

TO DETERMINE THE RELATIONSHIP BETWEEN
SENSORY MARKETING AND IMPULSE BUYING
BEHAVIOR ON GENERAL MERCHANDISES AMONG
GENERATION Z IN MALAYSIA

BY

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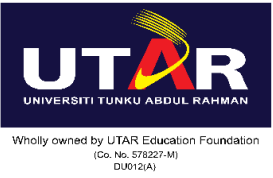
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To Determine the Relationship Between Sensory Marketing and Impulse Buying Behavior on General Merchandises Among Generation Z In Malaysia

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ABSTRACT

This study employs quantitative research methods to examine the correlation between impulse buying behaviour and sensory marketing in the general retail industry, with a specific emphasis on Generation Z customers. The study utilises a well-organised questionnaire to collect data from 386 participants, with the objective of determining the impact of several sensory marketing aspects (sight, sound, smell, and touch) on impulsive purchasing habits. The research aims to determine the most influential sensory triggers that drive unexpected purchases by analysing survey responses using statistical methods such as correlation and regression analysis.

The findings suggest that out of the sensory marketing factors investigated, only visual cues (sight) exert a notable influence on impulsive purchasing behaviour. The study revealed a significant positive relationship between visual components and impulsive buying, indicating that the visual attractiveness plays a crucial role in driving impulsive purchases among Generation Z consumers. However, this study found no significant correlations between impulse buying behaviour and the senses of sound, smell, and touch.

The findings emphasise the significant influence of visual marketing methods on the purchasing choices of Generation Z. Retailers and marketers can utilise this understanding by prioritising visually captivating components to amplify consumer involvement and boost sales. The study's findings underscore the need of employing a focused strategy in sensory marketing, namely in creating advertising materials and in-store exhibits that captivate the visual faculties of young customers. This research provides useful insights to the realm of consumer behaviour and marketing strategy,

presenting practical implications for enhancing sensory marketing methods to meet the preferences of Generation Z more effectively.

Keywords: Impulse Buying Behavior, Sensory Marketing, General Merchandises, Generation Z, Physical Store. HF5410-5417.5 Marketing. Distribution of products.

TABLE OF CONTENTS

	Page
Copyright Page	ii
Compiled Appendix I- FYP submission sheet	iii-vi
Abstract	vii-viii
Table of Contents	ix-xii
List of Tables	xiii
List of Figures	xiv
List of Abbreviations	xv
List of Appendices.....	xvi
CHAPTER 1: RESEARCH OVERVIEW	1
1.1 Research Background	1-2
1.2 Research Problem	2-4
1.3 Research Objective	4
1.4 Research Questions	4-5
1.5 Research Significance	5
CHAPTER 2: LITERATURE REVIEW	6
2.1 Underlying Theory	6-7
2.2 Review of Variables	7
2.2.1 Impulse Buying Behavior (IBB)	7-8

2.2.2 Sight (SI).....	8-9
2.2.3 Sound (SO)	9
2.2.4 Smell (SM)	10
2.2.5 Touch (TO)	10-11
2.2.6 Taste (TA)	11-12
2.3 Proposed Conceptual Framework	12-13
2.4 Hypothesis Development	13
2.4.1 Relationship between SI and IBB	13-14
2.4.2 Relationship between SO and IBB	14
2.4.3 Relationship between SM and IBB	15
2.4.4 Relationship between TO and IBB	15-16
CHAPTER 3: RESEARCH METHODOLOGY	17
3.1 Research Design	17
3.1.1 Descriptive Research	17
3.1.2 Quantitative Research	17-18
3.2 Sampling Design	18
3.2.1 Target Population	18
3.2.2 Sampling Frame	19
3.2.3 Sampling Technique	19-20
3.2.4 Sampling Size	20-21
3.3 Data Collection Method	21
3.3.1 Primary Data	22

3.3.2 Questionnaire design.....	22-25
3.3.3 Pilot Study.....	26
3.4 Proposed Data Analysis Tool.....	26
3.4.1 Descriptive Analysis	27
3.4.2 Inferential Analysis.....	27
3.4.2.1 Reliability Test.....	27-29
3.4.2.2 Pearson’s Correlation Coefficient Analysis	29-30
3.4.2.3 Multiple Linear Regression Analysis	30-32
CHAPTER 4: DATA ANALYSIS	33
4.1 Descriptive Analysis	33-34
4.2 Inferential Analysis.....	34
4.2.1 Reliability Coefficient Scores.....	34-35
4.2.2 Pearson’s Correlation Coefficient Scores.....	35-36
4.2.3 Multiple Linear Regression Result.....	36-38
4.3 Summary of the Result	38-39
CHAPTER 5: DATA ANALYSIS.....	40
5.1 Discussion of Findings	40
5.1.1 Sight (SI)	40-41
5.1.2 Sound (SO).....	41-42
5.1.3 Smell (SM)	42-44
5.1.4 Touch (TO)	44
5.2 Implications of the Study	45

5.2.1 Practical Implications	45-46
5.2.2 Theoretical Implications.....	46-47
5.3 Limitations and Recommendations of the Study	48-49
5.4 Recommendations for Future Research	49-50
References	51-66
Appendices	67-78

LIST OF TABLES

	Page
Table 3.1: Sources of Measurement Items	23-25
Table 3.2: Pilot Study's Reliability Test Result	26
Table 3.3: Example of Conventional Approach to Interpret a Correlation Coefficient	30
Table 4.1: Demographic Summary Table	34
Table 4.2: Reliability Coefficient Score for Each Variable	35
Table 4.3: Pearson's Correlation Coefficient Result	36
Table 4.4: Multiple Linear Regression Model Summary Result	37
Table 4.5: ANOVA Test Result	37
Table 4.6: Regression Coefficient Result	38
Table 4.7: Confirmation of Hypotheses Testing Result	38-39

LIST OF FIGURES

	Page
Figure 2.1: Proposed Conceptual Framework	13
Figure 3.1: Sample Size Table	21

LIST OF ABBREVIATIONS

IBB	Impulsive Buying Behavior
SI	Sight
SO	Sound
SM	Smell
TO	Touch

LIST OF APPENDICES

	Page
Appendix 1.1: Questionnaire for Main Study	67-78

CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

Customers choose convenience due to the rise in nuclear families, working women, increased work pressure, and longer travel times. They desire convenience and a wide range of options available in one place (Patil, 2021). General merchandise outlets collect both necessary and nonessential commodities (Fairlie & Fossen, 2021). Retailers mostly seek to boost total income by including fast-moving and highly lucrative products. If the retailer's original products become less popular, they may need to introduce new product lines to retain or grow their consumer base. General merchandise caters to various purchasing patterns including the need for one-stop shopping and encourages spontaneous purchases (Zentes et al., 2016). According to Mordor Intelligence, a market research company, the Malaysian retail business has been a major contributor to the country's gross domestic product (GDP) for decades. The Malaysia Retail Market is projected to be USD 89.66 billion in 2024 and is forecasted to increase to USD 119.64 billion by 2029, with a compound annual growth rate (CAGR) of 5.94% during the period from 2024 to 2029 (Mordor Intelligence, n.d.). The General Merchandising Department primarily comprises the following categories: Electronics and Appliances, Gifts and Toys, Home Accessories, Infotainment, and Stationeries (Islam, 2018). Some well-known examples of general merchandise stores include JCPenney, Walmart, Costco, Muji, and Ikea. Currently, the trend indicates that individuals base their buying decisions more on price rather than quality while engaging in activities related to acquiring, using, and discarding products and services

(Aruna, 2016). Consequently, numerous general merchandise stores began offering their products at reduced prices. In this study, the general merchandises will be focused on are those that offer a fixed lower price range suited for clients from all social strata. Mr. DIY, KKV, Eco-Shop, and Daiso are general merchandise stores that cater to clients from various social strata by offering a variety product at affordable prices in Malaysia. According to Prastiwi and Iswari (2019), price is a key aspect that greatly impacts impulsive purchasing. Consumer desire to purchase a product is stimulated by its novelty or appealing price (Darmawan & Gatheru, 2021). As the desire to purchase something increases, external variables become more influential in prompting consumers to engage in impulsive buying behaviour. Many of the urges and desires to purchase a product are a result of the impact on one or more of the senses of a customer in a store (Sharma, 2019). Nakasi (2019) suggests that general merchandise retail companies should identify their clients, establish a complete profile of them, and understand how to effectively target them. Medway et al. (2016) argued that place managers should take into account the diverse sensory experiences individuals have in different locations. Human experiences are influenced by memories, emotions, and social relationships, which are impacted by the senses of sound, smell, touch, taste, and sight (Low, 2015). It is generally agreed upon that comprehending human behaviour requires acknowledging our connection to the world through our senses (Krishna & Schwarz, 2014). Retailers and manufacturers use multimodal marketing to elicit positive consumer reactions by intentionally exposing consumers to many sensory stimuli at the point of sale (Fürst et al., 2021). Sensory analysis helps identify customer preferences that can enhance manufacturing methods, develop new products, and predict the success or failure of a product before its production and market release (Marcuta et al., 2022)

