THE INFLUENCE OF SOCIO-PSYCHOLOGY AND SOCIAL ENVIRONMENT STIMULI ON IMPULSE BUYING BEHAVIOUR AMONG GENERATION Z CONSUMERS IN THE FAST FASHION MARKET: AN STIMULUS-ORGANISM-RESPONSE APPROACH

BY

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

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

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DECLARATION

I hereby declare that:

1. This undergraduate project is the result of my own work and that due acknowledgement has been given in reference to ALL sources of information be they printed, electronic, or personal.

2. No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

3. Sole contribution has been made by me in completing the FYP.

4. The word count of this research report is about 10,000 words.

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ACKNOWLEDGEMENT

I would like to express my gratitude to everyone who has made this research happen.

First and foremost, I would like to thank my supervisor, Ms. Puvaneswari A/P Veloo, for her guidance and patience throughout two semesters of my Final Year Project.

Secondly, I would like to thank those who have participated in this questionnaire and take their time to complete the survey. I appreciate the willingness to participate in this survey and in turn, make this research a success.

Thirdly, I would like to thank my parents for their support and constant reassurance in the process of me completing this research project. It is with their love and support; I was able to complete this research project smoothly.

Finally, I would like to thank Lim Jia Yu, Tan Ling Zi, Tan Joey, Wong Shu Hui and others that have helped me with the data collection. I am forever grateful for all the help and support to make this research possible.

DEDICATION

I would like to dedicate this research to my parents, for their constant support and being by my side throughout my time doing this research project.

Additionally, I would like to dedicate this research to my supervisor, Ms. Puvaneswari A/P Veloo, for her support and assistance throughout the entirety of the research.

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LIST OF ABBREVIATIONS

FI:	Fashion Involvement
PerS:	Perceived Scarcity
MMA:	Mobile Marketing Applications
PriS:	Price Sensitivity
IBB:	Impulse Buying Behaviour
HTMT:	Heterotrait-Monotrait Ratio of Correlations
CA:	Cronbach's Alpha
CR:	Composite Reliability
AVE:	Average Variance Extracted
VIF:	Variance Inflation Factor
FOMO:	Fear of Missing Out

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PREFACE

This research study is submitted in partial fulfilment of the requirements in the degree of International Business, and it contains work done from June 2025 to December 2025. This study was supervised by Ms. Puvaneswari A/P Veloo and solely written by Geogina Adrianna Stalin Jerah.

ABSTRACT

This study investigates customer perceptions of fast fashion, specifically how factors like price affordability, trendiness, product quality, and environmental concerns influence consumer attitudes and purchasing intentions. Fast fashion companies continue to dominate the worldwide clothing market by offering rapidly changing styles at low prices, but as customers become more aware of environmental and ethical issues, their perceptions have become complicated. Using a quantitative research approach, data were collected via an online survey and analysed to study the relationships between key perception features and consumer decision making. According to the findings, affordability and trendiness remain the most important drivers of customer preference, with concerns about sustainability and garment durability having varied degrees of influence depending on consumer values. Overall, the poll discovered that, despite being aware of the negative effects of fast fashion, purchasers' attitudes and conduct remain influenced by convenience and low cost. These findings are valuable for fast fashion companies who want to combine market needs with increased expectations for ethical and responsible business practices.

CHAPTER ONE: RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 investigates six sections including the study's background, problem statement, research aims, significance of this research, and conclusion. at this study, the Stimulus-Organism-Response (S-O-R) model is used to assess how socio-psychological and environmental variables impact impulse purchases among Gen Z customers at fast fashion businesses.

1.1 Research Background

Impulse buying has grown typical in today's consumer marketplaces, notably in the fast fashion sector. Fast fashion is the rapid manufacture of low-quality clothes that commonly imitates popular trends from well-known brands, fashion labels, and independent designers (Kelleher, 2023). Impulse purchasing occurs when an emotional or psychological stimulation prompts a client to make a spontaneous purchase to meet a demand (Gottumukkala et al., 2023). The emergence of mobile commerce and digital marketing has worsened this trend by constantly exposing customers to promotions, discounts, and product suggestions that stimulate rapid purchases.

People who are born between mid-1990s and early 2010s, known as Generation Z, are technologically savvy and has grown up in a highly connected culture (Erwin et al., 2023). The adolescent market includes individuals aged 13 to 19. The market caters to this demographic's interests and spending habits, as well as family spending on young people in this age range. According to the most current census, there are 25.6 million kids between the ages of 12 and 17. Those aged 15 to 17 account for 51% of the teen population. Males make up 51% of those aged 14 to 17 (Teens (13-19) Market Research Reports and Teens (13-19) Industry Analysis | MarketResearch.com, n.d.). Approximately 40 percent of the teen population consist of non-white youths aged 12 to 17 years old. This generation's particular qualities shape consumer behaviour, making them a powerful market force in today's world. (Erwin et al., 2023).

As digital natives, they grew up with cell phones, social networking, and easy access to internet purchase platforms. Generation Z prioritises sustainable purchasing, which is influenced by a variety of psychological factors (Areola et al., 2022). Unlike earlier generations, Generation Z values convenience, speed, and participatory shopping experiences, making them more vulnerable to marketing triggers. Mobile applications, for example, with real-time push notifications, flash promotions, and customised ads, give regular stimuli that lead to unintentional purchases. Among all consumer groups, Generation Z has emerged as a significant driver of impulse purchases. This makes Generation Z an exceptionally important group for marketers and researchers to study.

From a socio-psychological perspective, two significant factors—fashion engagement and perceived scarcity—are critical in shaping impulse buying behaviour. Fashion engagement refers to an individual's personal interest and emotional connection with fashion products. Fashion, for Generation Z, is more than simply clothing; it is also about self-expression, identity, and social belonging. The higher their involvement, the more likely they are to make impulse purchases to keep up with current trends. In contrast, perceived scarcity, such as "limited edition" items or time-restricted discounts, creating an urgency to purchase and FOMO. Generation Z is very active on social media platforms, thus they are particularly sensitive to scarcity cues because they associate availability with social status and exclusivity.

Using the Stimulus-Organism-Response (SOR) framework, this study will look into how socio-psychological stimuli (fashion involvement and perceived scarcity) and social environment stimuli (mobile marketing applications) influence impulse buying behaviour among Generation Z fashion consumers, as well as the moderating role of pricing sensitivity. This study is important because it not only explains the psychological and social triggers that drive Generation Z's impulse buying, but it also shows how individual price sensitivity differences influence these linkages. The findings are expected to have academic and practical implications for marketers, retailers, and mobile commerce developers looking to better understand and regulate customer behaviour in the fashion industry.

1.2 Problem Statement

Impulse buying has become a more common phenomena in the fashion business, particularly among Generation Z buyers. Generation Z, with their strong digital presence, openness to trends, and increased susceptibility to online marketing, is a consumer demographic that is

prone to impulsive spending. According to Glasgow Caledonian University (2025), Generation Z is the most prone to making impulsive online clothing purchases according to new data and consumers between 13 to 28 years old are more vulnerable to fast fashion products, which led to impulse purchases to avoid scarcity. Sohn and Ko (2021) suggested that not all unplanned purchases are impulsive. These circumstances might lead to unanticipated consumption decisions, which can have an influence on people's financial well-being and lifestyles. According to Pandya and Pandya (2020), impulse buying can lead to obsessive behaviors that can become chronic and pathological due to an emotional conflict between the immediate reward and the potential bad repercussions.

With the increased use of mobile shopping platforms, consumers are increasingly affected by mobile marketing applications that provide regular notifications, flash specials, and targeted promos. These applications operate as potent external cues, but their impact on impulse purchase behavior in fashion retail is still unknown. Many existing studies focus on traditional retail or generic e-commerce platforms, ignoring the distinct aspects of mobile applications, such as real-time accessibility and customization, which can lead to accidental purchases.

While previous research has acknowledged the importance of price sensitivity in affecting consumer decision-making, it has frequently been viewed as a direct predictor rather than a moderating component. This leaves a huge knowledge gap because customers with differing levels of price sensitivity may react differently to stimuli like fashion engagement, scarcity indicators, and mobile marketing promos. As a result, this study fills a gap by studying how price sensitivity influences the link between the identified stimuli and response.

1.3 Research Objectives

1.3.1 General Objective

The Research Objective is to investigate the socio psychological and social environmental stimuli on impulse buying behavior among Generation Z consumers in the Fast Fashion Industry.

1.3.2 Specific Objective

RO1: To investigate the relationship between Fashion Involvement and Generation Z consumers' impulse purchase behavior in the fast-fashion market.

RO2: To investigate the relationship between Perceived Scarcity and Generation Z consumers' impulse purchasing behavior in the fast fashion market.

RO3: To investigate the relationship between mobile marketing applications and Generation Z consumers' impulse purchase behavior in the fast fashion market.

RO4: To investigate the moderating role of Price Sensitivity in the link between fashion involvement and Generation Z customers' impulse buying behavior in the fast fashion market.

RO5: To investigate the moderating role of Price Sensitivity in the link between perceived scarcity and Generation Z customers' impulse buying behavior in the fast fashion market.

RO6: To investigate the moderating role of Price Sensitivity in the link between mobile marketing application and Generation Z customers' impulse buying behavior in the fast fashion market.

1.4 Research Questions

RQ1: Is there a relationship between Fashion Involvement and Generation Z's Impulse Buying Behaviour in the fast fashion market?

RQ2: Is there a relationship between Perceived Scarcity and Generation Z's Impulse Buying Behaviour in the fast fashion market?

RQ3: Is there a relationship between Mobile Marketing Applications and Generation Z's Impulse Buying Behaviour in the fast fashion market?

RQ4: What is the moderating effect of Price Sensitivity in the link between Fashion Involvement and Generation Z's Impulse Buying Behaviour in the fast fashion market?

RQ5: What is the moderating effect of Price Sensitivity in the link between Perceived Scarcity and Generation Z's Impulse Buying Behaviour in the fast fashion market?

RQ6: What is the moderating effect of Price Sensitivity in the link between Mobile Marketing Applications and Generation Z's Impulse Buying Behaviour in the fast fashion market?

1.5 Research Significance

This study contributes to the academic body of information about consumer behaviour by incorporating socio-psychological elements (Fashion Involvement and Perceived Scarcity) and social environmental stimuli (Mobile Marketing Application) into the well-known S-O-R framework. This study provides a comprehensive and organized understanding of impulsive consumption patterns among young consumers by investigating how internal attitudes (organisms) regulate the relationship between external stimuli and actual purchasing behaviour.

In addition to its theoretical contributions, this work has significant practical consequences at the macroeconomic and policy levels. By improving understanding of impulsive purchasing behaviour among young consumers, the findings shed light on consumption dynamics that directly contribute to aggregate demand and, as a result, GDP. Impulsive consumption, particularly in the digitally driven retail and fashion sectors, boosts short-term spending, increases market turnover, and promotes the expansion of mobile commerce and related industries. As young consumers constitute an important and increasing market sector, this study's findings assist explain how digital marketing methods and psychological factors can influence consumption intensity, thereby promoting economic growth.

The study offers policymakers evidence-based insights that will help them design balanced consumer and digital marketing regulations. Understanding how mobile marketing applications and perceived scarcity influence impulsive behavior allows politicians to create policies that encourage ethical marketing techniques while protecting customers from unnecessary or harmful purchasing. Furthermore, the findings may help policymakers develop consumer education programs to improve financial literacy and self-regulation among young consumers. Such measures can foster long-term purchasing patterns, ensuring that consumer-driven economic growth is stable and socially responsible.

