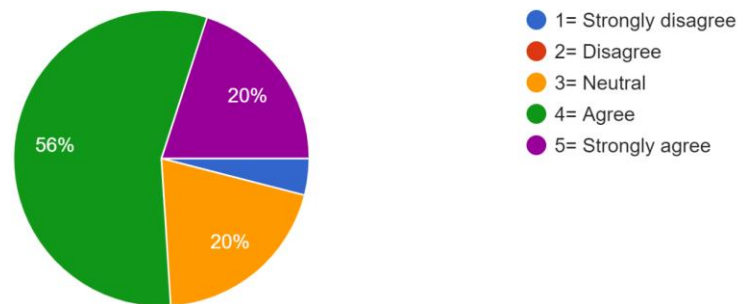


Figure 4.4.1 I enjoy online shopping during festive season rather than normal day

According to Figure 4.4.1, the majority of respondents, which are 28 (56%) among 50 respondents, agree that they enjoy online shopping during the festive season rather than on a normal day. There are an equal number of respondents, which are 10 (20%), who respectively

stand neutral and strongly agree with the statement. Lastly, 2 (4%) of respondents strongly disagree with the statement.

4.4.2 I enjoy online shopping during festive season when

2. I enjoy online shopping during festive season when

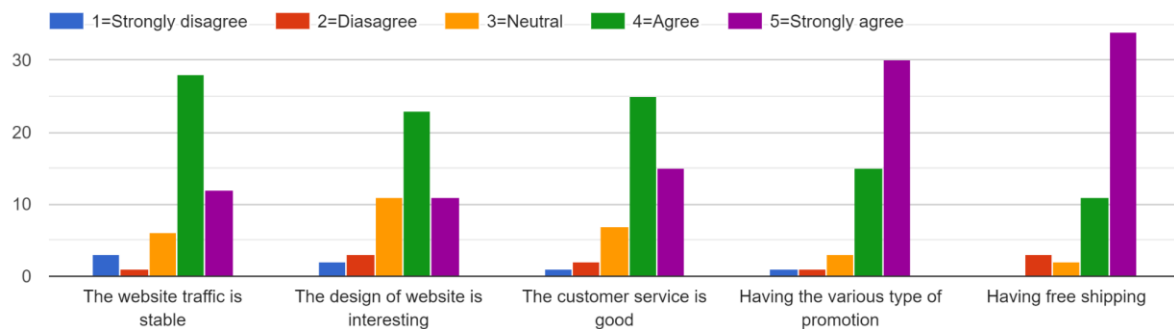


Figure 4.4.2 I enjoy online shopping during festive season when

According to Figure 4.4.2, the majority of the respondents, which are 28 (56%) over 50 respondents, agree that they enjoy online shopping during the festive season when the website traffic is stable. 12 (24%) of the respondents strongly agree with the statement, while 6 (12%) of the respondents neither agree nor disagree with it. Lastly, 3 (6%) of the respondents strongly disagree with the statement, while 1 (2%) disagrees with it.

As shown as Figure 4.4.2, 26 (52%) of the respondents agree that they enjoy online shopping during the festive season when the design of the website is interesting. There are an equal number of respondents, which are 11 (22%), who stand neutral and strongly agree with the statement. 3 (6%) of the respondents agree with the statement, while 2 (4%) strongly disagree with it.

Based on Figure 4.4.2, 25 (50%) of the respondents agree that they enjoy shopping during the festive season when the customer service is good. Another 15 (30%) of the respondents strongly agree with the statement, while 7 (14%) of the respondents neither agree nor disagree with it. Lastly, 2 (4%) of respondents disagree with the statement, and the remaining 1 (2%) strongly disagree with it.

As shown as Figure 4.4.2, the majority of the respondents, which are 30 (60%) among 50 respondents strongly agree that they enjoy online shopping during festive season when having the various type of promotions. There are 15 (30%) of the respondents who agree with the statement, and 3 (6%) of the respondents who stand neutral with it. Lastly, there are an equal number of respondents, which are 1 (2%) of the respondents respectively disagree and strongly disagree with the statement.

Based on Figure 4.4.2, 34 (68%) of the respondents strongly agree that they enjoy shopping during the festive season when there is free shipping. Followed by 11 (22%) of the respondents agree with the statement, while 3 (6%) disagree with it. Lastly, 2 (4%) of the respondents stand neutral with the statement.