1.2 Research Problem

The preceding researcher completed a significant amount of study on impulsive buying in emerging nations. However, it is uncommon for studies on impulse purchase behaviour to be carried out in Asian nations, particularly Malaysia (Musadik, 2018). According to Masouleh et al. (2012), impulse purchasing is a quick, compelling, hedonistically complicated purchase behaviour in which the haste of the impulsive purchase choice prevents any conscious, thorough assessment of alternatives or future ramifications. Generation Z's impulsive behaviour is particularly important to study since they represent a sizable portion of the target market, which is expanding both in size and wealth (Dey & Srivastava, 2017). According to Dayan et al. (2010), Generation Z have usually demonstrated a greater willingness to accept risks, as seen by their rapid adoption of new product categories and brands that join the market. It has been noted that young people like doing things that make them feel like they have more independence. Because shopping on the spur of the moment is mostly an unstructured activity without clear task definition, it contributes to their sense of perceived freedom and adds enjoyment to their life. The study's findings demonstrate that when Generation Z come to identify spontaneous purchases with enjoyment, their intentions to do them will undoubtedly improve (Dey & Srivastava, 2017). Since purchasing on the spur of the moment is mostly an unstructured activity without clear task definition, it contributes to their sense of perceived freedom and adds enjoyment to their life. The study's findings demonstrate that as they come to equate spontaneous purchases with enjoyment, their intentions to make them surely improve. According to earlier research, young age is the ideal time to discover novel and interesting things in life (Swami et al., 2013). Although this occurrence is common, our understanding of the underlying variables influencing this behaviour is still lacking.

Furthermore, the senses have a big impact on the customer experience and the feelings that go along with it. Retail design businesses that appeal to customers' senses do it in a way that leaves a lasting, favourable impact on all five senses. Thus, in order to reach consumers' minds and emotions, marketers must provide pleasurable purchasing experiences, since they could promote impulsive purchasing on the part of customers

(Ünsalan, 2016). It appears essential that marketers comprehend supermarket impulsive buying behaviour from an experience viewpoint, given the emphasis on the experiencing components of consuming. The goal of an additional sensory branding approach is to influence consumers' impulsive purchase behaviour by creating a favourable emotional state in their heads. (Chathuranga & Lakshika, 2019). Gen Zs' impulsive buying behaviour may be greatly influenced by sensory marketing, which appeals to buyers' senses to influence their decisions (Krishna, 2011).

1.3 Research Objectives

1. To investigate the impact of sensory marketing on consumer behaviour.
2. To investigate the sensory cue that have the greatest impact on Gen Z.
3. To investigate how sensory marketing influences Gen Z to engage in impulsive buying behaviour when price is not a factor.

1.4 Research Question

1. What is the impact of sensory marketing on consumer behaviour?
2. What is the sensory cue that carries the greatest impact to Gen Z?
3. What choices will Gen Z make when they are influenced by sensory marketing?

1.5 Research Significance

Comprehending the correlation between sensory marketing and Gen Zs' impulsive buying behaviour in Malaysia is of great importance to marketers, merchants, politicians, and consumers. This research can help organisations develop more engaging marketing tactics that increase sales and profitability by clarifying how sensory cues impact impulsive purchase habits. Furthermore, the study's conclusions deepen our understanding of customer behaviour and help firms stand out in the highly competitive retail market. These results may be used by policymakers to create rules that encourage ethical marketing, and buyers may utilise them to make better-informed purchases that will ultimately give them greater clout in the marketplace. As a result, this study contributes to academic understanding while also having real-world applications for improving corporate performance, influencing legislation, and engaging customers in Malaysia's retail industry.

CHAPTER 2: LITERATURE REVIEW

2.1 Underlying theory

Sensory marketing is a modern theoretical and practical approach that recognises the important importance of human senses in marketing strategies (Hulten B., 2020). Schmitt (1999) first introduced sensory marketing as a method of eliciting stronger emotional responses from consumers through the use of the following five human senses: "sight," "smell," "sound," "taste," and "touch" (Jang & Lee, 2019). Subsequently, Krishna (2012) defined sensory marketing as a marketing approach capable of influencing the emotions, perceptions, judgements, and behaviours of consumers through their five senses. Physical retail businesses utilize various elements like colour, illumination, music, fragrance, design, landscaping, and wall-mounted flags to evoke emotional responses from shoppers. Retailers utilize these cues to adjust the shopping environment in order to evoke emotions in consumers and enhance the probability of making purchases (Goel et al., 2023). Customers need remarkable experiences that engage them both physically and psychologically, and this shift in paradigm from manufacturing to a marketing notion led to the emergence of sensory marketing (Kaushik & Gokhale, 2021). Sensory marketing tries to differentiate a brand or items from competitors by showcasing a unique brand experience (Tekin & Kanat, 2022). Sensory marketing can be utilized by managers to produce subconscious cues that shape consumer views of intangible aspects of the product, such as its complexity or quality (Krishna, 2011). The sensory impression theory focuses on a bottom-up approach, highlighting that individuals see the external world through their senses, which resulting long-term memories of physical events directly influence people's

attitudes and behaviours (Agapito et al., 2014). Krishna et al. (2017) state that sensory marketing is an effective marketing strategy because it enables consumers to differentiate a specific product or brand in a variety of consumer-related decision-making situations.

2.2 Review of Variables

2.2.1 Impulse Buying Behaviour

A considerable number of consumers engage in impulsive, unplanned, and on-the-spot purchases motivated by intense desire, pleasure, and exhilaration (Abdelsalam et al., 2020). Impulsive buying can also be seen as the act of making an unanticipated purchase without careful consideration or rational decision-making due to a strong stimulation (Iyer et al., 2019). It occurs when customers are immediately persuaded to purchase a product through the use of persuasive and influential forces (Chen & Wang, 2015). Iyer et al. (2019) define impulsive purchasing as a detrimental facet of consumption, including irrational expenditure of money, purchasing impractical items, and assuming risks associated with the acquisition. Impulsive purchase behaviour can be influenced by two primary categories of factors: external determinants, which are not related to customers, and internal determinants, which are linked to consumers' intrinsic traits (Wang et al., 2022). As outlined by Amanah and Pelawi (2015), impulsive buying can be categorised into various forms. Serving as a reminder Impulsive buying transpires when a customer enters a store,

beholds a product, and subsequently is compelled to recall some aspect of said product. It is possible that he recalls the advertisement or the suggestions of others. The person makes an impromptu purchase of an item recalled from memory. Pure impulsive buying occurs when a consumer decides to make a purchase simply because he saw a display in a store, without any prior intention of making a purchase. Planned impulsive buying is when a buyer intends to purchase an item beforehand, but the decision to acquire it is influenced by external variables present in the store.

2.2.2 Sight

Vision, or sight, is the ability of the eyes to perceive and make sense of visible light (Labrecque, 2020). Due to evolution, vision has become the most crucial sense, and visual inputs are generally more beneficial than stimuli from other senses (Koszembar-Wiklik, 2019). An individual's visual experience comprises symbolic visual expressions and sensations that represent products, frequently associated with the aesthetics, design, and presentation of tangible products rather than services (Moussa, 2024). Businesses recognise the importance of visual aesthetics since the initial perception of a product is frequently based on its visual presentation, which can highlight elements on the product like the logo, dimensions, colour, and design (Kumar & Kumar, 2020). Furthermore, Randhir et al. (2016) assert that visual sense plays a crucial role in the absence of verbal content, influencing the perception of quality and contributing to the development of a strong brand. Sight encompasses several elements such as product design, colour, packaging, space planning, retail design, store colour, store signage, point of sale display, and visual merchandising used for communication to appeal to this sense (Barclay & Ogden, 2015). In short, both

the product's characteristics and the environment can influence an individual's visual experience.