1.6 Conclusion

The Stimulus-Organism-Response model will be used in this study to investigate the intricacies of impulse purchase behaviour among Generation Z in the fast fashion business. The study will offer light on what truly drives impulsive purchases by investigating egoistic ideals, peer influence, and social media influence as stimuli, as well as consumer attitudes as an organism component.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter will evaluate existing literature on impulse purchase behavior among Generation Z customers in the fast fashion business. The chapter begins by introducing theoretical background, focusing on the Stimulus-Organism-Response (SOR) model, which serves as a foundation for describing consumer behavior. The paper examines the socio-psychological and social environment cues outlined in the framework—fashion engagement, perceived scarcity, and mobile marketing applications—and how they influence impulse buying behavior. Furthermore, the role of price sensitivity as a moderating variable is investigated.

2.1 Review of the Literature

2.1.1 Fashion Involvement

Fashion engagement is the degree to which a person sees fashion products as personally relevant, important, and meaningful to their lifestyle. This highlights how consumers use apparel, trends, and self-presentation to represent their identity. Individuals who are very involved in fashion tend to devote more time, cognitive effort, and emotional engagement to appraising garment products (Pramestya & Widagda, 2020). Individuals who are heavily involved in fashion tend to spend more time researching designs, brands, quality, and style possibilities before making selections. Research suggests that a person's level of interest in fashion-related activities affects their time and commitment to evaluating products and making decisions (Jin and Ryu, 2019; Parrott et al., 2015; Saran et al., 2016). According to Bhaduri and Stanforth (2017), high involvement indicates a strong personal interest in fashion trends and activities, whereas low involvement indicates apathy. This level of attachment affects not just how individuals seek information, but also how they react to new trends, marketing cues, and brand messages. It can be said that fashion engagement is frequently a component of Generation Z's social expression, identity creation, rapid trend cycles as most of them grew up in a visual and digital culture which naturally make fashion involvement becomes a central component of their daily life and identity.

There are a few articles that research the relationship between Fashion Involvement and Impulse Buying Behaviour. When people are deeply invested in fashion, they are more sensitive to visual cues, novelty, and the excitement that comes with new collections. Fashion involvement, brand adoration, and hedonic consumption all have a strong influence on impulse fashion purchases, with enjoyment and budgeting also playing important roles (Liapati et al., 2015). This is especially true in fast fashion venues, where frequent trend updates, low costs, and visually appealing displays provide ideal psychological circumstances for impulse purchases. According to Nash (2019), consumers who are more active in fashion tend to follow their preferred companies on social media. Gen Z frequently uses fashion to establish and maintain their social identity, both online and offline, making them more inclined to make impulsive purchases when presented with enticing options.

Consumers who are more involved in fashion tend to actively follow trends, form emotional attachments to clothing and accessories, and make impulsive purchases to maintain self-image and social identity. Generation Z's fashion involvement is heightened by their continual exposure to internet content and rapid trend cycles. According to Park (2016), increased consumer involvement leads to better information processing and a stronger impact on image quality compared to less involved peers. Previous research by Sari & Yasa (2021) found that individuals are likely to involve in hedonic consumptions, particularly when purchasing fashion items. Gen Z frequently uses fashion to establish and maintain their social identity, both online and offline, making them more inclined to make impulsive purchases when presented with enticing options. Fast fashion retailers like H&M, Zara, and SHEIN amplify this relationship by providing quick product turnover, low prices, and algorithm-driven suggestions that directly address Gen Z's desire for novelty and self-expression.

Research indicates a good correlation between fashion participation and personality features, including impulsive purchasing behaviour (Pramestya & Widagda, 2020). Thus, the following hypothesis ensues:

H1: There is a relationship between Fashion Involvement and Generation Z’s Impulse Buying Behaviour in the fast fashion market.

2.1.2 Perceived Scarcity

Scarcity refers to a perceived danger to consumers' ability to achieve their needs and aspirations due to limited access to goods, services, or resources (Hamilton et al., 2019). According to Gupta and Gentry (2016), brands can create a sense of scarcity among consumers, leading to increased competition for product ownership. It is noted that scarcity acts as an external trigger for emotional responses such as missed opportunity fear, increasing impulse buying behavior (Zhang et al., 2022). In digital retail contexts, perceived scarcity is frequently exacerbated by strategies such as "only two left" notifications, countdown timers, and limited-edition launches, all of which greatly increase impulse purchasing and willingness to pay (Zhang et al., 2020). This idea of limited access fosters a competitive mindset in consumers, who may feel pressured to act quickly to get the product before others. The stronger the perceived limitation, the greater the emotional and cognitive pressure, causing customers to make quick, impulsive purchases. This is especially important in fast fashion, where trends shift frequently and customers worry about missing out on the latest style.

Perceived scarcity reduces cognitive flexibility, resulting in worse executive functioning and lower adaptability to changing contexts (Huang et al., 2023). According to Dahmiri et al. (2023), marketing methods that stress scarcity, such as the use of restricted stock or time constraints, can considerably enhance impulse buying behavior, particularly in e-commerce and digital promotions aimed at young consumers. Research suggests that perceived scarcity enhances customers' perceptions of a product's worth (Hamilton et al., 2019). Retailers can boost the perceived worth of products by presenting them as scarce or time-sensitive, encouraging consumers to make spontaneous purchases. Flash discounts, exclusive online drops, and limited-edition collaborations add to the sense of urgency by indicating that purchasing possibilities are exceedingly restricted. As fast fashion firms rely more on mobile applications and digital marketing, scarcity cues become more evident to customers, particularly Generation Z, who spend a lot of time purchasing online. Constant exposure to scarcity-based signals raises emotional arousal, lowers rational judgment, and promotes impulse purchasing and readiness to pay a premium to get wanted things before they sell out.

Although there are little to no study that shows the relationship between Perceived Scarcity and Impulse Buying Behaviour, Bandyopadhyay et al. (2021) categorised

consumer promotion strategies into four categories and analysed which ones resulted in impulse buying and found that just two categories were linked to impulse purchase, suggesting that the impact of scarcity messages on impulsive behaviour may vary. This implies that the efficacy of scarcity signals varies depending on the circumstance, type of advertising, and consumer category. Despite the limited empirical research linking perceived scarcity to impulse buying, scarcity cues' important influence on emotional and cognitive processes in consumer decision-making provides strong theoretical evidence for their role as a predictor of impulsive purchases. Given the predominance of scarcity-driven marketing in fast fashion and Generation Z's sensitivity to digital urgency cues, it is plausible to predict a link between perceived scarcity and impulse purchase behavior.

Therefore, the study proposes the following hypothesis:

H2: There is a relationship between Perceived Scarcity and Generation Z's Impulse Buying Behaviour in the fast fashion market.

2.1.3 Mobile Marketing Application

Mobile marketing applications, such as fashion retail apps, have a significant effect on consumer behavior in today's digital age. Mobile phone marketing is direct marketing to consumers through cell phones (Sunny & Anael, 2015). Sunny and Anael (2015) also stated that SMS, MMS, Bluetooth, and Infrared technologies are used to provide commercial material to mobile phones, such as marketing, sales, and promotions. . Zollepli et al. (2021) stated that numerous mechanisms: app features such as ease of use, interaction, perceived enjoyment, and perceived value boost hedonic motives and pleasant effect, which influence impulse. Mobile marketing evolved from internet-based marketing to focus on mobile devices, as consumers lost interest in traditional marketing methods (Shahina & Sachitra, 2021). Mobile marketing engages mobile device owners by offering the option to call or visit the company's website (Tarnanidis, 2024). When mobile apps offer seamless navigation, real-time updates, personalized recommendations, and simpler checkout features, consumers have a more delightful purchasing experience. These software traits reduce decision-making friction and promote emotional fulfillment, potentially increasing the likelihood of impulse purchases. Fast fashion businesses routinely use app-exclusive offers, flash sales,

limited-time discounts, and new-arrival notifications to pique consumer interest and induce unexpected purchases. Because Generation Z values ease, quickness, and trend knowledge, mobile apps are an ideal medium for encouraging spontaneous purchase behaviour. Given the fast fashion industry's growing reliance on mobile platforms and the powerful psychological impact of app-based marketing.

Generation Z, being digital natives, is very responsive to mobile marketing methods. They spend a large amount of time on their phones and are used to getting promotional messages via apps and social media platforms. Because smartphones and tablets are typically not shared with others in the same family or household, marketers can tailor messages to each consumer based on his or her purchase history, social media usage, demographic data, and usage behaviour as provided by the company's customer loyalty programme (Berman, 2016). This level of customization makes marketing messages more relevant and has a greater psychological impact on youthful consumers. Tailored notifications, exclusive app-only promotions, and limited-time deals provided via mobile devices can swiftly elicit emotional responses, such as excitement, urgency, or fear of missing out (FOMO), which have a substantial influence on impulse purchases.

There are little to no research that demonstrate a link between mobile marketing applications and impulse buying behavior, particularly in Malaysia. However, there are some studies that mentioned mobile marketing in their framework. Mobile marketing has gained popularity in recent years, particularly in Asia (Kontsevaia & Berger, 2016). This study conducted by Baydas et al. (2019) analyses how mobile marketing apps impact consumers' purchasing habits and preferences. Shahina and Sachitra (2021) stated the relationship between consumer buying behaviour and mobile application initiatives. However, consumers perceive mobile marketing initiatives as annoying, leading to negative purchasing behaviours such as ignoring calls and messages, providing incorrect information, and receiving advertisements over time (Kushwaha & Agrawal, 2016). With that, a successful mobile marketing campaign must capitalise on the benefits of mobile marketing such as continuous connectivity, location-sensitive offers, and personalized messages (Berman, 2016). When mobile apps provide instant access to product information as well as streamlined checkout alternatives, consumers would engage even more in buying in an impulsive manner. As a result, the following theory stated:

H3: There is a relationship between Mobile Marketing Applications and Generation Z's Impulse Buying Behaviour in the fast fashion market.

2.1.4 Price Sensitivity

Price sensitivity is the degree to which buyers consider a product's price when making a purchase choice (Stefańska & Śmigielska, 2020). In economics, price sensitivity is often quantified using the price elasticity of demand, which is a measure of how much demand changes in response to a price change (Kagan, 2025). According to Ghali-Zinoubi and Toukabri (2019), a company's product positioning is heavily influenced by its pricing. Customers typically believe that a high price suggests a high-quality product, while a low price denotes a low-quality one (Hsu et al., 2017). Furthermore, a company's previous consumers may be more price sensitive since they believe they deserve special care (Lee & Fay, 2017). When consumers are particularly price sensitive, even a little price rise might result in a significant decline in demand. Consumers that have low price sensitivity, on the other hand, are more impacted by perceived value, brand preference, or emotional factors, therefore they can withstand price swings.

There are studies that suggest that price sensitivity plays a moderate role. Graciola et al. (2018) stated their purpose of this research is to investigate customers' views of supermarket environments with varying price levels (high and low) and price sensitivity (high and low), using price levels and price sensitivity as moderating variables. Zinoubi (2020) stated the positive relationship between green product purchase and green purchase behaviour is stronger when price sensitivity, a moderator, is low. Another study from Zinoubi (2021) uses price sensitivity as a moderating role once again to examine how consumers' attitudes about organic food affect their purchasing behavior. Hartono et al. (2020) uses price sensitivity as a moderator to grasp the process leading to possible buy intention on organic food products. Emotional values can influence consumers' judgements of product value and price. If a product has significant emotional value for consumers, they may be prepared to pay a higher price (Suhardi et al., 2023). Suhardi et al. (2023) also stated that customers who believe that the product or service is vital may be less price sensitive and willing to pay a premium. Similarly, if the client believes that the product or service is a luxury or non-essential, they may

be less price sensitive and prepared to pay a higher price. In many circumstances, emotional fulfilment trumps financial considerations.