4.4.3 What promotions provided by festive season will makes you satisfied during festive season

3. What promotions provided by festive season will makes you satisfied during festive season?
(You may choose more than one)

50 responses

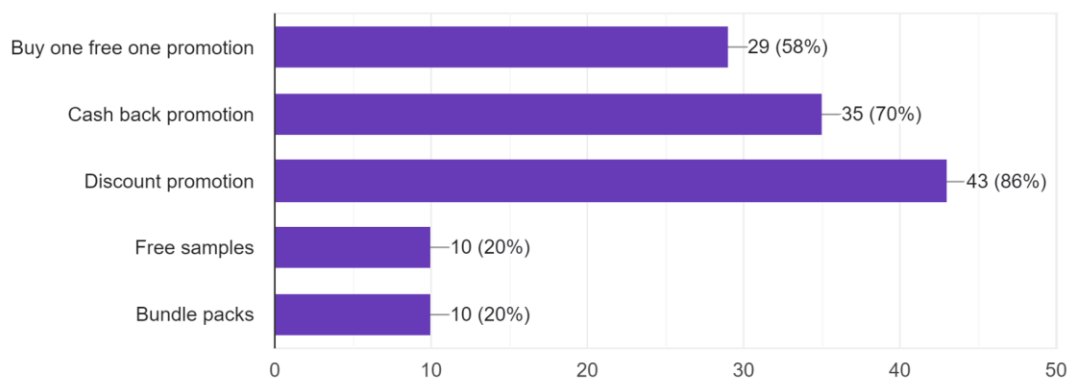


Figure 4.4.3 What promotions provided by festive season will makes you satisfied during festive season

Based on Figure 4.4.3, 43 (86%) of the respondents prefer discount promotions provided by the festive season, which will make them satisfied during the festive season. 35 (70%) of the respondents chose the cash back promotion as the promotion would make them satisfied during the festive season, while 29 (58%) of the respondents chose the buy one, get one

promotion. Lastly, there are an equal number of respondents, which are 10 (20%), who respectively chose free samples and bundle packs as the promotion that will make them satisfied during the festive season.

4.4.4 I like the retailers provide wrapping service and change packaging design during festive season

4. I like the retailers provide wrapping service and change packaging design during festive season.
50 responses

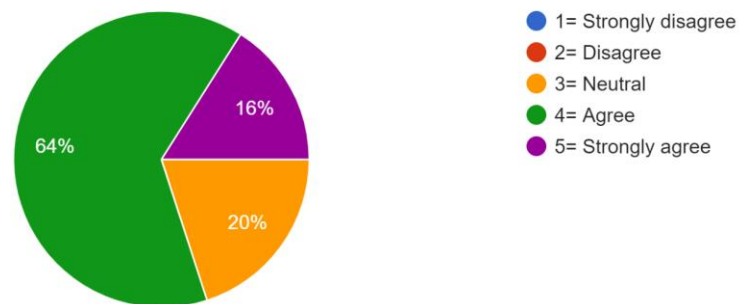


Figure 4.4.4 I like the retailers provide wrapping service and change packaging design during festive season

As shown in Figure 4.4.4, 32 (64%) of the respondents agree that they like that retailers provide wrapping services and change packaging design during the festive season. 10 (20%) of the respondents stand neutral with the statement, while 8 (16%) strongly agree with it.

4.4.5 I will loyal to the brand when receive the good online shopping experience during festive season

5. I will loyal to the brand when receive the good online shopping experience during festive season.

50 responses

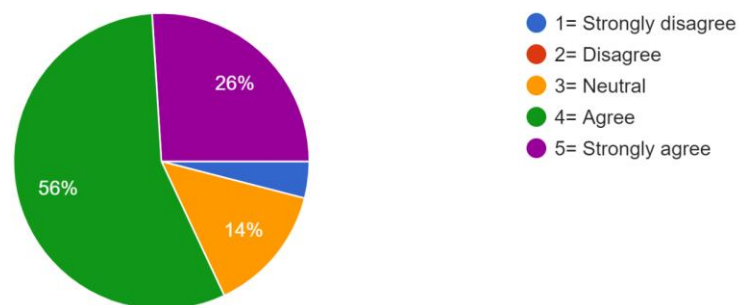


Figure 4.4.5 I will loyal to the brand when receive the good online shopping experience during festive season

According to Figure 4.4.5, the majority of the respondents, which are 28 (56%) of the 50 respondents, agree that they will be loyal to the brand when they receive a good online shopping experience during the holiday season. 13 (26%) of the respondents strongly agree

with the statement, and 7 (14%) of the respondents stand neutral with the statement. Lastly, 2 (4%) of the respondents strongly disagree with the statement.

4.4.6 I feel sad when the products that I want to purchase is out of stock during festive season

6. I feel sad when the products that I want to purchase is out of stock during festive season.
50 responses

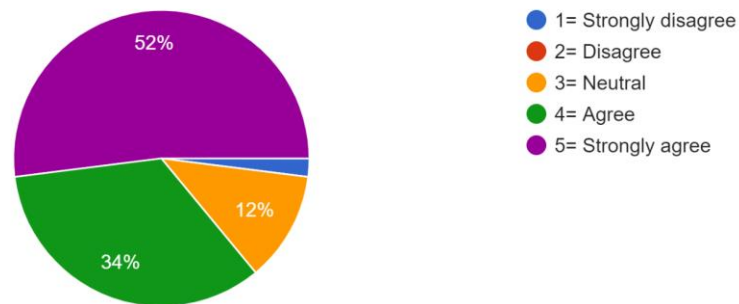


Figure 4.4.6 I feel sad when the products that I want to purchase is out of stock during festive season

Based on Figure 4.4.6, 26 (52%) of the respondents strongly agree that they feel sad when the products that they want to purchase are out of stock during the holiday season. 17 (34%) of

the respondents agree with the statement, while 6 (12%) stand neutral. Lastly, 1 (2%) of the respondents strongly disagree with the statement.