2.2.3 Sound

Sound is the second most utilised sense after sight and has the ability to evoke powerful emotions that can impact the connection between consumers and companies (Jiménez-Marín et al., 2022). Sound is an amalgamation of symbolism, music, language, and voice (Mohammed Shaed, 2015). Sound can impact human emotions and affect their purchasing decisions (Chik, 2019). When sound is closely associated with the product, customers may see it as a signal of quality or familiarity (Kamaludin et al., 2020). Since almost all items generate a consequential sound when being used, it is crucial for retail managers and academics to have a deeper comprehension of how these sounds affect customer perceptions and behavioural intents (Ringler et al., 2021). Research has demonstrated that music, with its various components, can influence customers' emotions, levels of stimulation, and enjoyment, thereby impacting their perception of products and services, as well as the anticipated time frame (Shehata & Alaswadi, 2022). The study found that in-store music increased customer arousal compared to when no music was played (Michel et al., 2017). Soft music or low noise levels promote relaxation, and loud music or noise typically increases levels of excitement (Biswas et al., 2018). Apart from music, background noise varies between retail shops and is a less predictable component than ambient music (Biswas et al., 2018). However, individuals will have varying sensitivities to music and background noise (Deng & Wu, 2020).

2.2.4 Smell

Among the senses, smell is the earliest sense to develop. Many studies have shown that a baby's first sense of identification with his or her mother after delivery is smell (Pollák et al., 2022). The sense of smell has a connection to the brain's emotional centre. Its potency is so great that it can really make people alter their heart rate and focus their minds on enjoyable experiences from their past (Krishna et al., 2016). Smell has the power to instantly alter people's moods since it is strongly linked to the emotional centre of the brain and generates 75% of all emotions. Customers' long-term memories of certain items, occasions, and persons usually correlate with scent. Accordingly, the sense of smell can influence how information and feelings are transmitted (Dörtyol, 2020). Furthermore, certain researchers believe that one of the senses that offers unrealized potential is smell. Studies on smell and consumer behaviour have shown that pleasant smells improve the processing of information, branding and merchandise memory, and attentiveness (Madzharov et al., 2015). Moreover, smell has become an essential component for merchants since it may adjust the flow of customers through their establishments, especially in enclosed spaces. Smell has a great deal of potential to increase sales since it may evoke immediate emotional reactions from consumers and improve their perceptions of quality, which in turn increases their readiness to pay (Paluchová et al., 2017).

2.2.5 Touch

Touch is the process of making a physical contact among the body of the perceiver and the perceived thing. A sensation of physical touch with something, or more precisely, the border among one's body and an additional being or an

object, is among the elements that make up a tactual experience (Ratcliffe, 2012). Additionally, touch has the ability to impart meaning and substance that are difficult to express through more formal language. Consequently, there is growing interest in the potential to use touch more strategically for marketing goals (Spence & Gallace, 2011). Touch has the power to persuade people and change their purchasing behaviours. According to earlier studies, interacting with a product improves perceptions of it and increases the desire to buy it (Petit et al., 2015). Studies have indicated that certain individuals require physical contact with the product or at least the perception of physical contact to feel comfortable making decisions. For example, certain items have more noticeable material such as feel, temperature, and weight and geometric such as shape, size, and structure characteristics than others. Customers, particularly those with a high NFT (Need for Touch), may need to handle a product with more conspicuous material qualities to assess it. As such, in an online setting, it may be simpler to imitate some haptic aspects than others (Petit et al., 2019). According to Spence and Gallace (2011), there have been some noteworthy and prosperous advancements in the tactile facets of product design in recent years. Studies also indicate that the addition of a haptic element to advertisements may be advantageous. People find messages containing touch elements to be more convincing than those without, particularly when the contact elicits neutral or positive sensory input (Krishna et al., 2016).

2.2.6 Taste

Since this research is focusing on general merchandise, after referring to various literatures, we found that taste in sensory marketing is not applicable to this research. Some references from pertinent literature are provided below. Taste is defined as the capacity to detect flavours while consuming an ingredient and

the sensations of flavour that are felt in both the throat and the mouth when engaging with it. However, taste is a personal experience based on individual tastes that might vary from aesthetic considerations to a more focused attention to sensory aspects (Volli, 2016). In addition, taste is the most personal sense (Ferguson, 2011). According to Lehrer and Lehrer (2016), there are only five basic tastes: sweet, sour, bitter, salt, and umami. Smells and tastes are closely related in the context of perception. Taste and smells work together to produce flavour and evoke memories and previous circumstances (Erenkol, 2015). The chemical system by which various substances stimulate the receptor cells of the tongue results in taste, or the sense of sensory experiences on the tongue. Perception of flavour is a combination of smell and taste. There is a strong correlation between taste and smell since fragrance influences food judgement twice during intake (Krishna & Elder, 2020). Based on the study, taste is a variable that is appropriate for food research. Therefore, we will not use it in this research.

2.3 Conceptual Framework

Based on the figure 2.3, the independent variables (IVs) are Sight, Sound, Smell, and Touch. The dependent variable (DV) is Impulse Buying Behaviour (IBB). From this research, it shows that the IVs affect DV.

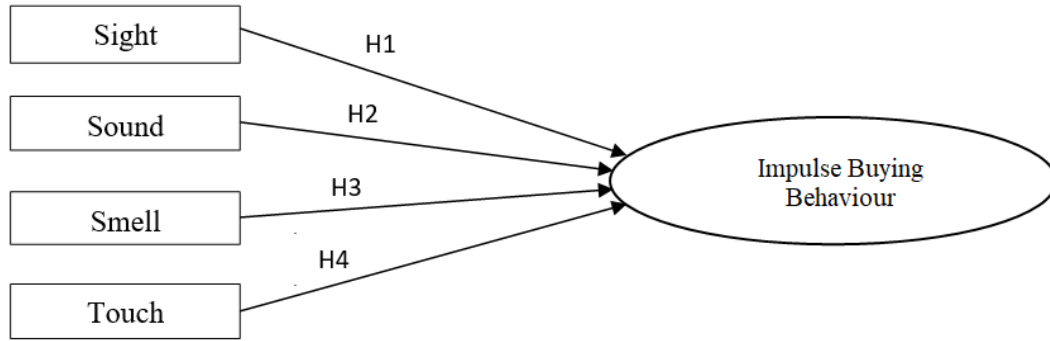


Figure 2.1 Proposed Research Framework

2.4 Hypotheses Development

2.4.1 Relationship Between Sight and Impulse Buying Behaviour

The variables of visual merchandise have a substantial impact on the variables associated with impulsive purchasing (Widayati et al. 2019). Besides, packaging design is a crucial visual element that attracts consumers and serves as a promotional tool for firms by conveying key brand communication to customers and encouraging impulse purchases (Bahrainizad & Rajabi, 2018). In a study conducted by Khachatryan et al. (2018) using the buying impulsiveness scale and visual attention, they investigated whether displays and/or signs influenced consumers' decision to buy based on the impulsive buying scale, with the final results show a rise in customers' willingness to buy. According to Šliburytė & Vaitiekė (2019), the participants from their survey test unanimously reported that they will make spontaneous purchases when

encountering something aesthetically pleasing, according to the authors' data analysis.

H1: There is a significant influence of sight on impulsive buying behaviour.

2.4.2 Relationship Between Sound and Impulse Buying Behaviour

The result of the research found that hearing significant product sounds while in a process mindset can lead to a greater willingness to pay for louder products compared to quiet products or those with no sound (Ringler et al., 2021). Scott (2021) indicates that music that has slower tempo has a relaxing effect on consumers, leading to favourable outcomes in retail settings such as increased time spent in-store, higher chances of entering a store, and greater product purchases. The results of the study suggest that consumers' impulsive purchasing intentions can be influenced by perceived audio signals; therefore, retailers have the opportunity to employ audio components in order to convey product information, capture consumers' interest, and ultimately convert them into impulsive buyers (Li et al., 2022).

H2: There is a significant influence of sound on impulse buying behaviour.

2.4.3 Relationship Between Smell and Impulse Buying Behaviour

Comfortable smells can improve consumers' moods, according to research by Hashmi et al. (2020). The smells of the store may cause customers to react in certain ways even if they are unaware of it (Baltaci & Eser, 2022). It is widely acknowledged that the presence of a smell, whether it be in a more direct form like those embedded in products or in ambient form like those found in stores and other surroundings, positively affects consumer perceptions. Research has demonstrated that pleasant environmental fragrances, particularly those that are semantically compatible with the items that are being assessed, can have a favourable impact on money spent, variety seeking, and assessments (Madzharov et al., 2015). Additionally, studies have also shown that when consumers are around a scent, they are more likely to make impulsive purchases and spend more money. Emotional reactions to smell result in a more favourable impression of the surroundings, which in turn affects consumer behaviour (Rimkute et al., 2015).

H3: There is a significant influence of sound on impulse buying behaviour.