Kauppinen-Räisänen et al. (2018) discovered that customers with strong self-satisfaction demands (uniqueness, self-monitoring, and social identity) are less price sensitive. These customers are more inclined to prioritize the value acquired from purchasing the goods over its function, therefore they are less aware of the price. In this study, price sensitivity plays a moderating role in examining how social psychological and social environment stimuli affects Generation Z's impulse buying behavior in the fast fashion market. According to Trieu (2024), The associations between perceived value and impulse buying, as well as between fashion participation and impulse buying, are moderated by price sensitivity. This shows that the chosen moderator may not have been appropriate for the setting of low-cost These findings consistently reveal that price sensitivity influences how consumers understand marketing stimuli, promotional messaging, and product value, making it an appropriate and commonly utilized moderating concept in behavioural research. Fast fashion manufacturers frequently capitalize on these motives by offering limited-time releases, aesthetic trends, and convincing digital marketing, boosting impulse purchases even among price-conscious customers

Given these dynamics, the current study investigates price sensitivity as a moderator in the interactions between social-psychological cues (fashion engagement, perceived scarcity, and mobile marketing applications) and Generation Z's impulse purchasing behavior in the fast fashion business. Price sensitivity is likely to influence how strongly these independent variables lead to impulsive purchases. For example, Gen Z customers who are heavily involved in fashion may avoid impulse purchases if they are price concerned. Similarly, perceived scarcity may cause urgency, but strong price sensitivity may decrease the likelihood of making an immediate purchase. In terms of digital stimuli, mobile marketing applications may increase spontaneous purchasing; nevertheless, customers who value price may reject impulsive behaviour even when exposed to engaging or tailored digital advertisements.

Therefore, this study proposes this theory:

H4: Price sensitivity moderates the link between fashion participation and Generation Z's impulse buying behaviour in the fast fashion market.

H5: Price sensitivity modifies the link between perceived scarcity and Generation Z's impulse buying behavior in the fast fashion market.

H6: Price sensitivity moderates the association between mobile marketing apps and Generation Z's impulsive buying behaviour in the fast fashion market.

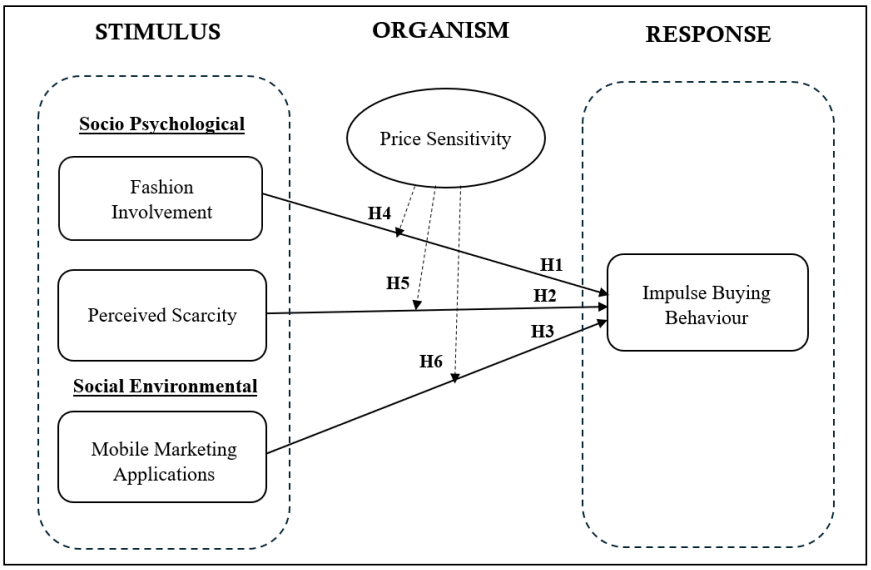
2.2 Review of Relevant Theoretical Models

The main theoretical foundation for this study is the Stimulus-Organism-Response (SOR) model, which Mehrabian and Russell (1974) established. As previously indicated, the SOR model is commonly used to analyze online consumer behavior (Gatautis et al., 2016). The concept suggests that external stimuli (S) influence an individual's internal states (O), which in turn drive behavioral responses (R). The triggers in this study are fashion engagement, perceived scarcity, and mobile marketing applications. Price sensitivity captures the organism and acts as a moderator, shaping how inputs influence the response is known as impulse purchasing behavior. Using the SOR framework, this study examines how external socio-psychological and environmental factors interact with internal consumer traits to promote spontaneous purchases among Generation Z in the fast fashion business.

The Technology Acceptance Model (TAM) contributes to this study by stressing the role of technology in affecting consumer behavior. The Technology Acceptability Model (TAM) is a widely used framework to understand user acceptability of various information systems, including online learning systems (Mustafa and Garcia, 2021). According to TAM, technology adoption is primarily determined by two perceptions: ease of use and utility. When customers see mobile marketing applications as convenient, participatory, and beneficial, they are more likely to accept and actively use them. In the fast fashion industry, mobile applications provide real-time promotions, personalized offers, and faster shopping processes, all of which promote consumer involvement. This increased involvement, in turn, correlates to increased impulse buying behavior, as customers are constantly exposed to compelling messages and opportunities to buy now.

In conclusion, the SOR model provides a structured perspective on stimulus-response interaction, whereas TAM emphasizes the role of mobile technology in facilitating impulse purchases. By combining these viewpoints, the study provides a thorough knowledge of the factors that influence impulse purchase behavior among Generation Z customers in the fast fashion business.

2.3 Conceptual Framework



2.4 Hypotheses Development

H1: There is a relationship between Fashion Involvement and Generation Z's Impulse Buying Behaviour in the fast fashion market.

H2: There is a relationship between Perceived Scarcity and Generation Z's Impulse Buying Behaviour in the fast fashion market.

H3: There is a relationship between Mobile Marketing Applications and Generation Z's Impulse Buying Behaviour in the fast fashion market.

H4: Price sensitivity moderates the link between Fashion Involvement and Generation Z's impulse buying behaviour in the fast fashion market.

H5: Price sensitivity moderates the link between perceived scarcity and Generation Z's impulse buying behavior in the fast fashion market.

H6: Price sensitivity moderates the association between mobile marketing apps and Generation Z's impulsive buying behaviour in the fast fashion market.

2.5 Conclusion

In conclusion, Chapter 2 analyzed current findings on the study's variables and provided a theoretical foundation for the investigation. Previous research suggests that fashion participation, perceived scarcity, and mobile marketing applications all have a substantial

impact on impulse buying behavior, particularly among Generation Z in the fast fashion business. Furthermore, price sensitivity is expected to mitigate these associations, reflecting the financial limits and careful purchasing behaviors common to this generation. Building on this literature, the study proposes six hypotheses (H1-H6) that will be evaluated in later chapters.

CHAPTER THREE: METHODOLOGY

3.0 Introduction

This chapter discusses the research methods used to investigate the effects of socio-psychological and social environmental stimuli on impulse purchase behavior among Generation Z consumers, with the moderating effect of price sensitivity. The methodology encompasses study structure, ways to retrieve data information, sampling structure, research instruments, measurement constructions, processing the data, and data analysis procedures. Each phase is designed, ensuring that the study's research objectives are addressed methodically and that the study's findings are valid and reliable.

3.1 Research Design

Jahoda et al. (1953) stated that a research design is the structure order in the process of data collecting and analyzing which aims to merge accordance with the study purpose along with cost and course of action. It encompasses data collecting and analysis using qualitative or quantitative research methods.

3.1.1 Quantitative Research

Kothari (2004) stated that there are two types of common research methods: quantitative and qualitative research methods. Quantitative research method is used in this research to investigate the developed hypothesis. According to Bryman (2016), quantitative research is focused on data gathering and analysis that follows a logical procedure with a focus on testing hypothesis and is influenced by empiricist and positivist philosophies. Quantitative research quantifies things and asks questions such "how long", "how many", and "the degree to which", and it seeks to quantify data and generalize conclusions from a sample of a study from many angles (Ghanad, 2023).

Data collection is an important part of ensuring that the study objectives are satisfied and that accurate evidence is acquired to test the given hypotheses. This study used primary and secondary data to gain a thorough grasp of the research problem.

3.1.2 Primary Data

Primary data are gathered through a structured self-administered questionnaire delivered online via Google Forms and social media channels. Primary data is typically deemed more reliable and relevant to the study problem since it is acquired personally, even though it can be time-consuming and expensive to collect (Saunders et al., 2019; Kothari, 2004). This strategy is chosen for its efficiency and cost-effectiveness, as well as the ease of contacting Generation Z respondents who are heavily involved in digital areas.

3.1.3 Secondary Data

Secondary data are gathered from scholarly publications, books, theses, and reputable web databases. Secondary data is frequently less expensive and faster to get, but researchers must carefully evaluate its trustworthiness, relevance, and timeliness to ensure accuracy in their study (Sekaran & Bougie, 2016; Johnston, 2017). These resources are utilized to create conceptual framework, measurement of items, and conduct literature review.

3.2 Sampling Design

Sampling design is an important aspect of research technique because it governs how respondents are chosen to represent the target population. A well-structured sampling technique guarantees that the information gathered is relevant, reliable, and appropriate for achieving the research goals.

3.2.1 Target Population

In this study, the target population consists of individuals belonging to Generation Z, defined as those born between 1997 and 2012, making them approximately 13 to 28 years old at the time of the study.

3.2.2 Sampling Location and Sampling Elements

Respondents are from Klang Valley, Malaysia, focusing on Generation Z including students from secondary and tertiary education, and working adults, as they make up a sizable section of Generation Z and frequently interact with fast fashion firms. Individuals within the defined age range who have experience with online or offline fashion purchases serve as sampling elements.

3.2.3 Sampling Techniques

A non-probability purposive sampling technique is used because it is thought to be more appropriate for targeting respondents who have relevant experiences with impulse purchase behavior in the fashion environment. According to Cooper and Schindler (2010), non-probability sampling can yield valid and relevant results with proper controls. Online distribution increased accessibility to the target group.

3.2.4 Sampling Size

The sample size was computed using Krejcie and Morgan's (1970) sample size determination table. This amount is deemed adequate for statistical analysis in exploratory research. Because the precise population size of Generation Z respondents (aged 13 to 28) is unknown and deemed very large, the sample size was determined based on the table shown below. Thus, the sample size is 384 respondents, since Generation Z population in Malaysia is unknown. At a 95% confidence level and a 5% margin of error, 384 respondents are the suggested sample size.

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Table 3.1: Source Adopted from Krejcie and Morgan's (1970)

3.3 Research Instruments

3.3.1 Questionnaire Design

The questionnaire was divided into 4 sections. The first segment collected demographic data such as age, gender, education level, and monthly spending on fashion products. The next sections assessed construct such as fashion participation, perceived scarcity, mobile apps, price sensitivity, and impulse purchase behavior. All items were scored on a five-point Likert scale ranging from 1 = "Strongly Disagree" to 5 = "Strongly Agree."