4.4.7 I often post review and feedback about online shopping experience especially during festive season

7. I often post review and feedback about online shopping experience especially during festive season.

50 responses

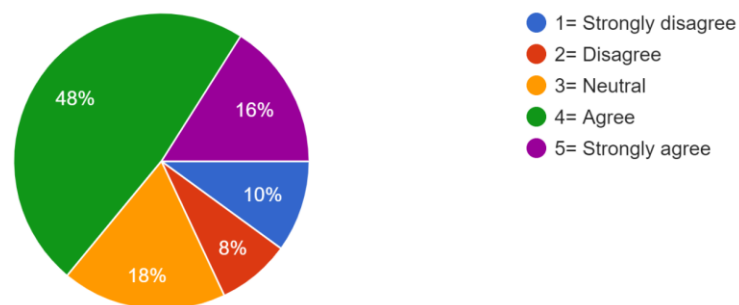


Figure 4.4.7 I often post review and feedback about online shopping experience especially during festive season

As shown in Figure 4.4.7, 24 (48%) of the respondents agree that they often post reviews and feedback about their online shopping experience, especially during the holiday season. 9 (18%) of the respondents stand neutral with the statement, while 8 (16%) strongly agree with it. There are 5 (10%) of the respondents who strongly disagree with the statement, and 4 (8%) of the respondents disagree with it.

4.4.8 I regret buying the products during festive season when products is

8. I regret buying the products during festive season when products is

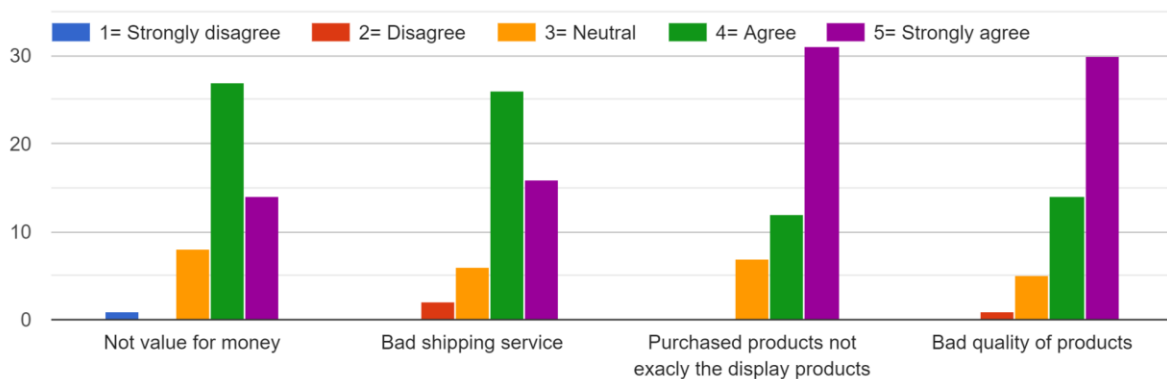


Figure 4.4.8 I regret buying the products during festive season when products is

According to Figure 4.4.8, 27 (54%) of the respondents agree that they regret buying the products during the festive season when products is not value for money. Followed by 14 (28%) of the respondents strongly agree with the statement, and 8 (16%) stand neutral with it. The remaining 1 (2%) of the respondents strongly disagree with the statement.

Based on Figure 4.4.8, 26 (52%) of the respondents agree that they regret buying the products during festive season when they experience bad shipping service. 16 (32%) of the respondents strongly agree with the statement, and 6 (12%) of the respondents either agree nor disagree with it. Lastly, 2 (4%) of the respondents disagree with the statement.

As shown in Figure 4.4.6, the majority of the respondents, which are 31 (62%) over 50 respondents strongly agree that they regret buying the products during festive season the purchased products are not exactly the display products. Followed by 12 (24%) of the respondents agree with the statement while 7 (14%) of the respondent stand neutral.

Based on Figure 4.4.6, 30 (60%) of the respondents strongly agree that they regret buying the products during festive season when products are bad quality of products. Followed by 14 (28%) of the respondents agree with the statement while 5 (10%) of the respondents stand neutral with it. The remaining of 1 (2%) of the respondents disagree with the statement.

CHAPTER 5

DISCUSSION AND CONCLUSIONS

5.0 Chapter Overview

Chapter 5 will consist an in-depth discussion of the research questions, which are to analyse the online consumer behaviour during the festival season in Malaysia by using Hawkins Stern's impulsive buying theory and identify the retailer's strategies to keep online consumer satisfaction high during the festive season in Malaysia based on the study findings in chapter 4. The limitations, and recommendations to support future research will be discussed in this chapter. Besides, the entire research will be concluded.