2.4.4 Relationship Between Touch and Impulse Buying Behaviour

When making a purchasing decision, customers can know more detailed information about the item via physical touching with objects (González-Benito et al., 2015). A significant body of research indicates that customers are particularly inclined to make impulsive purchases when they touch a product (Liu et al., 2017). This is due to the fact that customers experience a personal, emotional reaction when they physically touch the goods, which heightens their

desire to purchase (De Canio & Fuentes-Blasco, 2021). Moreover, customers who exhibit strong self-control tendencies tend to favor physically touching merchandise. Touching products can directly impact their buying behavior (De Canio & Fuentes-Blasco, 2021). It was discovered that when the distance between the merchandise and the client reduces, touch boosts impulsive purchases (Bhakat & Muruganatham, 2013).

H4: There is a significant influence of sound on impulse buying behaviour.

CHAPTER 3: METHODOLOGY

3.1 Research Design

3.1.1 Descriptive Research

Descriptive research is an approach used to accurately describe existent occurrences. A descriptive study evaluates the interconnections between behaviour and environment in natural contexts where maladaptive behaviour occurs, without changing suspected influencing variables. Data will be gathered via research tools including tests, questionnaires, interviews, or observations. The primary objective of descriptive research is to systematically characterise the things being studied. This research method offers an empirical foundation for developing hypotheses (Mace & Lalli, 2021).

3.1.2 Quantitative Research

Quantitative research focuses on summarising patterns such as behaviours, responses, and attitudes using survey procedures to collect large-scale data sets

for insights into common experiences (Jamieson et al., 2023). This study will gather a substantial volume of data from participants for the purpose of conducting analysis and interpretation.

3.2 Sampling Design

3.2.1 Target Population

Malaysian Generation Z will be the study's target population. A sizeable section of Malaysia's population as of 2024 is made up of members of Generation Z. According to estimates, this group comprises approximately 26-29% of the nation's populace (Nielsen, 2022). While Generation Z spans the ages of 12 to 27, however individuals under 18 are considered minors in most legal jurisdictions. Therefore, this research focus only those in the 18 to 27 age group to ensure the adult are more likely to understand and accurately respond to survey questions or provide inconsistent answers. Furthermore, compared to older people, those under the age of 18 are frequently the subject of parental control or financial dependency, which lessens the influence of sensory marketing cues on their purchasing behaviour (Yadav & Rahman, 2018). This group was chosen due to their propensity for making impulsive purchases and their strong susceptibility to sensory marketing techniques (Sethna & Blythe, 2019).

3.2.2 Sampling Frame

Since the subject of our study is Malaysia's Generation Z, which includes those aged 18 to 26, we have a broad scope and examine their regular purchases of general products. Furthermore, our study does not apply the sampling frame. Malaysia's Generation Z comprises a sizable population, and it is hard to get complete information about them because it is hard to find trustworthy data about Malaysians between the ages of 18 and 27. Rather, a non-probability sampling strategy is used in the study, which concentrates on particular areas where the target population is probably concentrated. The research selects participants directly from busy locations such as retail malls and university campuses, thereby capturing a significant fraction of customers of Generation Z who are influenced by sensory marketing.

3.2.3 Sampling Technique

In this study, respondents are chosen using the judgement sampling method, a non-probability selecting strategy based on the researcher's knowledge and judgement. The sample was specifically selected to include Malaysian Generation Z customers, who are more likely to make impulsive purchases under the influence of sensory marketing. They range in age from 18 to 26. For this study, judgement sampling is especially appropriate since it enables the inclusion of participants who satisfy requirements pertinent to the goals of the research (Kusumawati & Rahayu, 2020). By using this strategy, the sample is guaranteed to be representative of the customers who are most receptive to sensory marketing tactics, which improves the findings' relevance and dependability. This method enables a more thorough analysis of the connection between sensory marketing and impulsive purchasing among Malaysia's Generation Z by concentrating on important responses.

3.2.4 Sample Size

Among the different methods available, the sample size computation approach suggested by Cochran (1977) was used in this study. The population variance, the amount of error within an admissible range, and the confidence intervals are typically measured when determining the sample size (Cochran, 1977). As per Worldmeter (n.d.), as of right now, Malaysia's population stands at 34,596,706. This group is estimated to make up about 26-29% of the nation's population. Taking into account Malaysia's total population of about 34.5 million, this equates to approximately 8.5 million to 9.5 million persons (Nielsen, 2019). According to Krejcie and Morgan's (1970) sample size table, a sample size of 384 people with a 95% confidence level and a maximum sample size proportion of ± 0.05 of the population is equal to a population of one million people (see Appendix 3.1). In accordance with Krejcie and Morgan (1970), 384 people make up the sample size in this study.

Population Size	Confidence 95.00%				Confidence 99.00%			
	Degree of Accuracy/Margin of Error				Degree of Accuracy/Margin of Error			
	0.05	0.035	0.025	0.01	0.05	0.035	0.025	0.01
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
900	269	419	568	823	382	541	672	854
1,000	278	440	606	906	399	575	727	943
1,200	291	474	674	1067	427	636	827	1119
1,500	306	515	759	1297	460	712	959	1376
2,000	322	563	869	1655	498	808	1141	1785
2,500	333	597	952	1984	524	879	1288	2173
3,500	346	641	1068	2565	558	977	1510	2890
5,000	357	678	1176	3288	586	1066	1734	3842
7,500	365	710	1275	4211	610	1147	1960	5165
10,000	370	727	1332	4899	622	1193	2098	6239
25,000	378	760	1448	6939	646	1285	2399	9972
50,000	381	772	1491	8056	655	1318	2520	12455
75,000	382	776	1506	8514	658	1330	2563	13583
100,000	383	778	1513	8762	659	1336	2585	14227
250,000	384	782	1527	9248	662	1347	2626	15555
500,000	384	783	1532	9423	663	1350	2640	16055
1,000,000	384	783	1534	9512	663	1352	2647	16317
2,500,000	384	784	1536	9567	663	1353	2651	16478
10,000,000	384	784	1536	9594	663	1354	2653	16560
100,000,000	384	784	1537	9603	663	1354	2654	16584
264,000,000	384	784	1537	9603	663	1354	2654	16586

Figure 3.1: Sample Size Table

3.3 Data Collection Methods

3.3.1 Primary Data

The process of gathering information directly from a first-hand source, or information from surveys, interviews, and observations for a particular goal, is referred to as primary data information (Ajayi, 2017). To collect the required data, digital surveys were used. To gather primary data from the target respondents in this study without requiring them engage with the researcher, Google Forms will be used as the instrument tools. Respondents benefit from the accessibility of answering online surveys created with Google Forms (Ha, 2022).

3.3.2 Questionnaire design

The survey will be disseminated through Google Forms in English on social media platforms like Facebook, Instagram, and WhatsApp. The researcher can validate findings, make decisions, and offer ideas by utilising accurate and valid information obtained from well-posed questions (Peterson, 2013).

In an effort to entice responders to finish the survey, the cover page for the first page of the questionnaire has the names and contact details of the researchers along with a personal data protection disclaimer. Section A, Section B, and Section C are the other three sections that make up the survey.

Section A comprises three screening questions that must be answered in order to be eligible for the next section. For example, the questionnaire will ask if the

respondent has experience buying general products, which will aid in the collection of more succinct data. In addition, Section B asks six questions about age, gender, race, education, employment status, and income level in an effort to compile demographic information from respondents. Last but not least, Section C includes 25 questions that evaluate Malaysian youths' impulsive purchase behaviour on general merchandise while highlighting both independent and dependent variables. Section B's questions were created using a five-point Likert scale, with scales 1 through 5. Strongly disagree to five strongly agree, for instance.

Table 3.1:
Sources of Measurement Items

<i>Variables</i>	<i>Items</i>		<i>Sources</i>
<i>Impulse Buying Behavior</i>	<i>IBB 1</i>	<i>I tend to make purchases spontaneously.</i>	<i>Neves (2016)</i>
	<i>IBB 2</i>	<i>I sometimes find it challenging to manage the desire to make a purchase.</i>	
	<i>IBB 3</i>	<i>I get quite excited when I find something I want to purchase.</i>	
	<i>IBB 4</i>	<i>I am a person who makes unplanned purchases.</i>	<i>Parsad et al. (2017)</i>
	<i>IBB 5</i>	<i>Sometimes, I am a bit reckless about what I buy.</i>	
	<i>IBB 6</i>	<i>I am tempted to buy many items that are not on my list.</i>	
<i>Sight</i>	<i>Sight 1</i>	<i>I am pleased to purchase a product that has a strong visual appeal.</i>	<i>Sharma (2019)</i>