Section	Number of Questions	Questions
A	5	Nominal and Ordinal Scale
B	15	Interval Scale
C	5	Interval Scale
D	5	Interval Scale

Table 3.2: Questionnaire Design

3.3.2 Pilot Test

A pilot study is a trial run that usually use smaller scale to test, ensuring the success of a larger study (Polit, Beck, & Hungler, 2001; Teijlingen & Hundley, 2002). Pre-testing survey questionnaires is crucial to ensure respondents grasp the intended questions and avoid ambiguity (Sekaran, 2003). A lack of understanding of pre-testing might result in poor data quality and the removal of items or cases during measurement model assessment (Memon et al., 2017). Allowing a 20.0% non-response rate, a sample size of 30 respondents is sufficient to evaluate the questionnaire's reliability as this minimum sample size needed for a pilot study to assess questionnaire reliability, making it easier for researchers to prepare (Bujang et al., 2023). The questionnaire has been distributed to 30 respondents, and the data is then analyzed using SPSS Software to run the reliability test analysis.

No.	Coefficient of Crohbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.8 – 0.89	Good
3	0.7 – 0.79	Acceptable
4	0.6 – 0.69	Questionable
5	0.5 – 0.59	Poor
6	Less than 0.59	Unacceptable

Table 3.3: Source adopted from George and Mallery (2003)

3.4 Constructs Measurement

3.4.1 Sources of the Questions

Variables	Items	Descriptions	Sources
Fashion Involvement (FI)	**FI1**	I am interested in fast fashion clothing**.**	Adapted and modified from Tigert et al. (1976)
	FI2	I find fast fashion clothing a very relevant product in my life.	
	FI3	I consider fast fashion clothing to be a part of my daily wear.	
	FI4	Fast fashion clothing is essential to me personally.	
	FI5	I am very much involved in/with fast fashion clothing.	
Perceived Scarcity (PerS)	**PerS1**	I think many people will buy fast fashion products.	Adapted and modified from Aggarwal et al. (2011)
	PerS2	I think the current supply of fast fashion clothing is small.	
	PerS3	I think fast fashion clothing are selling out fast.	
	PerS4	I feel that limited edition of fast fashion clothing will cause many people to buy.	
	PerS5	I feel more driven to purchase fast fashion clothing when it is released in limited quantities.	
Mobile Marketing Applications (MMA)	**MMA1**	I install fast fashion brands' mobile applications (E.g. Shein, Zara, H&M, Bershka, etc.)	Adapted and modified from Davis (1989)
	MMA2	I use fast fashion brands' mobile applications (E.g. Shein, Zara,	

		H&M, etc.) SMS/MMS notification service.	
	MMA3	I frequently use fast fashion brands' mobile applications to buy and browse.	
	MMA4	I often share with others about the benefits of fast fashion brands' mobile applications.	
	MMA5	I often recommend others to install fast fashion brands' mobile applications.	
Price Sensitivity (PriS)	**PriS1**	I am quite sensitive to price on fast fashion clothing.	Adapted and modified from Lichtenstein et al. (1993)
	PriS2	My tendency to purchase decreases when price increases in fast fashion clothing.	
	PriS3	I often compare prices with other fast fashion clothing or brands.	
	PriS4	Price level of fast fashion clothing is crucial to me.	
	PriS5	I buy fast fashion mainly because of the low prices.	
Impulse Buying Behaviour (IBB)	**IBB1**	I often buy fast fashion clothing spontaneously whenever I browse.	Adapted and modified from Rook and Fisher (1995)
	IBB2	I feel like buying fast fashion clothing in the spur of the moment when I shop.	
	IBB3	I carefully plan my purchases when purchasing fast fashion clothing.	
	IBB4	I am a bit reckless sometimes when purchasing fast fashion clothing.	

	IBB5	The phrase "Buy Now, Think Later “describes me when purchasing fast fashion products.	

Table 3.5: Sources of the Questions

3.4.2 Scale Measurement

3.4.2.1 Nominal Scale

This scale is for demographic factors like gender, age group, and education level that are mutually exclusive.

3.4.2.2 Ordinal Scale

This scale is used to measure information that has a sequence to it and non-numerical measurements.

3.4.2.3 Interval Scale

An interval scale refers to as a measurement scale which classifies data and keep equal intervals between values (Leung, 2017). This scale is used to represent the study's major constructions. Following Section B, C, and D of the questionnaire given, respondents used a five-point Likert scale ranging from 1 to 5 where 1 shows “Strongly Disagree”, 2 indicates “Disagree”, 3 indicates “Neutral”, 4 indicates “Agree”, and 5 indicates “Strongly Agree”.

3.5 Data Processing

Data processing is considered to be a crucial step to prepare the information gathered from respondents for accurate and reliable analysis. After the surveys were gathered, the data was checked to identify any incomplete, inconsistent, or invalid responses. To avoid statistical distortion, incomplete surveys were deleted, as were responses that demonstrated evident patterns of inattentive replying (e.g., straight-lining). Following data screening, the remaining responses were coded to SPSS for further analysis. Data results from demographic questions were coded and exported to SPSS for reliability testing. Coding entailed providing numerical values to categorical data, such as demographic factors, but Likert-scale items were already

numeric from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Prior to running advanced statistical tests, data was cleaned to look for missing values, outliers, and data input errors. Potential anomalies were identified using descriptive methods such as frequency distributions and boxplots. After cleaning and validating the dataset, it was systematically structured and ready for descriptive, reliability, and inferential analysis.

3.6 Data Analysis

Data analysis is a crucial stage in the research process because it translates raw data collected from respondents into information used to test hypotheses and arrive at solid conclusions. According to Hair et al. (2019), data analysis enables researchers to study the relationships between variables, assess measurement quality, and determine the importance of a specific framework. This study demonstrates how the survey data will be systematically analysed to ensure accuracy, reliability, and validity. The study is divided into many steps, starting with descriptive analysis to offer an overview of the respondents' demographic information and general responses, then moving on to scale measurement to assess the measurement model's suitability.

3.6.1 Descriptive Analysis

Descriptive analysis is used to summarize and categorize the characteristics of the data gathered from respondents. This stage provides an overview of participants' demographic characteristics, such as gender, age, education level, and income, as well as their overall response patterns to the study variables. Descriptive statistics, which use frequencies, percentages, means, and standard deviations, allow researchers to comprehend the data's central tendencies and dispersion. In this study, descriptive analysis is critical to ensure that the sample accurately represents the targeted Generation Z consumer population, which consists of university students, young working people, and secondary school students.

3.6.2 Scale Measurement

Scale measurement is used to determine the appropriateness and accuracy of the items used to assess each construct in the framework. In this study, scale measurement guarantees that dimensions like fashion involvement, perceived scarcity, mobile

marketing apps, price sensitivity, and impulse buying behavior are reliably quantified and separated from one another. The constructions in this study were measured using a five-point Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). All items were adapted from previous studies, and a pilot test was conducted to assess the scale items' reliability using Cronbach's Alpha. As for the main data, internal consistency was supported by Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) values which meet the established criteria using PLS SEM. Reliability will be carried out for confirmation before being analyzed where the measurement model will be assessed through indicator, internal consistency, and validity. Outer loadings were reviewed to ensure sufficient indicator reliability, and items below recommended thresholds were considered for removal. Discriminant validity was verified using the Fornell-Larcker criterion and Heterotrait-Monotrait Ratio of Correlations (HTMT) to show each construct was empirically distinct.

3.6.3 Reliability Analysis

Reliability analysis is used to establish the internal consistency of the constructs and whether the measurement items give stable and consistent results over multiple observations. Cronbach's alpha is often used to assess internal consistency reliability, with values greater than 0.70 deemed acceptable (Nunnally & Bernstein, 1994). In this study, reliability analysis is essential since it indicates that the items used to evaluate dimensions such as fashion participation, perceived scarcity, mobile marketing applications, price sensitivity, and impulse purchase behavior accurately reflect respondents' perceptions.

3.6.4 Inferential Analysis

Inferential analysis investigates the relationships between variables and evaluates the hypotheses given in the conceptual framework. Partial Least Squares Structural Equation Modeling (PLS-SEM) will be the key inference technique. PLS-SEM is appropriate for exploratory and predictive modeling, particularly when the research involves complicated models with moderating effects and limited sample sizes (Hair et al., 2019). The study will be conducted in two stages: first, the measurement model will be evaluated to determine the reliability and validity of the constructs, and then the structural model will be examined to investigate the hypothesized links between

variables. Relationship strength and significance will be determined by analyzing path coefficients, R^2 values, effect sizes (f^2), and predictive relevance (Q^2).

3.7 Conclusion

Overall, Chapter 3 conveys that the methodology used in the study which include research structure, data collecting, sampling structure, research tools, construct measurement, and data analysis procedures. By using a systematic quantitative technique and focusing on Generation Z respondents, the study assures that the research objectives can be effectively validated, as well as that the findings are valid and credible.

CHAPTER FOUR: DATA ANALYSIS

4.0 Introduction

Chapter 4 presents the results of the data analysis managed using SPSS and PLS-SEM. It begins with the descriptive statistics of the respondents, followed by the confirmatory factor analysis which shows the inner and outer model analysis, the reliability and validity assessments are then reported, along with the findings from inferential analysis. The results are presented to address the research objectives and to test the proposed hypotheses.

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

4.1.1.1 Gender

Based on the table shown, in total of 511 respondents, there are 296 female respondents which represent 57.9 per cent of the total respondents and 215 male respondents, which represent 42.1 percent of the total respondents.

Table 4.1 Gender

Gender	Frequency	Percent
Female	296	57.9
Male	215	42.1
Total	511	100

4.1.1.2 Age Range

Based on the table shown below, there are 11 respondents that are between 13 to 17 years old, representing 2.2 percent of the total respondents. Next, the table shows that there are 250 respondents that are between 18 to 22 years old, representing 48.9 percent of the total respondents. Lastly, there are 250 respondents that are between 23 to 27 years old, showing 48.9 percent of the total respondents.

Table 4.2 Age Group

Age Range	Frequency	Percent
13 – 17 years old	11	2.2
18 – 22 years old	250	48.9
23 – 27 years old	250	48.9
Total	511	100

4.1.1.3 Education Level

Based on the table given below, there are 431 respondents that are pursuing bachelor's degree, representing 84.3% of the total respondents whereas there are 28 respondents and 22 respondents that are pursuing both foundation and diploma respectively, representing 5.5 percent and 4.3 percent of the total respondents respectively. Lastly, table shows that respondents that are currently pursuing postgraduate degree and secondary school respectively. It represents 3.1 percent and 2.7 percent of the total respondents respectively.

Table 4.3 Education Level

Education Level	Frequency	Percent
Bachelor's Degree	431	84.3
Foundation	28	5.5
Diploma	22	4.3
Postgraduate Degree	16	3.1
Secondary School	14	2.7
Total	511	100

4.1.1.4 Employment Status

Following the table given below, there are 417 respondents who are full time students, which constitutes 81.6 percent of the total respondents. Meanwhile, table shows that 30

respondents are employed part time, whereas 51 respondents are employed full time. It indicates 10 percent and 5.9 percent of the total respondents respectively. Lastly, there are 13 respondents that are unemployed, which shows 2.5 percent of the total respondents.

Table 4.4 Employment Status

Employment Status	Frequency	Percent
Employed (Full Time)	30	5.9
Employed (Part Time)	51	10
Student (Full Time)	417	81.6
Unemployed	13	2.5
Total	511	100

4.1.1.5 Monthly Income

Based on the table given below, there are 303 respondents that have less than RM 1,000 monthly income, which shows 59.3 percent of the total respondents. Next, there are 146 respondents that have income between RM 1,001 to RM 2,000 monthly, which constitutes 28.6 percent of the total respondents. Meanwhile, there are 11 respondents that have between RM 2,001 and RM 3,000 monthly income, indicating 2.2 percent of the total respondents. There are also 11 respondents that have income between RM 3,001 and RM 4,000 monthly, which represents 2.2 percent of the total respondents. Finally, table shows that 13 respondents have income above RM 5,000 monthly, which shows 2.5 percent of the total respondents.