5.1 Discussion

5.1.1 Online consumer behaviour during festival season in Malaysia

Research question 1 aims to analyse online consumer behaviour during the festival season in Malaysia. First, based on the findings, the majority of the respondents prefer online shopping to offline shopping during the festive season in Malaysia. This result was consistent with the findings of Factory, C. (2023), which showed that Malaysia's e-commerce sales grew by 22% from 2021 to 2022. As Punb (2019) emphasised, festive seasons in Malaysia strongly affected the country's economy because people had greater spending power during the festive season. This growth can be attributed to the festival season in Malaysia, especially e-commerce double sales. As an example, Malaysia companies on Alibaba's Tmall Malaysia Flagship Store broke the sales record in 2022, which generated more than RMB1 million in sales during the 6.6 festival (NST, 2022).

Besides, the results revealed that consumers prefer planned online shopping during the festive season. Based on the findings, the majority of respondents spent time comparing prices between e-commerce platforms and seeing reviews and user feedback before purchasing products during the holiday season. It is because Malaysia's inflation increased by 2.8 percent from 2022 to 2023, indirectly increasing the overall consumer price level (NST, 2023). It caused consumers to need to plan their budget in order to purchase worthwhile items. This was in line with the study by BERNAMA (2022) where consumers change purchasing behaviour by avoid buying unnecessary items and hunts for deals due to inflation globally.

have planned purchase items list but waiting for deals to make the purchase. The findings have supported by Karthik Kashyap (2022) which showed discounts affect the decision of consumers during festive season and majority of them planned buying but finding the best

deals. Therefore, the consumer would impulse buying on the necessary items whenever the promotion comes and more worth for it.

In addition, the findings indicate that the majority of respondents make planned purchases before the festival season but still end up overspending. According to Stern Hawkins (1962), consumers have a planned purchase list but often wait for deals before making their final decisions. These findings are further reinforced by Karthik Kashyap's research in 2022, which demonstrates that discounts significantly influence consumer decisions during the festive season. The majority of consumers intend to make purchases but strategically delay them in anticipation of the best deals. Consequently, consumers tend to make impulse purchases of the necessary items whenever promotions come, making the expenditure more worthwhile. This analysis lends support to hypothesis H1, which is that online consumers practice planned impulse buying during the festive season.

5.1.2 The way of retailers keeps online consumer satisfaction high during the festive season in Malaysia.

Research question 2 aims to identify the retailer's strategies to keep online consumer satisfaction high during the festive season in Malaysia by using Hawkins Stern's impulsive buying theory. First, based on the findings, the majority of the respondents enjoy online shopping during the festive season when there is a free shipping promotion. This finding is supported by REVIEWS.io. (2021) which stated that 93% of consumers like free shipping to any type of discount. "Free" may be a large emotional urge for consumers to purchase. Therefore, it is a good way for retailers to provide free shipping service because it may cause impulse buying by consumers, who may be willing to increase their purchases to qualify for free shipping service.

Next, the findings indicate that the majority of consumers prioritise service quality when purchasing products. According to Suciptawati et al. (2019), 30% of 900 retailers shut down due to low quality of service. Retailers should always provide good customer service, such as good packaging, to make consumers satisfied with their online shopping experience and make them loyal customers who will purchase again during every festive season.

According to Stern Hawkins (1962), consumer behaviour of impulse buying is influenced by external forces. The discussion showed the impulse buying of consumers are mainly caused by external factors which are free shipping promotions and quality of service. Therefore, this analysis lends support to hypothesis H2, which is that online consumers are attracted by external factors that cause impulse buying during the festival season.

5.2 Limitations

There are several limitations to the study that have been identified.

Firstly, there are limitations in the sample size of this research. Due to time and budget considerations, the research only consisted of 50 survey questionnaires through Google Forms and primarily targeted UTAR students, which may not represent the population of online consumers in Malaysia.

Secondly, the researcher chooses the sampling method of non-probability, which will consist of a lack of randomness. It is because the people in target population does not have equal random chance to involve in the research, which leads to potential sampling bias and affects the validity of research results.

Besides, there are limitations in the related context of existing research in Malaysia. Therefore, research gaps in data and literature create difficulties in the research process of comparing findings and limit the depth of the research.

5.3 Recommendations

To broaden and deepen the scope of future research, researchers are encouraged to conduct qualitative studies using face-to-face interviews. This approach can significantly enhance the reliability of findings for subsequent analysis. In addition, it is advisable for future researchers to incorporate online consumers from diverse age groups and gender groups to gain insights into their impulse buying behaviour. This inclusive methodology promises to offer a multifaceted perspective on the research topic. Lastly, future researchers could focus on cultural context as the factor that influences impulse buying because Malaysia is a country with different races and every one of them has different norms; therefore, different angles of research may occur.

5.4 Conclusions

In conclusion, the goal of the study was to analyse online consumer behaviour in Malaysia during the festive season and identify for retailers how to keep online consumer satisfaction high during the festive season in Malaysia by using Hawkins Stern's impulsive buying theory.

Based on data collected from 50 respondents, the research found that online shopping is preferred over offline shopping by consumers, and they tend to engage in planned impulse buying during festive seasons. Furthermore, the study revealed that external factors play a significant role in triggering impulse buying during festivals, which include consumers being attracted by promotions, particularly free shipping, and prioritising service quality when making their purchase decisions.