	<i>Sigh t2</i>	<i>I am attracted to purchase an item if its visual appearance leaves a strong impression on me, even if I did not initially plan to buy it.</i>	
	<i>Sigh t3</i>	<i>When I encounter a product with a compelling visual presentation, I experience a strong urge to purchase it.</i>	
	<i>Sigh t4</i>	<i>The longer I spent look at products, the higher the likelihood of purchasing them.</i>	<i>Neves (2016)</i>
	<i>Sigh t5</i>	<i>Eye-catching items on display trigger me to buy more.</i>	
	<i>Sigh t6</i>	<i>If the store layout is nicely planned, I am prepared to spend more time browsing.</i>	
	<i>Sigh t7</i>	<i>Good color of lighting attracts me towards products.</i>	<i>Hussain and Ali (2015)</i>
<i>Sound</i>	<i>Sou nd1</i>	<i>Music significantly impacts my in-store purchasing experience.</i>	<i>Alsalihi (2021)</i>
	<i>Sou nd2</i>	<i>The salesperson's communication skills have a good impact on my purchasing decisions.</i>	<i>Neves (2016)</i>
	<i>Sou nd3</i>	<i>I will exit the store which plays terrible music.</i>	<i>Parsad et al. (2017)</i>
	<i>Sou nd4</i>	<i>I tend to produce sound by using items that I have seen.</i>	<i>Berg (2021)</i>
	<i>Sou nd5</i>	<i>I prefer purchase products after listening to the sound they create.</i>	
	<i>Sou nd6</i>	<i>Consequential product sound affects my buying decision.</i>	

<i>Smell</i>	<i>Sme ll1</i>	<i>A pleasant smell is essential for me of my shopping experience.</i>	<i>Dörtyol (2020)</i>
	<i>Sme ll2</i>	<i>I desire a pleasant smell congruent with the product while I am shopping.</i>	
	<i>Sme ll3</i>	<i>My attention toward a product is related to the presence of a pleasant scent congruent with that product.</i>	
	<i>Sme ll4</i>	<i>The store scent is a criterion that affects my purchase decision.</i>	
	<i>Sme ll5</i>	<i>I think that a store with an unpleasant smell is careless.</i>	
	<i>Sme ll6</i>	<i>I cannot feel comfortable in a store with an unpleasant smell.</i>	
<i>Touch</i>	<i>Tou ch1</i>	<i>When walking through stores, I cannot help touching all kinds of products</i>	<i>Sharma (2019)</i>
	<i>Tou ch2</i>	<i>Touching products can be fun</i>	<i>Sharma (2019)</i>
	<i>Tou ch3</i>	<i>I like to touch products even if I have no intention of buying them</i>	<i>Sharma (2019)</i>
	<i>Tou ch4</i>	<i>I feel more confident making a purchase after touching a product</i>	<i>Manzano et al. (2016)</i>
	<i>Tou ch5</i>	<i>If I cannot touch a product in the store, I am reluctant to purchase the product.</i>	<i>Manzano et al. (2016)</i>
	<i>Tou ch6</i>	<i>When browsing in stores, it is important for me to handle all kinds of products</i>	<i>Sharma (2019)</i>

3.3.3 Pilot Study

In order to measure the internal consistency, the Cronbach Alpha score was computed for each variable using the questionnaires of the first 30 respondents (Gen Z) selected for this pilot test.

Due to the limited sample size, a Cronbach Alpha score cutoff of 0.6 is appropriate. This is because higher alpha coefficients do not necessarily indicate stronger internal consistency, and discarding items improperly can lead to erroneous test findings in the main study (Tavakol & Dennick, 2011). Table 3.3.1 shows the reliability test result that computed by the IBM SPSS software. Since all the reliability coefficient ratings exceeded the threshold value, the questionnaire was deemed the definitive version and was disseminated in the main study.

Table 3.2:

Pilot Study's Reliability Test Result

Variables	No. Items	Composite Reliability	Reliability Level
IBB	6	0.768	Good
Sight	7	0.755	Good
Sound	6	0.656	Satisfactory
Smell	6	0.776	Good
Touch	6	0.828	Good

3.4 Proposed Data Analysis Tool

3.4.1 Descriptive Analysis

Descriptive research is especially useful in the current era of extensive datasets when the sheer amount of information could otherwise hinder the identification of fundamental connections (Loeb et al., 2017). Descriptive analytics was employed in the study, which comprised the demographic information of participants as presented in the forms. Unequal allocation of resources among respondents can lead to prejudice issues. For example, when the number of male respondents exceeds the number of female respondents, potentially leading to a bias in favour of male perspectives. The demographic data of the respondents, including age, gender, ethnicity, occupation, and highest academic qualification, was analysed in terms of frequency count and percentage.

3.4.2 Inferential Analysis

3.4.2.1 Reliability Test

Reliability refers to the consistency of results produced by a questionnaire, test, observation, or any measurement process across multiple trials (Bolarinwa, 2015). It is important to acknowledge that inconsistencies between observers or measuring instruments, as well as instability of the attribute being assessed, can lead to a lack of reliability.

It is possible to assess the reliability of a tool and explain the significance of Cronbach's Alpha, a widely utilised method for measuring dependability (Amirrudin et al., 2020). The standardized Cronbach α coefficient is defined as the following:

$$\alpha = \frac{n * \bar{r}}{(1 + (n - 1) * \bar{r})}$$

The symbol \bar{r} represents the average correlation of all n items on the scale. Theoretically, the alpha coefficient (α) ranges from negative infinity to 1. However, in practical scenarios, it typically falls between 0 and 1, especially in circumstances when the mean correlation between all items of a scale is negative (Schrepp, 2020). Some articles suggested that alpha has a specific threshold or cut-off point considered acceptable, sufficient, or satisfactory, often observed as ≥ 0.70 in five occurrences or > 0.70 in three instances (Taber, 2017).

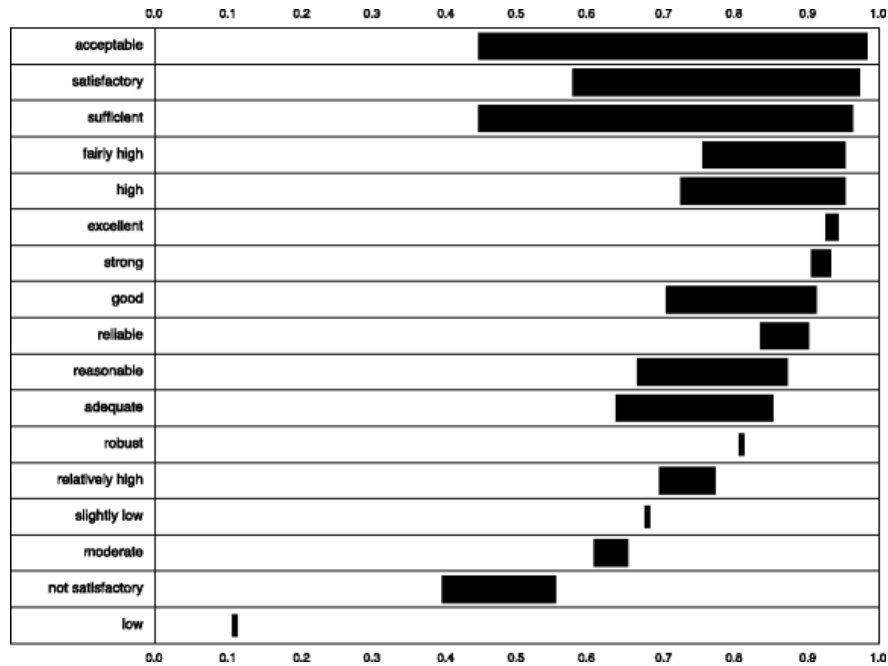


Figure 3.2. Qualitative terms used to describe the levels or ranges of values of Cronbach's alpha in articles published in top scientific education publications. Adapted from Taber, K. S. (2017). The use of Cronbach's alpha when developing and Reporting Research Instruments in science education. *Research in Science Education*, 48(6), 1273–1296.

3.4.2.3 Pearson's Correlation Coefficient Analysis

The Pearson correlation coefficient (PCC) is a statistical measure that quantifies the magnitude and direction of a linear association between two random variables (Zhou et al., 2016). This study utilised the independent factors (sight, sound, smell, touch) and dependent variable (impulsive purchase behaviour) to assess the correlation between the two variables. A correlation analysis produces a correlation coefficient

with values between -1 and +1. A correlation coefficient of +1 indicates a perfect positive linear relationship between two variables, -1 indicates a perfect negative linear relationship, and 0 indicates no linear relationship between the variables (Gogtay & Thatte, 2017).

Table 3.3:

Example of a Conventional Approach to Interpreting a Correlation Coefficient

Absolute Magnitude of the Observed Correlation Coefficient	Interpretation
0.00–0.10	Negligible correlation
0.10–0.39	Weak correlation
0.40–0.69	Moderate correlation
0.70–0.89	Strong correlation
0.90–1.00	Very strong correlation

Several stratifications (with different cutoff points) have been previously published.