Table 4.5 Monthly Income

Monthly Income	Frequency	Percent
Less than RM 1,000	303	59.3
RM 1,001 – RM 2,000	146	28.6
RM 2,001 – RM 3,000	27	5.3
RM 3,001 – RM 4,000	11	2.2
RM 4,001 – RM 5,000	11	2.2
Above RM 5,000	13	2.5

Total	511	100

4.2 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) confirms the factor structure of observed variables and tests the notion of a link between them and underlying latent constructs (Suhr, 2006). It is also mentioned that with CFA, the researcher can propose a relationship pattern based on theory or empirical research, then tests it statistically (Suhr, 2006). The analysis below was conducted using SmartPLS 4.

4.2.1 Creation of Inner and Outer Model Analysis

Based on the model given below, the outer model consists of 5 latent constructions including Fashion Involvement (FI), Perceived Scarcity (PerS), Mobile Marketing Applications (MMA), Price Sensitivity (PriS), and Impulse Buying Behaviour (IBB).

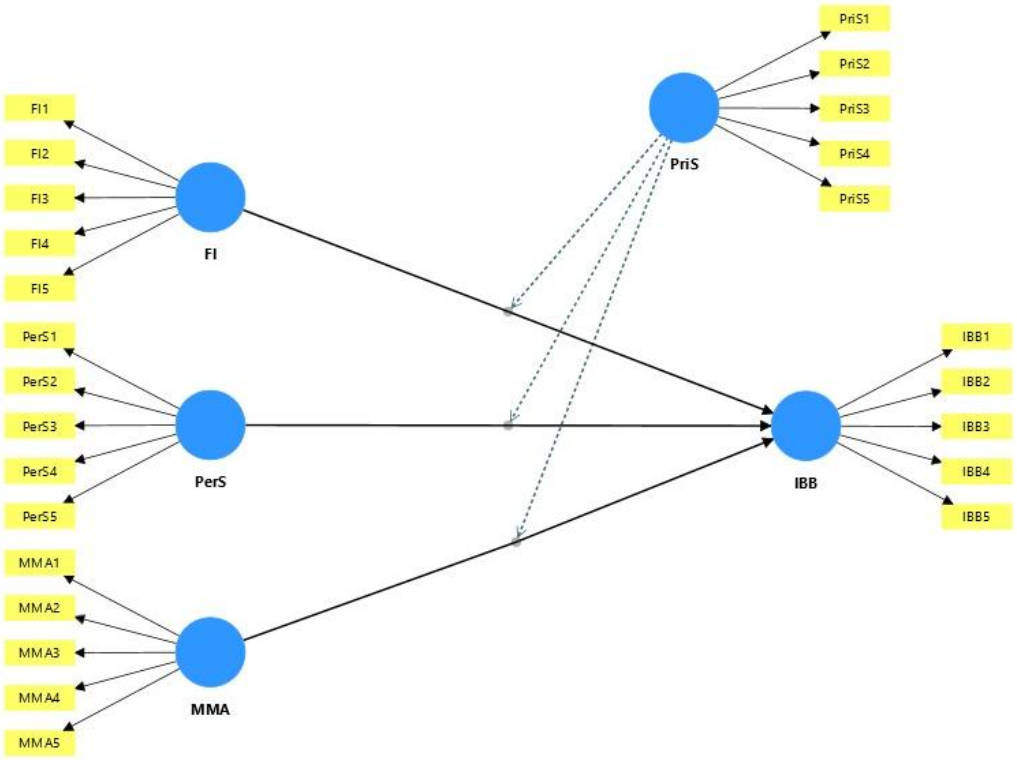


Figure 4.1: Model Development of Inner and Outer Paths

4.2.2 Inner and Outer Model Analysis

Based on Figure 4.2, it shows that PerS1 (0.653), PerS4 (0.694), PriS2 (0.692), and IBB3 (0.499) are either around the threshold of 0.6 or lower than 0.6. Thus, it is necessary to remove the items, the removal of PerS2 is necessary as it boosts the value of PerS2.

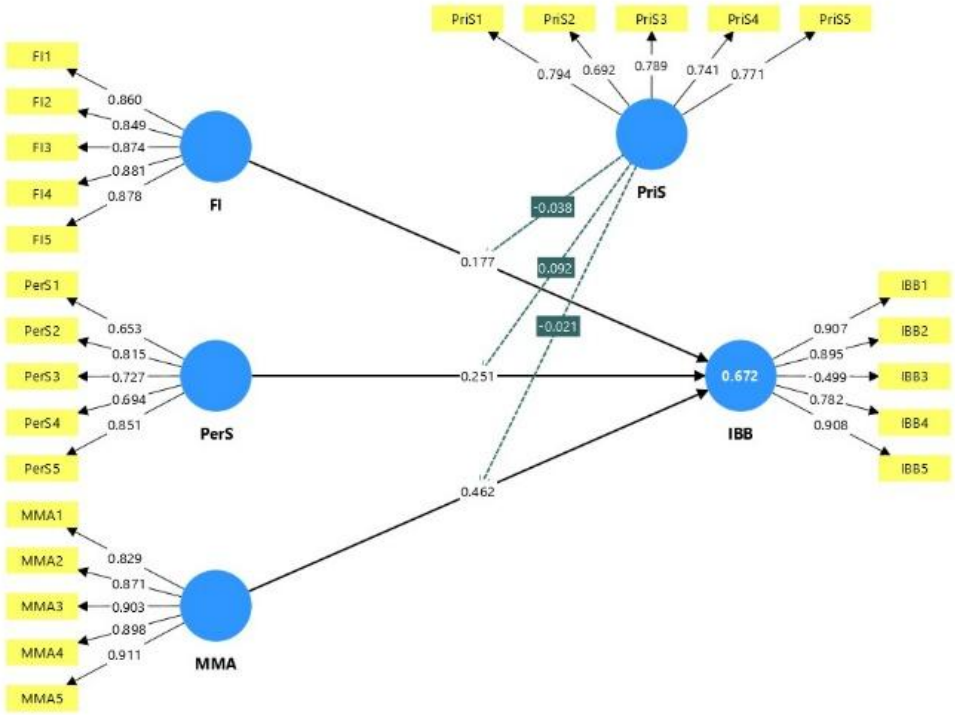


Figure 4.2: Inner and Outer Paths Analysis

4.2.3 Research Final Mode

Based on Figure 4.3, all the path coefficients show all positive values and all the independent variables have positive impacts on Generation Z's Impulse buying behavior, including the moderating effects of Price Sensitivity.

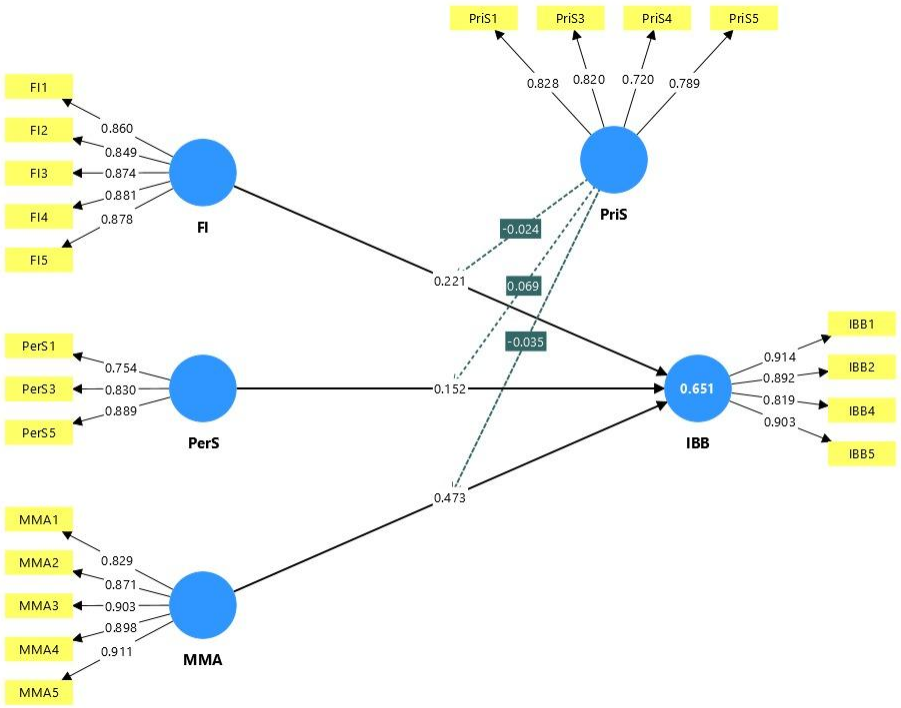


Figure 4.3: Research Final Model

4.3 Scale Measurement

4.3.1 Reliability Test

This section presents the results of the internal consistency and reliability tests including Cronbach's Alpha (CA) and Composite dependability (CR). Cronbach's Alpha measurement values are reliable when it is above 0.7 (Sekaran and Bougie, 2010). Cronbach's Alpha (CA) has been conducted to validate the collected data reliability. Based on Table 4.6 given, Cronbach's Alpha (CA) values were between 0.798 and 0.929, exceeding the recommended threshold of 0.70, indicating that items within each construct consistently measure the same underlying concept.

It is suggested that the recommended value for Composite Reliability is 0.7 and above (Diamantopoulos and Sigauw, 2000). Following the table given below, Composite Reliability (CR) ratings ranged from 0.816 to 0.963, all greater than 0.70, indicating that the measurement model is trustworthy. Overall, the findings show that all constructs have excellent internal reliability, implying that the measuring items are stable and consistent. It is shown that Cronbach's Alpha (CA) and Composite dependability (CR) ratings revealed that all constructs had acceptable to exceptional internal consistency dependability.

Table 4.6: Reliability Analysis

Variables	Cronbach's Alpha (CA)	Composite Reliability (CR)
Fashion Involvement (FI)	0.919	0.921
Perceived Scarcity (PerS)	0.798	0.963
Mobile Marketing Applications (MMA)	0.929	0.934
Price Sensitivity (PriS)	0.801	0.816
Impulse Buying Behaviour (IBB)	0.905	0.915

Source Developed from Research

4.3.2 Validity Analysis

This section describes both convergent and discriminant validity. Average Variance Extracted (AVE) and Item Factor Loading Output are included in the convergent validity, whereas discriminant validity is represented by the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio of Correlations (HTMT).

4.3.2.1 Convergent Validity

Convergent validity was determined using factor loadings and Average Variance Extracted (AVE). Based on Table 4.7 given, all Average Variance Extracted (AVE) values were greater than 0.50, ranging from 0.625 to 0.779, indicating

that more than half of the variance in each construct is explained by the indicators.

Table 4.7: AVE (Average Variance Extracted)

Variables	Average variance extracted (AVE)
Fashion Involvement (FI)	0.754
Perceived Scarcity (PerS)	0.779
Mobile Marketing Applications (MMA)	0.779
Price Sensitivity (PriS)	0.683
Impulse Buying Behaviour (IBB)	0.625

Following Table 4.8 given below, all factors loading exceeded the recommended cut-off of 0.70, with values ranging from 0.720 to 0.914, showing that items accurately reflect their respective structures.