These findings align with existing research conducted in other countries and fill the research gap by exploring online consumer behaviour and impulsive buying specifically within the context of festive seasons in Malaysia. The insights gained from this study provide valuable information for future researchers interested in understanding impulse buying patterns in Malaysia.

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APPENDIX A

QUESTIONNAIRE

Section 1 of 5

Online Consumer Behaviour Of Impulse Buying During Festival Season In Malaysia Among Of UTAR Student

Dear respondents,

I am Ng Jia Qi, student from Bachelor of Media and Creative Studies (Honours), UTAR. I would like to do a survey to collect data about the online consumer behaviour of impulse buying during festival season in Malaysia among of UTAR student. The survey takes about 5-10 minutes to complete. I deeply appreciate your help in participating in this survey, and your responses will remain private and will be used strictly for academic purpose only.

This questionnaire consists of FOUR sections:

Section A: Demographic

Section B: Online consumer behaviours during festive season

Section C: Planned impulse buying during festive season

Section D: Online consumer satisfaction during festive season

PERSONAL DATA PROTECTION NOTICE

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

1. Personal data refers to any information which may directly or indirectly identify a person which could include sensitive personal data and expression of opinion. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

Section 2 of 5

Section A: Demographic



Description (optional)

1. Gender *

 Female Male

2. Age *

 18-25 26-35 above 35

3. State religion *

 Malaysian Non-Malaysian

4. Race *

 Malay Chinese Indian

5. Marital Status *

- Single
- Married
- In a relationship
- Widow

6. Income *

- RM1200 below
- RM1200-RM3200
- RM3201-RM5200
- RM5200 above

7. Education Level *

- Foundation
- Diploma
- Degree
- PHD

8. Faculty of study *

- Faculty of Accountancy and Management (FAM)
- Faculty of Art and Social Science (FAS)
- Faculty of Business and Finance (FBF)
- Faculty of Creative Industries (FCI)
- Faculty of Engineering and Green Technology (FEGT)
- Faculty of Information and Communication Technology (FICT)
- M. Kandiah Faculty of Medicine and Health Sciences (MK FMHS)
- Institute of Chinese Studies (ICS)
- Faculty of Science (FSc)
- Lee Kong Chian Faculty of Engineering and Science (LKC FES)
- Other...

Section 3 of 5

Section B: Online consumer behaviours during festive season



Description (optional)

I prefer online shopping than offline shopping during festive season. *

Yes

No

2. Average time spend for online shopping *

less than 1 hour

1-2

3-4

5 hours above

3. Frequency of visit e-platform *

Daily

Once in every 3 days

Once in every 7 days

Once in every 2 weeks

4. E-platform used to purchase products during festive season (you may choose more than one) *

- Shopee
- Lazada
- TaoBao
- Other...

5. The gap period within your last purchase *

- Within a day
- Within a week
- Within 1 month
- Within 3 months
- More than 3 months

6. What festive season do you purchase before (you may choose more than one) *

- Chinese New Year
- Hari Raya
- Deepavali
- E-commerce double date sale ("1111", "1212")
- Black Friday
- Christmas
- Ramadan

7. The average of spend during festive season *

- Under RM50
- RM50-100
- RM100-RM300
- RM300-RM500
- Above RM500

8. Most preferred product purchased during festive season (you may choose more than one) *

- Cloths
- Electronics
- Jewellery
- Automobile
- Decorative items
- Gifts

9. Why do you purchase a product during festive season (you may choose more than one) *

- Social status
- Gifting purpose
- For oneself
- Better money value

- Attracted by advertisement
 - New stocks arrival
 - Happiness pleasure
 - Varities in products
-

Section 4 of 5

Section C: Planned impulse buying during festive season ✕ ⋮

For this section, please select only ONE answer to each statement on a scale from 1 (strongly disagree) to 5 (strongly agree), according to your perspective on how much you disagree or agree with the following statements.

- (1)= Strong Disagree
- (2)= Disagree
- (3)=Neutral
- (4)=Agree
- (5)= Strongly Agree

1. Festive season have more unique things than normal days. *

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

2. The environment of festive season makes me wants to purchase something. *

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

3. I enjoy retailers bring festive season spirit and it increase intend of buying. *

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

4. I do more research of buying products during festival season. *

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

5. I am a person who prior planning of budget during festival season. *

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

6. I wait for promotion during festival season. *

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

7. I usually compare the prices between e-commerce platform during festive season. *

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

8. I usually buy what I need during festive season because it is more worth than normal days. *

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

9. I make planned purchase before festival season but still overspend. *

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

10. I spend more during festive season than the normal days. *

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

11. I usually see the review and user's feedback before purchase products during festive season. *

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

12. The advertisement during festive season is more interesting than normal days. *

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

13. I usually attracted by advertisements by marketers and cause impulse buying during festive season. *

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

14. I usually use the third party link from advertisement to purchase products. *

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

15. I usually attracted by product features during festive season. *

	1=Strongly Di...	2=Disagree	3=Neutral	4=Agree	5=Strongly A...
Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease in storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. I usually purchase products because of the recommendation from *

	1=Strongly Di...	2=Disagree	3=Neutral	4=Agree	5=Strongly A...
Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. I prioritise the service quality during purchasing products. *

- 1= Strongly Disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5. Strongly Agree

Section 5 of 5

Section D: Online consumer satisfaction during the festive season



For this section, please select only ONE answer to each statement on a scale from 1 (strongly disagree) to 5 (strongly agree), according to your perspective on how much you disagree or agree with the following statements.