Note. From Schober, P., Boer, C., & Schwarte, L. A. (2018). Correlation coefficients: Appropriate use and interpretation. *Anesthesia & Analgesia*, 126(5).

3.4.2.4 Multiple Linear Regression Analysis

Linear regression analysis is a straightforward and prevalent method used to assess the connections between continuous variables (Hope, 2020). Linear regression may be extended to incorporate numerous

factors with simplicity. We seek to estimate the function's form for "n" predictors in this example as follows:

$$Y = \beta_0 + X_1\beta_1 + X_2\beta_2 + X_3\beta_3 + \dots + \beta_n X_n + \varepsilon$$

Whereby:

Y : The Predicted Value of the Dependent Variable

X₁, ..., X_n : Independent Variable on Observation to –i

β₀, ..., β_n : Regression Coefficient

ε : Model Error

The response variable is determined by adding the intercept to the product of each predictor variable and its corresponding coefficient, together with the presence of noise. Numerous regression is highly potent as it allows us to investigate how a combination of numerous predictors may elucidate a response variable, and its outcomes are rather straightforward to interpret (Hope, 2020).

The T-test is called the regression coefficient test. T-test is used to determine whether the independent variable partially or individually affects the dependent variable. In other words, the T-test aims to test whether the expected parameters (regression coefficients and constants) can predict whether the multiple linear regression equation/model is the correct parameter. This test can explain the independent variables that affect the dependent variable (Nani et al., 2021; Alita et al., 2021).

F-test aims to ascertain the impact of the independent variable and the dependent variable. A simultaneous test is a comprehensive assessment of all parameters in the regression model to determine if the link between the independent and dependent variables collectively impacts the dependent variable (Nani et al., 2021; Alita et al., 2021).

CHAPTER 4: DATA ANALYSIS

4.1 Descriptive Analysis

Respondent Demographic Profile Despite achieving the ideal sample size, 420 answered questionnaires, 34 were voided because the respondents had no intention to answer the question. Hence, a total number of 386 was used for statistical analysis after the researchers noted that all required data were provided, or no missing data is found. Table 4.1 The majority of respondents (45.1%) attended the survey aged between 18 to 19 years old, followed by aged 20-21 years old (29.3%), aged 22- 23 years old (21.5%) and aged 24-25 years old (2.6%). The distribution of gender is quite equally distributed, and the proportion of females is slightly higher than males (63.2% compared to 36.8%). According to the statistics, the respondents who attended the survey were mainly dominated by Chinese (65.8%), followed by Indian (15.8%), Malay (17.4%) and others (1.0%). The respondents were considered fairly educated, with 57.8% undergraduate achievers. 69.9% of respondents have an earning income or allowances less than RM1000.

Table 4.1:

Demographic Summary Table

		Count	Column N %
Age	18-19	174	45.1%
	20-21	113	29.3%
	22-23	83	21.5%
	24-25	10	2.6%
	26-27	6	1.6%
Gender	Male	142	36.8%
	Female	244	63.2%
Race	Malay	67	17.4%
	Chinese	254	65.8%
	Indian	61	15.8%
	Others	4	1.0%
EducationLevel	Secondary School	22	5.7%
	STPM/ Foundation/ Diploma	137	35.5%
	Undergraduate	223	57.8%
	Postgraduate	4	1.0%
EmploymentSatuts	Full-time	41	10.6%
	Part-time	12	3.1%
	Unemployed	9	2.3%
	Student	324	83.9%
IncomeLevel	Less than RM1000	270	69.9%
	RM1000-2500	104	26.9%
	RM2500-5000	9	2.3%
	More than RM5000	3	0.8%

4.2 Inferential Analysis

4.2.1 Reliability Coefficient Scores

A reliability test is performed with 386 responses gathered, and the results are reported in Table 4.1. According to Cronbach's Coefficient, Sight (0.831) has the highest Cronbach's Alpha value, which shows the strongest correlation among other variables. Meanwhile, the results for other variables are as follows: Smell (0.0.811), Touch (0.799), DV (0.778) and, Sound (0.761). all variables' data are reliable because Cronbach's alpha scores are higher than the minimum value of 0.7 (Glen, 2021).

Table 4.2:

Reliability Coefficient Score for Each Variable

Variables	No. Items	Composite Reliability	Reliability Level
IBB	6	0.778	Good
Sight	7	0.831	Good
Sound	6	0.761	Good
Smell	6	0.811	Good
Touch	6	0.799	Good

4.2.2 Pearson's Correlation Coefficient Scores

The strength and direction of the association between each IV and DV are shown in Table 4.3. Overall, all IVs are positively associated with the DV as the coefficients are positive. In terms of the association strength or whether the respective IV and the DV are associated at a consistent pattern, the IVs smell and touch are weakly associated with the DV, and sound is moderately associated with the DV. The Sight is strongly associated with the DV. In

checking whether IV can explain the variance of the DV or to test and confirm the hypotheses, multiple linear regression was carried out.

Table 4.3:

Pearson's Correlation Coefficient Result

Correlation		
		IBB
IBB	Pearson Correlation	1
Sight	Pearson Correlation	.619*
Sound	Pearson Correlation	.409*
Smell	Pearson Correlation	.378*
Touch	Pearson Correlation	.360*
*.Correlation is significant at the level 0.05 (2-tailed)		

4.2.3 Multiple Linear Regression Result

Based on Table 4.4, the variables of DV, Touch, Sound, Smell, and Sight show a good correlation of $R=0.624$ and the R square result shows that all of the IVs have a 38.9% effect of perceived value on the Impulse Purchase Behaviour on General Merchandises among Generation Z in Malaysia.

Table 4.4:

Multiple Linear Regression Model Summary Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.624 ^a	.389	.383	.55946

a. Predictors: (Constant), Touch, Sound, Smell, Sight

The F-test shown in Table 4.5 indicates that all the significant IVs: are independent which denotes that the multicollinearity is not an issue in this project.

Table 4.5:

ANOVA Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.037	4	19.009	60.734	.000 ^b
	Residual	119.250	381	.313		
	Total	195.287	385			

a. Dependent Variable: DV
b. Predictors: (Constant), Touch, Sound, Smell, Sight

In conforming the hypothetical relationship between each pair of significant IV and DV, the regression coefficients are calculated, see Table 4.7. The unstandardized coefficient values are referred to because all the IVs and the DV data are measured using a similar scale: a five-point Likert Scale. Standardized coefficients are used to reflect the causal relationship when the variables are measured using different scales.

Table 4.6:

Regression Coefficient Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.110	.179		6.208	.000
	Sight	.554	.054	.561	10.182	.000
	Sound	.086	.050	.087	1.695	.091
	Smell	-.004	.054	-.004	-.066	.947
	Touch	.022	.050	.022	.429	.668

a. Dependent Variable: DV

4.3 Summary of the Result

Regression analysis is employed to test the hypotheses, and the confirmation of the hypotheses is presented in Table 4.7. Chapter 5 will present the discussion of the hypotheses that were supported and not supported, as well as the implications that arise from the main study outcome.

Table 4.7:

Confirmation of Hypotheses Testing Result

Details of Hypothesis		Remark
H1	There is a significant influence of sight on impulsive buying behaviour.	Supported
H2	There is a significant influence of sound on impulsive buying behaviour.	Not Supported
H3	There is a significant influence of smell on impulsive buying behaviour.	Not Supported

H4	There is a significant influence of touch on impulsive buying behaviour.	Not Supported
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CHAPTER 5: DATA ANALYSIS

5.1 Discussion of Major Findings

To generate favorable consumer responses, both retailers and manufacturers increasingly rely on multisensory marketing, purposefully exposing consumers to multiple sensory stimuli at the point of sale (Fürst et al., 2021). Individuals prioritize and give more attention to explicit or cognitively prominent components of a decision, compared to implicit or less cognitively prominent aspects (Mittelman et al., 2020). This could be explained in various way, as the results provide different assumptions.

5.1.1 Sight

This study found that the visual look of products, store layout, and store lighting are the most influential factors in prompting Gen Z to make impulsive purchase decisions in general merchandizes. Sight is considered to be a highly influential aspect of sensory marketing, as it allows buyers to notice the unique features of products and provides them with detailed information through visual elements. The visual aspects of packaging, such as its design, colors, forms, size, graphics, and materials, have a favorable influence on consumers' purchasing intentions (Sakhawat, 2022). In addition, a meticulously designed architecture would

attract consumers' attention and ultimately enhance the likelihood of shoppers making purchase decisions (Mondol et al., 2021).