Table 4.8: Item Factor Loading Output

	Outer loadings
FI1 <- FI	0.860
FI2 <- FI	0.849
FI3 <- FI	0.874
FI4 <- FI	0.881
FI5 <- FI	0.878
IBB1 <- IBB	0.914
IBB2 <- IBB	0.892
IBB4 <- IBB	0.819
IBB5 <- IBB	0.903

MMA1 <- MMA	0.829
MMA2 <- MMA	0.871
MMA3 <- MMA	0.903
MMA4 <- MMA	0.898
MMA5 <- MMA	0.911
PerS1 <- PerS	0.754
PerS3 <- PerS	0.830
PerS5 <- PerS	0.889
PriS1 <- PriS	0.828
PriS3 <- PriS	0.820
PriS4 <- PriS	0.720
PriS5 <- PriS	0.789

4.3.2.2 Discriminant Validity

The Fornell-Larcker criterion demonstrates that the square root of AVE for each concept is greater than the correlations with other constructs. This shows that each construct is empirically distinct. Fornell and Larcker (1981) stated that it is recommended to compare the constructs' correlation with AVEs 'square root.

Table 4.9: Fornell-Larcker Criterion

	Fashion Involvement (FI)	**Impulse Buying Behaviour (IBB)**	**Mobile Marketing Applications (MMA)**	**Perceived Scarcity (PerS)**	**Price Sensitivity (PriS)**
Fashion Involvement (FI)	**0.869**				
Impulse Buying Behaviour (IBB)	0.719	**0.883**			
Mobile Marketing Applications (MMA)	0.771	0.767	**0.883**		

Perceived Scarcity (PerS)	0.589	0.567	0.532	**0.826**	
Price Sensitivity (PriS)	0.589	0.526	0.547	0.481	**0.790**

HTMT readings varied from 0.513 to 0.831, all falling below the 0.85 criterion, which further indicates that the constructs do not measure the same notion, and discriminant validity is attained.

Table 4.10: Heterotrait-Monotrait Ratio of Correlations (HTMT)

	Heterotrait-Monotrait ratio (HTMT)
IBB <-> FI	0.778
MMA <-> FI	0.831
MMA <-> IBB	0.829
PerS <-> FI	0.609
PerS <-> IBB	0.570
PerS <-> MMA	0.513
PriS <-> FI	0.672
PriS <-> IBB	0.592
PriS <-> MMA	0.619
PriS <-> PerS	0.536

4.4 Inferential Analysis

4.4.1 Path Coefficient Analysis

According to Table 4.11, all variables including Fashion Involvement, Mobile Marketing Applications, and Perceived Scarcity show positive values which were 0.221, 0.471, and 0.152. Hulland (1999) stated that T-statistics for all independent variables are above 1.96 and all P-values are less than 0.05. Therefore, all variables are statistically significant at 95% confidence level.

Table 4.11: Path Coefficient: Independent Variables

	Path Coefficient	T statistics	P values	2.5%	97.5%	95%	Significant?
FI -> IBB	0.221	3.254	0.001	0.091	0.354	(0.091, 0.354)	Yes
MMA -> IBB	0.473	8.187	0.000	0.356	0.583	(0.356, 0.583)	Yes
PerS -> IBB	0.152	3.848	0.000	0.076	0.232	(0.076, 0.232)	Yes

The moderation analysis reveals that the interactions between Privacy Concern (PriS) and the three independent variables— Fashion Involvement (FI), Mobile Marketing Applications (MMA), and Perceived Scarcity (PerS)—have no statistically significant effect on Impulse Buying Behaviour (IBB). All interaction terms had low t-values and high p-values ($p > 0.05$), with confidence intervals containing zero, indicating weak and inconsistent effects. Although PriS and PerS has a slightly higher coefficient and borderline t-value, it does not reach significance. Overall, the findings indicate that privacy concerns do not significantly improve or lessen the connections between the independent factors and impulse buying behaviour in this study.

Table 4.12: Path Coefficient: Independent Variables with Moderating Effect

	Path Coefficient	T statistics	P values	2.5%	97.5%	95%	Significant?
PriS x FI -> IBB	-0.024	0.389	0.697	-0.145	0.098	(-0.145, 0.098)	No
PriS x MMA -> IBB	-0.035	0.631	0.528	-0.137	0.080	(-0.137, 0.080)	No
PriS x PerS -> IBB	0.069	1.781	0.075	-0.010	0.144	(-0.010, 0.144)	No

4.4.2 Coefficient of Determination (R square)

R square value is defined as the dependent variable's percentage, proven by the independent variable. The table given below shows that the R-square value is 0.651, indicating 65.1 percent of the variations in Impulse Buying Behaviour explained by 3 independent variables in this study (Fashion Involvement, Perceived Scarcity, and Mobile Marketing Applications). Given the above results that show non-significant in the moderating effect, it doesn't affect nor weaken the study itself, given the R-square value.

Table 4.13: Residual Analysis

	R-square	**R-square adjusted**
Impulse Buying Behaviour (IBB)	0.651	0.646

4.4.3 Collinearity Assessment

Variance Inflation Factor (VIF) is a tool to justify the model's multicollinearity, and it follows the rule of thumb where the value must be between 1 to 5 (Ringle et al., 2015). Table 4.13 stated that all the independent variables are within the range of 1 to 5, and they are in an acceptable range.

Table 4.14: Varience Inflation Factor (VIF): Independent Variables

Independent Variables	**Variance Inflation Factor (VIF)**
FI -> IBB	3.044
MMA -> IBB	2.683
PerS -> IBB	1.627

However, Table 4.14 stated that all the independent variables with the moderating effect are not within the range of 1 to 5, indicating higher multicollinearity. This means that the interaction terms are strongly linked with one or more of the predictor variables. Multicollinearity is particularly common in moderation testing, especially when the variables have conceptual similarities.

Table 4.15: Varience Inflation Factor (VIF): Independent Variable with Moderating Effects

Independent Variables with Moderator	Variance Inflation Factor (VIF)
PriS x FI -> IBB	9.606
PriS x PerS -> IBB	4.079
PriS x MMA -> IBB	7.230

4.5 Conclusion

Given the data analysis above, the final PLS-SEM study shows that the model adequately describes consumer behaviour, however not all hypothesised correlations were supported. After developing an appropriate measuring model, the structural model revealed that just a few direct predictors had a significant impact on impulse buying behaviour, while others had weaker or inconsistent impacts. Importantly, all moderating hypotheses were rejected since the interaction terms had no significant effects and their confidence intervals passed zero. This shows that price sensitivity has no significant effect regarding the associations between the independent variables stated and impulse buying behaviour in this setting. Overall, the data show that consumer impulse buying is primarily influenced by the direct effects of crucial antecedents rather than moderating forces.

CHAPTER FIVE: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

Chapter 5 discusses the data analysis outcome presented in Chapter 4, including descriptive, reliability, validity, and inferential analysis. Additionally, we will be discussing the major findings, and the study's implication to both public and private policy and its managerial implications. Lastly, we will have discussions about the study's limitations and recommendations stated for future research.

5.1 Summary of Statistical Analysis

During the data collection, there are in total number of 511 respondents collected for this study. The summary of the data results is as follows:

5.1.1 Description Analysis

This study was based on 511 valid respondents where 296 female respondents and 215 male respondents participated in this questionnaire. Both hold 57.9 per cent and 49.1 per cent respectively of the total respondents. Based on age range category and out of 511 respondents, there are 11 respondents who are 13 to 17 years old, which constitutes 2.2 per cent of the total respondents. To add up, there are 250 respondents who are 18 to 22 years old, which comprises 48.9 per cent of the total respondents. There are 250 respondents who are 23 to 27 years old, which make up 48.9 per cent of the total respondents. Based on the data collected, there are 431 respondents that are currently pursuing bachelor's degree, which comprises 84.3 per cent of the total respondents; there are 28 respondents whose education level is under foundation, which consists of 5.5 per cent of the total respondents. There are 22 respondents whose education level is under diploma, which consists of 4.3 per cent of the total respondents; there are 16 and 14 respondents whose education level is under postgraduate degree and secondary school respectively, which constitutes 3.1 per cent, and 2.7 per cent respectively in total of the total respondents. Under the category of employment status, there are 417 respondents that are full time students, which consists of 81.6 per cent of the total respondents. There are 30 respondents who are employed full time, which comprises 5.9 per cent of the total respondents; there are 51 respondents who are part time

employees, which constitutes 10 per cent of the total respondents. To add up, there are 11 respondents who are unemployed, which consists of 2.5 per cent of the total respondents. Lastly, in the monthly income category, there are 303 respondents that have income less than RM 1000, which consists of 59.3 per cent of the total respondents. There are 146 respondents that have income between RM 1,001 and RM 2,000, which consists of 28.6 per cent of the total respondents. There are 27 respondents that have income between RM 2,001 and RM 3,000, which comprises 5.3 per cent of the total respondents. For respondents that have income between RM 3,001 and RM 4,000, and between RM 4,001 and RM 5,000, there are in total 22 respondents that are in these 2 categories share the same percentage (2.2 per cent) respectively on these two-income groups. Lastly, there are 13 respondents that have income above RM 5,000, which constitutes 2.5 per cent of the total respondents.

5.1.2 Reliability and Validity Analysis

The reliability and validity of all assessment constructs in this study were evaluated using, and discriminant validity tests. The findings revealed that all constructs had CA and CR values more than the required threshold of 0.7, indicating strong internal consistency and showing that the items within each construct accurately measure the desired variables. Convergent validity was also established, since all indicator loadings surpassed 0.7 and all AVE values were larger than 0.5, showing that each construct accounts for more than half of the variance in its elements. Discriminant validity, determined by the Fornell-Larcker criterion and the HTMT ratio, confirmed that each construct was unique from the others. The square roots of the AVEs were greater than the inter-construct correlations, and all HTMT values were less than the 0.85 threshold, indicating that the constructs do not overlap conceptually. Overall, the findings corroborate the measurement model's reliability, validity, and suitability for further structural investigation.

5.1.3 Inferential Analysis

The inferential analysis looked at the direct and moderating linkages indicated in the structural model. The path coefficient results revealed that Fashion Involvement, Mobile Marketing Applications, and Perceived Scarcity all had substantial positive

effects on Impulse Buying Behaviour, as evidenced by statistically significant t-values and p-values less than 0.05. These findings imply that greater involvement in fashion, exposure to mobile marketing features, and perceptions of product scarcity all contribute to increased impulse purchase among consumers. However, the moderating variable, Price Sensitivity, had no significant effect on the correlations between the independent variables and Impulse Buying Behaviour. All moderation paths demonstrated high p-values, indicating that consumers' sensitivity to price does not alter the effects of fashion involvement, perceived scarcity, or mobile marketing on impulsive purchasing. Despite this, the model demonstrated strong predictive accuracy, with an R-square value of 0.651, indicating that 65.1% of the variance in Impulse Buying Behaviour is explained by the independent variables. The VIF values also confirmed that multicollinearity was not an issue across the constructs, supporting the robustness of the structural model. Overall, the inferential analysis highlights significant direct relationships but non-significant moderation effects, while maintaining strong explanatory power.

5.2 Discussions of Major Findings

The above reliability results show that all variables are reliable since they reached the minimum reliability of 0.7. Therefore, all the variables in this study were reliable and able to move to the next step of this study.

H1: There is a significant relationship between Fashion Involvement and Generation Z's Impulse Buying Behavior in the fast fashion market.