- (1)= Strong Disagree
- (2)= Disagree
- (3)=Neutral
- (4)=Agree
- (5)= Strongly Agree

1. I enjoy online shopping during festive season rather than normal day *

- 1= Strongly disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly agree

:::

2. I enjoy online shopping during festive season when

	1=Strongly di...	2=Diasagree	3=Neutral	4=Agree	5=Strongly ag...
The website tr...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The design of ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The customer ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having the va...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having free s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. What promotions provided by festive season will makes you satisfied during festive ^{*} season? (You may choose more than one)

- Buy one free one promotion
- Cash back promotion
- Discount promotion
- Free samples
- Bundle packs

4. I like the retailers provide wrapping service and change packaging design during festive season. *

- 1= Strongly disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly agree

5. I will loyal to the brand when receive the good online shopping experience during festive season. *

- 1= Strongly disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly agree

6. I feel sad when the products that I want to purchase is out of stock during festive season. *

- 1= Strongly disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly agree

7. I often post review and feedback about online shopping experience especially during festive season. *

- 1= Strongly disagree
- 2= Disagree
- 3= Neutral
- 4= Agree
- 5= Strongly agree

8. I regret buying the products during festive season when products is *

	1= Strongly di...	2= Disagree	3= Neutral	4= Agree	5= Strongly a...
Not value for ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad shipping ...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Purchased pro...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bad quality of...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

APPENDIX B

QUESTIONNAIRE RESULTS

B	C	D	E	F	G
Acknowledgment of Notice	1. Gender	2. Age	3. State religion	4. Race	5. Marital Status
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	In a relationship
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	26-35	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Non-Malaysian	Indian	In a relationship
I understood, consented	Male	18-25	Malaysian	Malay	Single
I understood, consented	Female	18-25	Malaysian	Indian	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Male	18-25	Malaysian	Indian	Single
I understood, consented	Male	18-25	Malaysian	Malay	Single
I understood, consented	Male	18-25	Malaysian	Indian	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Indian	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Indian	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Chinese	Single
I understood, consented	Female	18-25	Malaysian	Indian	Single

H	I	J	K	L	M
6. Income	7. Education Level	8. Faculty of study	I prefer online shopping t	2. Average time spend fo	3. Frequency of visit e-pl
RM1200 below	Degree	Lee Kong Chian Faculty	No	less than 1 hour	Once in every 2 weeks
RM1200 below	Foundation	Faculty of Creative Indus	Yes	1-2	Daily
RM1200 below	Degree	Lee Kong Chian Faculty	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	No	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	1-2	Daily
RM1200 below	Degree	Faculty of Creative Indus	No	1-2	Once in every 2 weeks
RM1200 below	Degree	Faculty of Accountancy a	Yes	less than 1 hour	Once in every 2 weeks
RM1200 below	Foundation	Faculty of Art and Social	Yes	less than 1 hour	Once in every 2 weeks
RM1200 below	Foundation	Faculty of Art and Social	Yes	1-2	Daily
RM1200 below	Degree	Lee Kong Chian Faculty	No	less than 1 hour	Once in every 2 weeks
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 2 weeks
RM5200 above	Foundation	community College	Yes	less than 1 hour	Once in every 7 days
RM1200 below	Foundation	Lee Kong Chian Faculty	Yes	less than 1 hour	Daily
RM1200 below	Degree	Lee Kong Chian Faculty	Yes	less than 1 hour	Daily
RM1200 below	Degree	Lee Kong Chian Faculty	No	less than 1 hour	Once in every 2 weeks
RM1200 below	Foundation	Lee Kong Chian Faculty	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Lee Kong Chian Faculty	Yes	less than 1 hour	Once in every 7 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 2 weeks
RM1200 below	Degree	Lee Kong Chian Faculty	No	less than 1 hour	Once in every 7 days
RM1200 below	Foundation	Faculty of Creative Indus	Yes	1-2	Daily
RM1200 below	Degree	Faculty of Creative Indus	Yes	1-2	Daily
RM1200 below	Foundation	FIS	Yes	less than 1 hour	Once in every 2 weeks
RM1200 below	Degree	Lee Kong Chian Faculty	Yes	3-4	Once in every 3 days
RM1200 below	Foundation	FIS	Yes	1-2	Once in every 2 weeks
RM1200 below	Degree	Institute of Chinese Stud	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Accountancy a	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Science (FSc)	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Accountancy a	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Accountancy a	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Art and Social	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Science (FSc)	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Lee Kong Chian Faculty	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Art and Social	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Accountancy a	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Accountancy a	Yes	1-2	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 3 days
RM1200 below	Degree	Faculty of Creative Indus	Yes	less than 1 hour	Once in every 3 days