5.1.2 Sound

Sound stimuli can elicit automatic and linked connotations, which play a crucial role in consumer settings by providing informative cues for product and brand assessment (Ketrone & Spears, 2021). Nevertheless, this study found that product's sound does not have a substantial impact on the impulse purchase behavior of Gen Z. According to Ringler et al (2021), the audibility and substantiality of a sound emitted by a product signifies its potency to buyers and exerts a favorable influence on their inclination to make a purchase. However, this phenomenon is only apparent when customers are primarily concerned with the procedure rather than the end result. When customers prioritize the end result, loud and significant product sounds will not affect their feeling of power or their willingness to pay (Ringler et al., 2021). Consequently, the sound emitted by products lacks sufficient strength to induce Gen Z buyers to engage in impulsive buying behavior. Besides, the findings of this study indicate that background music does not have a direct impact on consumers' inclination to prolong their stay or engage in impulsive purchasing behavior. Impulsive buying tendency may differ based on different cultures and personality types (Srivastava, 2022), and Malaysians place great importance on collectivism as a core principle (Sumari et al., 2019). Malaysian buyers' impulsive purchasing behavior diverges from that observed in individualistic civilizations within Western economies. Individuals from individualist cultures are more inclined to be motivated by their personal preferences (Srivastava, 2022). This may explain why background music has not much effect on the

impulsive purchasing behavior of Generation Z in Malaysia. While sound is not a prominent factor in this study, it has the highest likelihood of becoming a major variable that influences the impulse buying behavior of Gen Z individuals in the context of general merchandise, compared to other variables that are not significant.

5.1.3 Smell

According to our study indicate that smell has no effect on impulsive buying behaviour, despite prior research showing that smells can change consumers' behavioural, cognitive, and affective reactions. Because smells are frequently processed cognitively implicitly, people may react to smells without realising it. Still, impulsive buying decisions are not always the result of these automated processes. For example, although aromas may trigger strong emotional and holistic perceptions, their direct impact on impulsive buying is small when compared to other environmental or sensory stimuli as visual cues or promotional activities (Luca & Botelho, 2019). Smells can improve the entire shopping experience and affect approach or avoidance behaviour, but they do not by themselves cause impulsive purchases, according to research by Niekerk & Goldberg (2021). Similarly, research conducted in digital marketing contexts shows that, although smell is acknowledged as an important component of multisensory environments, it has not much impact on impulsive purchasing behaviour when it comes to high-end retail settings (Dörtyol, 2020).

Even though the findings in our study do not indicate that smell has a substantial impact on outcomes, the smell still has the potential to influence consumers' impulsive purchases. Perhaps with certain niche products, smell is significant,

but not in general merchandise. Lotion and shampoo scents have a significant impact on consumer preference and impression of the product. Not only is the smell of these items an extra bonus, but it also has a big impact on people's perceptions of how effective they are. According to research, smell is a key component in solid shampoo formulation that improves the user experience. Many substances, including perfumes, are incorporated into the manufacture of these items to give them a pleasing scent (Gubitosa et al., 2019). In addition to being purely decorative, this addition greatly enhances the shampoo's overall appeal, attracting and delighting consumers. Fragrances are added to solid shampoos because they are important since they create a pleasant sensory experience that affects customer satisfaction and preferences.

Furthermore, smell may not influence impulsive purchases of general products, yet it is nonetheless significant. For instance, if there is an offensive smell throughout the store, it will somewhat discourage customers from entering. People's motivation to buy will be impacted when they decline to enter the business due to the unpleasant smell, making it extra harder to encourage impulsive purchases. Depending on where a customer is in the retail store, the ambient smell may cause them to react differently. The smell has the potential to elicit favourable reactions from customers for an unrelated good or service. Customers' perceptions, choices, and behaviours may be influenced via sensory marketing. Previous studies have looked into the use of smells. It has been shown that smells have an impact on consumers' satisfaction and purchase decisions when they visit a retail establishment (Cao & Duong, 2021).

Besides, it is true that occasionally natural scents—whether they come from the product itself or the store—are preferable to synthetic ones. According to Nwachukwu & Origbo (2022), natural smells in fast food establishments, such as the inviting perfume of freshly baked products or fries, greatly increase

customer appeal and impulsive spending. For instance, the inviting smell of freshly baked bread or a soup from a neighborhood bakery in Rivers State not only entices patrons inside but also piques their appetites, encouraging impulsive purchases. A pleasant sensory atmosphere is produced by these natural smells (Nwachukwu & Origbo, 2022).

5.1.4 Touch

Touch does not significantly influence impulsive buying behaviour, according to research ([Chathuranga & Lakshika, 2019](#)), especially in situations when customers are prevented from touching products. Customers may react with compensating touching to regain their sense of freedom when their haptic freedom is challenged. But rather than being driven by impulsive purchases, this behaviour is mainly driven by a psychological need to recover control (Ringler et al., 2019). Additionally, it is important to note that customers with high Need for Touch (NFT) frequently exhibit reduced purchase intentions in no-touch situations, highlighting the fact that touch does not encourage impulsive buying. However, the retail atmosphere and issues related to product quality have a greater impact on consumer behaviour. Pino et al. (2020) compare the perceived ease of use of calculators across touch and no-touch scenarios (for example., when customers just performed a visual assessment of the device). The study mentioned indicates that NFT users perceive less ease of use when there is no touch involved, such as when just visual examination is required. This suggests that although it has no direct correlation with impulsive purchasing behaviour, the lack of tactile input might influence consumers' views (Kühn et al., 2020).

5.2 Implication of the Study

5.2.1 Practical Implication

Enhancing visual components should be a top priority for firms in their marketing plans, since sight is the key sensory influence on the impulsive purchase behaviour of Gen Z customers in Malaysia. The first important factor is visual merchandising. The layouts and displays of retail spaces should be eye-catching and captivating to customers. To do this, use eye-catching product layouts, dynamic signage, and vivid colour schemes that draw in young customers right away. An aesthetically pleasant atmosphere can dramatically increase the possibility of spontaneous purchases, especially for Gen Z, who are strongly influenced by visual stimuli. With this strategy, things look better, and a more engaging shopping environment is created, which promotes impulsive purchases.

Another important area where firms may have an impact is with strategic visual advertising. Advertisements with eye-catching visuals, creative graphics, and visually stimulating information are more likely to connect with Generation Z. Businesses can efficiently draw attention and stimulate interest by emphasising visual appeal in their advertising campaigns, which can result in faster and more regular impulse purchases. This works especially well on digital channels like social media, where visual content piques users' interests and has a big impact on purchasing decisions.

Furthermore, improving the way products are presented in physical and online stores is also essential. Goods should be arranged with care, in an eye-catching manner, and with lighting and packaging that accentuates their visual attractiveness. For example, highlighting products with well-thought-out lighting or putting together aesthetically pleasing product bundles might increase their appeal and encourage impulsive purchases. Such focus on aesthetic aspects has the power to increase a product's desirability and encourage impulsive purchases.

Moreover, creating a powerful visual brand identity is another way to increase customer engagement. Utilising fonts, colours, and design components consistently contributes to the development of a recognisable corporate identity that appeals to Gen Z customers. Young consumers are more likely to remember a company that has a strong visual identity because it fosters a sense of familiarity and connection. A greater chance of impulsive purchases and enhanced brand loyalty may result from this visual uniformity.

Lastly, it's critical to customise visual experiences to Gen Z's trends and tastes. Businesses can produce marketing materials and product presentations that directly appeal to this demographic's aesthetic inclinations by understanding the latest design trends and visual styles that they favour. A company can become more relevant and appealing to Gen Z by using popular visual aspects and trends, which can further encourage impulsive buying behaviour.

5.2.2 Theoretical Implication

There are several important theoretical implications to the research on the connection between impulse buying behaviour and sensory marketing. At first it contributes to the development of sensory marketing theory by elucidating the ways in which various sensory stimuli influence Gen Z consumers' impulsive purchases. The current theoretical models can be improved by this improvement, increasing the accuracy of their predictions for customer behaviour. Furthermore, the research expands the knowledge of the elements that drive impulsive purchases by including sensory marketing into theories of impulse buying. This integrates sensory marketing into existing models that have mostly focused on psychological and situational aspects.

Incorporating sensory variables into the theoretical framework with emotions and cognitive reactions is another way that the study adds to consumer behaviour models. A deeper understanding of how different cues affect purchase decisions is made possible by this collaboration. The study also shows how cultural and regional variations, like those in Malaysia, can affect sensory preferences and impulse purchase behaviour, highlighting the necessity for contextual adaptation of marketing ideas.

The study also provides a different perspective on how multisensory experiences interact, demonstrating how combining several sensory inputs can increase the probability of impulsive purchasing. New theoretical frameworks that specifically address the part integrated sensory marketing plays in consumer behaviour may result from this. Overall, the work contributes to the development of theoretical models that more accurately capture the complexity of consumer behaviour and offers a more thorough explanation of how sensory marketing affects impulse buying by extending and improving upon preexisting theories.