The first variable in this study is Fashion Involvement, and Hypothesis 1 is accepted because the P-value is less than 0.05. This finding shows that Gen Z buyers who are more interested, engaged, and invested in fashion-related activities are more inclined to buy on impulse. Consumers who are more involved would read fashion content, follow trends, and connect with fashion brands, exposing them to more appealing merchandise and promotional offers. The findings indicate that three types of information literacy—political, economic, and technological awareness—have a significant impact on consumers' fashion preferences. Furthermore, social media activity emerges as a crucial factor, with greater engagement being significantly associated with trend-following behaviour (Hu et al., 2025).

As fast fashion producers constantly refresh their collections, highly engaged clients regard these new arrivals as interesting and relevant, leading to immediate and unexpected purchases. According to the study, when it comes to loyalty perks, Gen Z customers emphasise simplicity, customisation, cost savings, and quality (Gottfridsson & Svensson, 2024). This link is consistent with previous study, which found that fashion-conscious people are more open to new designs and had stronger emotional or hedonic motivations to buy. As a result, the adoption of H1 supports the claim that Fashion Involvement is a critical psychological factor influencing Gen Z's impulse purchasing habits.

H2: There is a significant relationship between Perceived Scarcity and Generation Z's Impulse Buying Behavior in the fast fashion market.

The second variable in this investigation is perceived scarcity, and hypothesis 2 is accepted because the P-value is less than 0.05. When customers believe that a product is limited in quantity or only available for a short period of time, they experience sudden urgency to buy and FOMO, prompting them to make speedier purchasing decisions. As social media has become more interwoven into daily life, consumers' exposure to self-defining objects has grown (Phan & Hoai, 2025), resulting in an increase in FOMO (Alabri, 2022). To create a competitive purchasing environment, fast fashion companies frequently employ scarcity tactics such as limited-release collections, countdown timers, and "low stock" warnings. According to Zhang et al. (2020), FOMO can drive consumers to purchase items that reflect their own identity. Scarcity becomes a powerful psychological trigger for Generation Z, which is strongly reliant on social media and fears falling behind on current trends. Scarcity cues effectively produce emotional pressure, which reduces logical decision-making and increases impulsive conduct. Accepting H2 suggests that scarcity marketing is an effective way to influence Gen Z purchasing behaviour, especially in the fast-paced and trend-driven fast fashion business.

H3: There is a significant relationship between Mobile Marketing Applications and Generation Z's Impulse Buying Behavior in the fast fashion market.

The third variable in this study is Mobile Marketing Applications, and Hypothesis 3 is supported because its P-value is less than 0.05. This implies that quick fashion businesses' mobile applications, such as SHEIN, Zara, and H&M, increase consumers' impulse purchases

with features such as tailored suggestions, push notifications, flash sale alerts, and seamless one-click checkout. Because of their reliance on cellphones, Generation Z is particularly susceptible to mobile-based marketing stimuli. To compare known fast fashion brands like ZARA and e-commerce like ZAFUL, SHEIN's product end benefits are expressed as "lower price, faster, more, and more fashionable" (Zhou, 2025). User-friendly interface design, recommendations of products being customized, seasonal discounts, social media integration, and consumers reviews through applications and ratings can all help to drive impulsive buying (Chandrasekhar et al., 2024). As a result, consumers are exposed to a constant stream of fashion content, which might lead to sudden purchasing decisions. The substantial association backs up current evidence that mobile commerce technologies play an important role in creating modern impulsive buying patterns, particularly among younger digital native customers.

H4: There is a significant relationship between Fashion Involvement and Generation Z's impulse buying behavior under the moderating effect of Price Sensitivity in the fast fashion market.

Hypothesis 4 is rejected because the P-value exceeds 0.05. This implies that, while highly fashion-conscious Gen Z consumers tend to buy impulsively, their price sensitivity does not significantly strengthen or weaken this relationship. Gen Z consumers that are extremely fashion-conscious may prioritise trends and self-expression over minor price differences, prompting them to buy regardless of price. According to Arslanagić-Kalajdžić (2024), Generation Z emphasises self-expression, independence, and social connection, which strongly impact their purchasing behaviour. Furthermore, Arslanagić-Kalajdžić (2024) found that consumers' purchase decisions are influenced by their familiarity with technology and reliance on digital information. Furthermore, Arslanagić-Kalajdžić (2024) found that consumers' purchase decisions are influenced by their familiarity with technology and reliance on digital information. Furthermore, continuous reductions and discounts offered by fast fashion companies may offset the impact of price sensitivity because shoppers believe the items are already reasonable. Fast fashion encourages purchasers to discard clothing after only a few wears due to its low cost and poor quality (Kelleher, 2023). As a result, price sensitivity has no substantial effect on the impulse buying tendency that arises from high fashion involvement, hence hypothesis 4 is rejected.

H5: There is a significant relationship between Perceived Scarcity and Generation Z's impulse buying behavior under the moderating effect of Price Sensitivity in the fast fashion market.

Hypothesis 5 is rejected because the P-value exceeds 0.05. This demonstrates that, even when people are price sensitive, scarcity cues such as "limited edition" or "low stock" have minimal influence on their impulsive purchasing decisions. One possible explanation is that scarcity promotes emotional urgency rather than rational price appraisal, so when customers are afraid an item may sell out, they may buy impulsively regardless of price. Younger customers (Gen Z) may be less price-conscious (Kaur et al., 2024). For Generation Z, FOMO and social comparison may trump cost concerns, especially because fast fashion items are already cheaply priced. FOMO makes people worried about missing out on social events; therefore, they use social networks to stay connected and informed (de Vilela Teles, 2024). Furthermore, scarcity acts as a psychological pressure trigger, overriding cognitive assessments like cost-benefit analysis. As a result, scarcity continues to have a strong emotional impact on both high and low price-sensitive consumers, resulting in H5's rejection.

H6: There is a significant relationship between Mobile Marketing Applications and Generation Z's impulse buying behavior under the moderating effect of Price Sensitivity in the fast fashion market.

Hypothesis 6 is rejected because the P-value exceeds 0.05. This suggests that whether Gen Z clients are extremely price-sensitive has no affect on the effectiveness of mobile marketing apps in encouraging impulse purchasing. Mobile applications regularly include persuasive design elements such as flash sales, exclusive app-only discounts, algorithm-driven product suggestions, and gamified shopping experiences. These characteristics frequently encourage consumers to make impulsive, emotion-driven purchases, and these digital cues may overcome pricing considerations. Factors influencing product or service consumption can be classified into two types: those linked to the product and those related to the external environment. Product pricing is an external element that influences consumption, whereas internal drivers include consumer motivations, perceptions of value, and market conditions (Kivimäki, 2024). Furthermore, the convenience and quick availability provided by mobile apps may reduce the cognitive effort necessary to assess pricing, increasing the chance of impulsive purchases regardless of price sensitivity. The data show that mobile app features have a significant and

direct influence on impulse purchases, which is consistent across customers with varied levels of price concern, leading to H6 being rejected.

5.3 Implications of the Study to Public and Private Policy

The study's conclusions have significant ramifications for both public and private universities engaged in the fast fashion business. Because impulse buying is common among Generation Z, especially in low-cost and trend-driven environments, the study focuses on how psychological factors (fashion involvement and perceived scarcity) and technological influences (mobile marketing applications) shape consumer behaviour. These insights can help public policymakers boost consumer protection initiatives, ensure ethical marketing practices, and promote financial literacy among young consumers. Because Generation Z is highly receptive to digital and emotional triggers, policies might be developed to boost advertising transparency, control scarcity-based marketing strategies, and promote responsible consumption in the fashion industry. For the private sector, the findings provide direction on how to optimize marketing and mobile application features, increase customer engagement, and create ethical advertising methods that do not exploit customers' impulsive impulses. These implications show how knowing consumer psychology and behaviour may help regulatory agencies and industry practitioners promote sustainable and responsible market practices.

5.3.1 Managerial Implications

For the private sector, the findings provide suggestions on how to maximise marketing and mobile application features, boost consumer engagement, and create ethical advertising methods that do not exploit customers' impulsive impulses. These implications show how knowing consumer psychology and behaviour may help regulators and industry practitioners promote sustainable and responsible market practices.

Furthermore, the non-significant moderating effect of Price Sensitivity provides managers with useful insight: because price sensitivity does not weaken or strengthen the influence of the main variables, it implies that Gen Z consumers are more likely to make impulse purchases regardless of price variations if products remain within an affordable range. This suggests that fast fashion retailers can continue to use value-based pricing strategies while focusing on psychological and digital drivers of

purchasing behaviour. Overall, these findings enable managers to fine-tune their branding and marketing efforts so that they maximize consumer engagement while preserving long-term trust and satisfaction among Generation Z customers.

5.4 Limitations of the Study

One major disadvantage of this study is its focus on a particular demographic group, Generation Z. While this population makes up a sizable amount of the fast fashion industry, focusing solely on Gen Z limits the findings' relevance to other age groups such as Generation X, and Generations Y, who may have different purchase reasons and behavioural patterns. Older consumers may react differently to fashion involvement, scarcity cues, or mobile marketing technologies than Generation Z, which is digitally native and greatly influenced by trends and social media. As a result, while the study provides helpful insights into Gen Z's impulse buying habit, the conclusions may not fully reflect the larger community, making it difficult to generalise the findings to all consumer groups in the fast fashion industry. As a result, while the study provides helpful insights into Gen Z's impulse buying habit, the conclusions may not fully reflect the larger community, making it difficult to generalise the findings to all consumer groups in the fast fashion industry.

Another concern is that Price Sensitivity, the ineffective moderating variable used in this study, had no significant effect on any of the correlations between the independent variables and impulse purchasing behaviour. Despite this, several research employ price sensitivity as a moderating variable. Fast fashion products are popular because consumers, particularly Generation Z, are less swayed by price discrepancies. The lack of strong moderating effects limits the model's depth and reduces the study's explanatory power for the scenarios in which impulse buying behaviour strengthens or lessens. Furthermore, the insignificant moderation results imply that other variables, such as emotion-driven factors, social impact, or attitudes towards sustainability, could have served as stronger moderators but were not tested. As a result, the study may have overlooked alternative moderators who could have made greater theoretical contributions.

Finally, the study employed a cross-sectional research design, which limited its ability to determine causality across variables. Because the data was taken at a specific point in time, the findings only reflect respondents' behaviours and opinions at the time, with no respect for how their attitudes towards fast fashion or impulse shopping may change over time. Consumer

behaviour, particularly among Generation Z, can shift in reaction to changing trends, economic conditions, and marketing stimuli. A longitudinal technique would have allowed researchers to investigate behavioural changes and provide greater evidence of causation rather than association. In conclusion, the study's design limits the study's ability to capture temporal fluctuations and dynamic behavioural patterns, which could have increased the reliability and robustness of the study's findings.

5.5 Recommendations for Future Research

Future research should broaden the demographic reach by looking at different age groups and comparing outcomes across generations. While the current study focused mostly on Generation Z, integrating additional groups like Millennials or Generation X might provide more information about how impulse buying behaviour varies by age group. A comparative approach would allow researchers to determine whether psychological attributes like fashion involvement and perceived scarcity have the same effect on older consumers as they do on Generation Z, or whether mobile marketing applications are more effective among younger digital natives than those who are less technologically inclined. Such comparisons can improve the findings' generalizability, and studying multiple age groups may reveal generational differences in values, consumption patterns, and attitudes towards fast fashion, sustainability, and affordability, resulting in a more complete picture of consumer behaviour in the industry.

Another important area for future research is to enhance methodology by incorporating longitudinal or experimental study designs. This study's design unable to come out with conclusions about causality or behavioural change in the future. A longitudinal technique is able to follow up with the same people for months or years, exposing how their impulse buying patterns alter in reaction to changing fashion trends, economic conditions, or personal lifestyles. Similarly, experimental designs could manipulate variables like scarcity cues, app notifications, and pricing strategies in a controlled environment to investigate their direct impact on customer behaviour. These more robust methodologies would help to build stronger causal relationships while also providing more reliable evidence to support or contradict the current theoretical framework.