N	O	P	Q	R	S
4. E-platform used to purchase	5. The gap period within	6. What festive season did	7. The average of spend	8. Most preferred product	9. Why do you purchase
Shopee, Lazada	More than 3 months	Chinese New Year	RM50-100	Cloths, Gifts	Gifting purpose, For own
Shopee, Lazada, TaoBao	Within 1 month	E-commerce double date	RM50-100	Cloths	For oneself, Happiness p
Shopee, Lazada, TaoBao	Within a week	Chinese New Year, Hari	RM100-RM300	Cloths, Electronics	For oneself
Shopee, TaoBao	Within 1 month	Chinese New Year	RM50-100	Cloths, Jewellery	For oneself, Better mone
Shopee, Lazada, TaoBao	Within a week	Chinese New Year, E-cor	Under RM50	Cloths	For oneself, Better mone
Shopee, TaoBao, Amazo	Within a week	Chinese New Year, E-cor	RM100-RM300	Decorative items, Gifts	Gifting purpose, For own
Shopee, Lazada, TaoBao	Within a week	Chinese New Year, E-cor	RM100-RM300	Cloths, Electronics	Better money value, Attra
Shopee, TaoBao	Within 1 month	E-commerce double date	RM100-RM300	Electronics, Automobile,	Gifting purpose, Better n
Shopee, Lazada, TaoBao	Within 1 month	Chinese New Year, E-cor	RM100-RM300	Electronics,	For oneself, Attracted by
Shopee, TaoBao	More than 3 months	Chinese New Year	RM50-100	Cloths	Varities in products
Shopee, TaoBao	Within 3 months	Chinese New Year, E-cor	Under RM50	Decorative items	For oneself, Better mone
Shopee	Within 1 month	Chinese New Year, E-cor	RM100-RM300	Household items	For oneself, Better mone
Shopee	Within 1 month	Chinese New Year, Hari	RM50-100	Cloths, Electronics, Deco	Better money value
Shopee, Lazada	Within a week	For my user	Under RM50	supplies i need	For oneself
Shopee	Within a week	E-commerce double date	Under RM50	Electronics	Gifting purpose, For own
Lazada	More than 3 months	E-commerce double date	RM50-100	Cloths, Electronics	Better money value, Hap
Shopee, Lazada	More than 3 months	Chinese New Year	RM50-100	Cloths	For oneself, Happiness p
Shopee, Lazada, TaoBao	Within 1 month	E-commerce double date	RM50-100	Cloths	For oneself
Shopee, Lazada, TaoBao	Within a week	E-commerce double date	Under RM50	Cloths, Jewellery	Gifting purpose, Better n
Shopee	Within 3 months	Chinese New Year, E-cor	RM300-RM500	Cloths, Electronics, Gifts	Gifting purpose, For own
Shopee, TaoBao	More than 3 months	Chinese New Year, E-cor	RM100-RM300	Cloths, Decorative items,	Gifting purpose, Happine
Shopee, Lazada	Within 1 month	Chinese New Year, Hari	RM50-100	Cloths	For oneself, Better mone
Shopee, TaoBao	Within a day	Chinese New Year, E-cor	RM100-RM300	Cloths, Jewellery	For oneself, Better mone
Shopee, Lazada	More than 3 months	E-commerce double date	Under RM50	Electronics, Automobile	Better money value
Shopee, Lazada	Within a week	Chinese New Year, Hari	RM100-RM300	Cloths, Gifts	Social status, For owne
Shopee, TaoBao	Within 3 months	Chinese New Year, E-cor	RM100-RM300	Electronics, Automobile	Better money value, Vari
Shopee, Lazada	Within a week	Deepavali, E-commerce	RM100-RM300	Cloths, Electronics, Gifts	For oneself, Better mone
Shopee, TaoBao	Within a week	Hari Raya, E-commerce	RM100-RM300	Cloths, Electronics, Auto	Gifting purpose, For own
Shopee, TaoBao	Within a week	Deepavali, E-commerce	RM100-RM300	Cloths, Electronics, Gifts	Gifting purpose, For own
Shopee, Lazada, TaoBao	Within a week	E-commerce double date	RM100-RM300	Cloths, Gifts	For oneself, Better mone
Shopee, Lazada, TaoBao	Within a week	Deepavali, E-commerce	RM100-RM300	Cloths, Electronics, Deco	Gifting purpose, For own
Shopee, Lazada, TaoBao	Within a week	Hari Raya, E-commerce	RM50-100	Cloths, Decorative items,	For oneself, Better mone
Shopee, Lazada, TaoBao	Within 1 month	Deepavali, E-commerce	RM100-RM300	Cloths, Decorative items,	Gifting purpose, Better n
Shopee, Lazada, TaoBao	Within 1 month	Chinese New Year, E-cor	RM50-100	Cloths, Decorative items,	Better money value, Attra
Shopee, Lazada, TaoBao	Within 1 month	Chinese New Year, E-cor	RM50-100	Cloths, Electronics, Deco	For oneself, Better mone
Shopee, Lazada, TaoBao	Within a week	Deepavali, E-commerce	RM100-RM300	Cloths, Decorative items,	For oneself, Better mone
Shopee, Lazada, TaoBao	Within 1 month	Chinese New Year, E-cor	RM50-100	Cloths, Jewellery, Decora	For oneself, Better mone
Shopee, Lazada	Within 3 months	Chinese New Year, Deep	RM50-100	Cloths, Decorative items,	Better money value, Attra
Shopee, Lazada	Within 1 month	Chinese New Year, E-cor	RM50-100	Cloths, Gifts	For oneself, Better mone
Shopee, Lazada	Within 1 month	Chinese New Year, E-cor	RM100-RM300	Cloths, Decorative items,	Gifting purpose, Better n
Shopee, Lazada, TaoBao	Within a week	Chinese New Year, Hari	RM100-RM300	Cloths, Electronics, Jewe	Better money value, Attra
Shopee, Lazada, TaoBao	Within a week	Chinese New Year, Hari	RM100-RM300	Cloths, Electronics, Deco	Social status, Better mon