5.3 Limitations and Recommendations

Primarily, the majority of respondents in this research are female. Various genders can elicit distinct effects on sensory perception. Ondrijová and Miško (2023) discovered that there are statistically significant disparities in the perception of sensory marketing attributes based on the gender of the participants. This implies that the results of this study could be affected by the over-representation of female participants, which may restrict the applicability of the findings to a broader range of individuals.

In addition, the majority of our respondents are Chinese. As Malaysia is a multi-races country, increased participation from many ethnic groups would enhance the reliability of the results in accurately representing the target population. The variation in cultural norms and ethnicities leads to differing amounts of perceived significance for each component. Culture exerts a substantial influence on retail establishments in countries with rich cultural values, shaping the process of making purchasing decisions (Sudaryanto et al., 2021).

It is imperative for future researchers to ensure a balanced representation of respondents from various ethnicities and gender. Therefore, future researchers should exercise greater caution when selecting respondents to ensure that the ratio remains within a balanced range. Researchers can utilize stratified sampling or quota sampling techniques to ensure greater control over the number of respondents from each racial group.

Furthermore, this survey employs a quantitative methodology, where participants are required to react to the presented questions without including any other information. The respondents were unable to offer any further information apart from expressing agreement or disagreement. The structured form of quantitative research, characterised by its predetermined surveys or experiments, can be inflexible. The drawbacks of adopting quantitative methods include their inability to uncover underlying motivations behind individuals' emotions and actions, as well as their limitations in delivering comprehensive and detailed explanations (Taherdoost, 2022).

Due to the limitation above, a combination of qualitative and quantitative approaches can be employed to enhance comprehension of the issue. By combining these methodologies, researchers can effectively tackle intricate research situations (Taherdoost, 2022). Through the utilisation of a mixed-method approach, the research can acquire comprehensive and illustrative data, thereby gaining important understanding of the participants' cognition, affect, and drive. By combining both methodologies, researchers can effectively tackle intricate research situations.

The limitations are acknowledged but they do not detract from the significance of findings but merely provide platforms for future research.

5.4 Recommendations for Future Study

In the future study, the price level can serve as a moderator in the correlation between sensory marketing and impulsive buying behavior. It has the potential to impact how sensory marketing influences customers' propensity to make impulsive purchases by

modifying the perceived value or allure of the product based on its price. Based on the finding that done by Levrini and Jeffman dos Santos (2021), purchasing decision will be influenced by sensory senses, however the price level can affect the prior sensorial selection. Gaining an understanding of this moderating effect can offer useful insights for developing marketing strategies that consider price sensitivity and consumer behavior.

Furthermore, it is imperative that future study focusses on prioritising the investigation of distinct categories within each sensory modality. This is because specific sensory cues can have a significant impact on customers' impulsive buying choices when they are exposed to different products. Although sound, smell, and touch may not significantly affect the impulse buying behaviour of Gen Z when shopping for ordinary things, it would be incorrect to assume that these aspects do not play a significant part in influencing buyers' decisions. Consumers may attach more importance to sound quality while buying sound-related products, such as headphones and speakers. The sense of smell may hold greater significance for consumers when purchasing fragrance-related products, such as shampoo and diffusers. Tactile sensation may hold higher significance when products come into direct contact with consumers, as is the case with pajamas.

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Appendices

Appendix 1.1: Questionnaire for Main Study

To Determine the Relationship between Sensory Marketing and Impulse Buying Behaviour on General Merchandises among Generation Z in Malaysia

Greeting to all,

We are final year undergraduate students of Bachelor of Marketing (Hons), from Faculty of Business and Finance in University Tunku Abdul Rahman (UTAR) Kampar campus. As part of our research, we are conducting a research project on "To Determine the Relationship between Sensory Marketing and Impulse Buying Behaviour on General Merchandises among Gen Z" This research aims to identify whether each sensation will or will not become an urge for Gen Z to purchase goods.

This survey will only take you approximately 5 minutes, and all participation towards this survey are voluntary. Rest assured that all the responses collected will be used solely for academic purposes, and will be kept private and confidential. Thank you in advance for your time and cooperation in answering our questionnaire.

Your participation is highly appreciated.

For further inquiries, please contact us at szyinn@utar.my / zhiwei0319@utar.my

Yours sincerely,

Law Sze Yin, 2100460

Sim Zhi Wei, 2100285

PERSONAL DATA PROTECTION STATEMENT

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.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:

For assessment of any application to UTAR.

For processing any benefits and services

For communication purposes

For advertorial and news

For general administration and record purposes

For enhancing the value of education

For educational and related purposes consequential to UTAR

For the purpose of our corporate governance

For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan.

2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form, you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to

contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at szyinn@lutar.my & zhiwei0319@lutar.my

Voluntary Nature of the Study

Participation in this research is entirely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. There is no foreseeable risk of harm or discomfort in answering this questionnaire. This is an anonymous questionnaire; as such, it is not able to trace response back to any individual participant. All information collected is treated as strictly confidential and will be used for the purpose of this study only.

I have been informed about the purpose of the study and I give my consent to participate in this survey.

Note: (If yes, you may proceed to next page or if no, you may return the questionnaire to researchers and thanks for your time and cooperation.)

Section A: Screening Questions

Instructions:

There are THREE (3) sections in this questionnaire. Please answer ALL questions in ALL sections.

Completion of this form will take you less than 5 minutes.

The contents of this questionnaire will be kept strictly confidential.

1. Are you aged 18 to 27 years old?

Yes No

2. What is your nationality?

Malaysian Non-Malaysian

3. Have you purchased any product in general merchandises (Mr. DIY, Daiso, Eco-Shop) before?

Yes No

Section B: Demographic Questions

1. What is your age?

18-19

20-21

22-23

24-25

26-27

2. What is your gender?

Male

Female

3. What is your race?

Malay

Chinese

Indian

Other

4. What is your education level?

Secondary School

STPM/ Foundation/ Diploma

- Undergraduate
- Postgraduate

5. What is your employment status?

- Full-time
- Part-time
- Unemployed
- Student

6. What is your monthly income level?

- Less than RM1000
- RM1000-2500
- RM2500-5000
- More than RM5000

Section C: Item Statements

Based on Likert scale of 1 to 5. Please choose the best answer:

[(1) = Strongly Disagree; (2) =Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree]

Impulse Buying Behaviour Scale

1. I tend to make purchase spontaneously

- Strongly Disagree 1 2 3 4 5 Strongly Disagree
- ○ ○ ○ ○

2. I sometimes find it challenging to manage the desire to make a purchase.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

3. I get quite excited when I find something I want to purchase.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

4. I am a person who makes unplanned purchases.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

5. Sometimes, I am a bit reckless about what I buy.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

6. I am tempted to buy many items that are not on my list.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

Sight

1. I am pleased to purchase a product that has a strong visual appeal.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

2. I am attracted to purchase an item if its visual appearance leaves a strong impression on me, even if I did not initially plan to buy it.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

3. I have an urge to purchase product with a compelling visual presentation.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

4. The longer I spent look at products, the higher the likelihood of purchasing them.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

5. Eye-catching items on display trigger me to buy more.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

6. If the store layout is nicely planned, I am prepared to spend more time browsing.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

7. Good colour of lighting attracts me towards products.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

Sound

1. Music significantly impacts my in-store purchasing experience.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

2. The salesperson's communication skills have a good impact on my purchasing decisions.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

3. I will exit the store which plays terrible music.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

4. I tend to produce sound by using items that I have seen.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

5. I prefer purchase products after listening to the sound they create.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

6. Consequential product sound affects my buying decision.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

Smell

1. A pleasant smell is essential for me of my shopping experience.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

2. I desire a pleasant smell congruent with the product while I am shopping.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

3. My attention toward a product is related to the presence of a pleasant scent congruent with that product

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

4. The store scent is a criterion that affects my purchase decision.

Strongly Disagree 1 2 3 4 5 Strongly Disagree
○ ○ ○ ○ ○

5. I think a store with an unpleasant smell is careless.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

6. I cannot feel comfortable in a store with an unpleasant smell.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

Touch

1. When walking through stores, I cannot help touching all kinds of products.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

2. Touching products can be fun.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

3. I like touch products even if I have no intention of buying them.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

4. I feel more confident making a purchase after touching a product.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

5. If I cannot touch a product in the store, I am reluctant to purchase the product.

Strongly Disagree 1 2 3 4 5 Strongly Disagree

6. When browsing in stores, it is important for me to handle all kinds of products.

Strongly Disagree 1 2 3 4 5 Strongly Disagree