AT	AU	AV	AW	AX	AY
2. I enjoy online shopping	3. What promotions provi	4. I like the retailers provi	5. I will loyal to the brand	6. I feel sad when the prc	7. I often post review and
4=Agree	Buy one free one promot	5= Strongly agree	5= Strongly agree	5= Strongly agree	4= Agree
4=Agree	Buy one free one promot	4= Agree	4= Agree	4= Agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	3= Neutral
5=Strongly agree	Buy one free one promot	3= Neutral	4= Agree	4= Agree	3= Neutral
5=Strongly agree	Buy one free one promot	3= Neutral	4= Agree	5= Strongly agree	5= Strongly agree
5=Strongly agree	Buy one free one promot	4= Agree	4= Agree	4= Agree	4= Agree
5=Strongly agree	Buy one free one promot	4= Agree	5= Strongly agree	4= Agree	2= Disagree
5=Strongly agree	Buy one free one promot	4= Agree	5= Strongly agree	5= Strongly agree	4= Agree
4=Agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	2= Disagree
2=Disagree	Buy one free one promot	3= Neutral	3= Neutral	3= Neutral	3= Neutral
5=Strongly agree	Discount promotion	3= Neutral	3= Neutral	3= Neutral	4= Agree
5=Strongly agree	Buy one free one promot	4= Agree	5= Strongly agree	4= Agree	1= Strongly disagree
5=Strongly agree	Buy one free one promot	5= Strongly agree	5= Strongly agree	5= Strongly agree	5= Strongly agree
3=Neutral	Buy one free one promot	4= Agree	4= Agree	4= Agree	4= Agree
5=Strongly agree	Cash back promotion, Di	5= Strongly agree	4= Agree	5= Strongly agree	5= Strongly agree
5=Strongly agree	Buy one free one promot	4= Agree	4= Agree	4= Agree	2= Disagree
5=Strongly agree	Buy one free one promot	4= Agree	4= Agree	3= Neutral	2= Disagree
5=Strongly agree	Buy one free one promot	4= Agree	3= Neutral	4= Agree	4= Agree
5=Strongly agree	Buy one free one promot	3= Neutral	3= Neutral	4= Agree	1= Strongly disagree
4=Agree	Buy one free one promot	4= Agree	4= Agree	4= Agree	4= Agree
5=Strongly agree	Buy one free one promot	4= Agree	3= Neutral	5= Strongly agree	1= Strongly disagree
4=Agree	Discount promotion, Free	5= Strongly agree	5= Strongly agree	5= Strongly agree	5= Strongly agree
5=Strongly agree	Buy one free one promot	4= Agree	5= Strongly agree	5= Strongly agree	3= Neutral
5=Strongly agree	Buy one free one promot	4= Agree	3= Neutral	4= Agree	1= Strongly disagree
4=Agree	Cash back promotion, Di	3= Neutral	4= Agree	3= Neutral	4= Agree
3=Neutral	Buy one free one promot	3= Neutral	3= Neutral	3= Neutral	3= Neutral
5=Strongly agree	Buy one free one promot	4= Agree	4= Agree	5= Strongly agree	5= Strongly agree
5=Strongly agree	Buy one free one promot	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Discount promotion	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
4=Agree	Cash back promotion, Di	5= Strongly agree	5= Strongly agree	4= Agree	4= Agree
4=Agree	Buy one free one promot	4= Agree	5= Strongly agree	4= Agree	4= Agree
4=Agree	Cash back promotion, Di	4= Agree	4= Agree	4= Agree	4= Agree
4=Agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	5= Strongly agree	4= Agree	4= Agree
5=Strongly agree	Buy one free one promot	4= Agree	4= Agree	5= Strongly agree	4= Agree
5=Strongly agree	Cash back promotion, Di	4= Agree	4= Agree	5= Strongly agree	4= Agree

APPENDIX C

TURNITIN REPORT

A STUDY ON ONLINE CONSUMER BEHAVIOUR OF IMPULSIVE BUYING AND ONLINE CONSUMER SATISFACTION DURING FESTIVAL SEASON IN MALAYSIA AMONG OF UTAR STUDENT (1)

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