Future research should look into different moderators that could be more relevant and effective in the rapid fashion environment. Price Sensitivity did not significantly reduce any of the links in the current study, suggesting that other psychological or behavioural aspects may have a

stronger influence. Potential modifiers such as social influence, self-control, fashion consciousness, sustainability awareness, and emotional states (e.g., stress, mood) may provide additional insights into when and why customers are more likely to buy impulsively. For example, sustainability principles may influence how strongly fast fashion appeals to different consumers, whereas self-control may determine whether impulses are resisted or followed through on. Examining these potential moderators would help us improve our theoretical knowledge of impulse purchases and determine which marketing tactics have stronger or weaker effects.

Furthermore, future research should look at re-examining price sensitivity in the fast fashion business in various contexts to better understand its impact. While price sensitivity did not play a big role in the current study, this could be related to the low cost of fast fashion items, which reduces the influence of price variations on Generation Z. However, price sensitivity may become more essential in other contexts, such as economic downturns, inflationary periods, or cross-cultural comparisons with vastly differing purchasing power. Researchers could also look into whether price sensitivity is stronger when shoppers see higher-priced fast fashion collections, premium capsule releases, or exclusive collaborations with designers where price differences are more pronounced.

5.6 Conclusion

In conclusion, this study discovered that Fashion Involvement, Perceived Scarcity, and Mobile Marketing Applications all have a significant impact on Generation Z's impulse buying behaviour in the fast fashion market, highlighting the importance of psychological engagement, emotional triggers, and digital marketing exposure. Price sensitivity, on the other hand, had no effect on any of these connections, showing that Gen Z's impulsive purchases are affected more by trends, urgency cues, and mobile app interactions than by pricing. While the findings have major implications for theory and practice, the study is limited by its emphasis on a single age group, ineffectual moderating variable, and cross-sectional design. These limitations underscore the need for further research that compares different generations, employs more robust research procedures, and investigates other variables to acquire a better understanding of impulse purchases in fast fashion environments.

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APPENDICES

Appendix 3.1: Questionnaire

THE INFLUENCE OF SOCIO-PSYCHOLOGY AND SOCIAL ENVIRONMENT STIMULI ON IMPULSE BUYING BEHAVIOUR AMONG GENERATION Z CONSUMERS IN THE FAST FASHION MARKET: AN STIMULUS-ORGANISM-RESPONSE APPROACH

Dear Respondents,

I am Geogina Adrianna Stalin Jerah, Year 2 Semester 3. I am currently pursuing Final Year Project (FYP) under the degree of Bachelor of International Business (BIN). About this study, it explores how socio-psychological and social environment stimuli affects the impulse buying behaviour among Generation Z in the fast fashion market. This questionnaire only takes 5 to 10 minutes to complete.

This questionnaire consists of 4 sections. There are no expected dangers associated with filling out the questionnaire. Participation is completely voluntary and anonymous. All responses will be strictly secret and used only for academic research reasons.

Email:

_____

Consent

□ I have read the above and agree to take part in the questionnaire.

Acknowledgment of Notice:

□ I have hereby understood, consented, and agreed per UTAR above notice.

Section A: Demographic Questions

Gender

☐ Female

☐ Male

Age Range

☐ 13 – 17 years old

☐ 18 – 22 years old

☐ 23 – 27 years old

Education Level

☐ Secondary School

☐ Foundation

☐ Diploma

☐ Bachelor's Degree

☐ Postgraduate Degree

Employment Status

☐ Employed (Part Time)

☐ Employed (Full Time)

☐ Students (Full Time)

☐ Unemployed

Monthly Income

☐ Less than RM 1,000

☐ RM 1,001 – RM 2,000

☐ RM 2,001 – RM 3,000

☐ RM 3,001 – RM 4,000

☐ RM 4,001 – RM 5,000

☐ Above RM 5,000

Section B: Socio-Psychological and Social Experiment Stimuli

This section investigates how Socio-Psychological (Fashion Involvement and Perceived Scarcity) and Social Environment (Mobile Marketing Applications) stimuli that influence the impulse buying behaviour among Generattion Z.

From the scale of 1 to 5, please indicate whether you agree or disagree given the statement mentioned.

Fashion Involvement

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am interested in fast fashion clothing.	1	2	3	4	5
I find fast fashion clothing a very relevant product in my life.	1	2	3	4	5
I consider fast fashion to be a part of my daily wear.	1	2	3	4	5
Fast fashion clothing is essential to me personally.	1	2	3	4	5

I am very much involved in/with fat fashion clothing.	1	2	3	4	5

Perceived Scarcity

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think many people will buy fast fashion products.	1	2	3	4	5
I think the current supply of fast fashion clothing.	1	2	3	4	5
I think fast fashion clothing are selling out fast.	1	2	3	4	5
I felt that limited edition of that fast fashion clothing will cause many people to buy.	1	2	3	4	5
I feel more driven to purchase fast fashion clothing when it is released in limited quantities.	1	2	3	4	5

Mobile Marketing Applications

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I install fast fashion brands' mobile applications (E.g. Shein, Zara, H&M, Bershka, etc.)	1	2	3	4	5
I use fast fashion brands' mobile applications (E.g. Shein, Zara, H&M, etc.) SMS/MMS notification service.	1	2	3	4	5
I frequently use fast fashion brands' mobile applications.	1	2	3	4	5
I often share with others about the benefits of fast fashion brands' mobile applications.	1	2	3	4	5
I often recommend others to install fast fashion brands 'mobile applications.	1	2	3	4	5

Section C: Moderating Effect of Price Sensitivity

This section investigates the moderating effect of Price Sensitivity in the link between socio-psychological and social experiment stimuli and Generation Z customers 'impulse buying behaviour in the fast fashion market.

From the scale of 1 to 5, please indicate whether you agree or disagree given the statement mentioned.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am quite sensitive to prices on fast fashion clothing.	1	2	3	4	5
My tendency to purchase decreases when price increases in fast fashion clothing.	1	2	3	4	5
I often compare prices with other fast fashion clothing or brands	1	2	3	4	5
Price level of fast fashion clothing is crucial to me.	1	2	3	4	5
I buy fast fashion mainly because of the low prices.	1	2	3	4	5

Section D: Impulse Buying Behavior

This Section mentioned how Impulse Buying Behaviour is affected by Generation Z's consumer, given the socio-psychological and social environment and the moderating effects of Price Sensitivity.

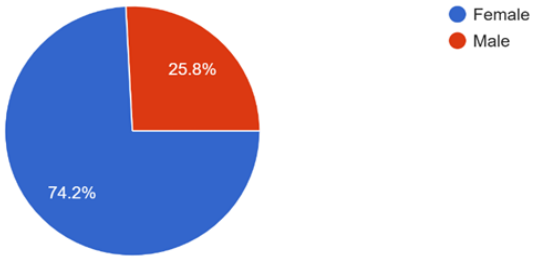
From the scale of 1 to 5, please indicate whether you agree or disagree given the statement mentioned.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often buy fast fashion clothing spontaneously whenever I browse.	1	2	3	4	5
I feel like buying fast fashion clothing on the spur of the moment when I shop.	1	2	3	4	5
I carefully plan my purchases when purchasing fast fashion clothing.	1	2	3	4	5
I am a bit reckless sometimes when purchasing fast fashion clothing.	1	2	3	4	5
The phrase “Buy Now, Think Later” described me when purchasing fast fashion products.	1	2	3	4	5

Thank you so much for participating in this questionnaire :3

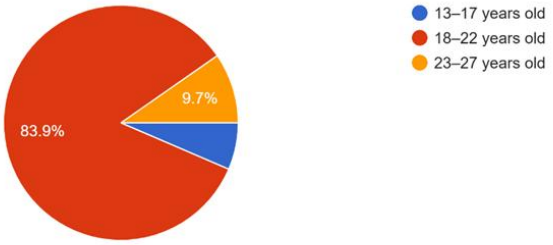
Appendix 3.2: Pilot Test Survey (30 Respondents)

Gender



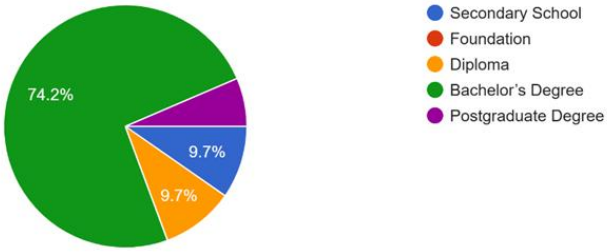
	Frequency	Per Cent
Female	22	73.3
Male	8	26.7
Total	30	100.0

Age Range



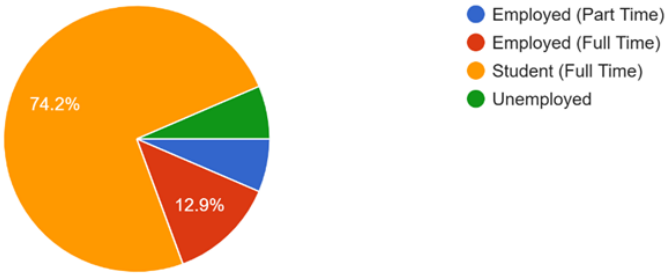
	Frequency	Per Cent
13 - 17 years old	2	6.7
18 – 22 years old	25	83.3
23 – 27 years old	3	10.0
Total	30	100.0

Education Level



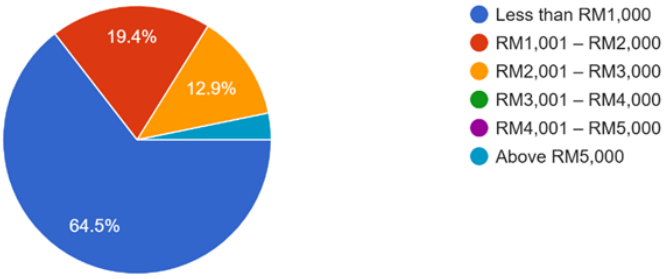
	Frequency	Per Cent
Bachelor's Degree	22	73.3
Diploma	3	10.0
Postgraduate Degree	2	6.7
Secondary School	3	10.0
Total	30	100.0

Employment Status



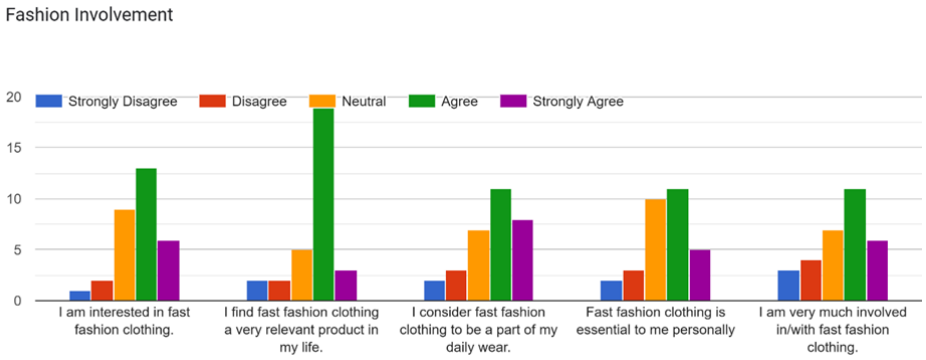
	Frequency	Per Cent
Employed (Full Time)	4	13.3
Employed (Part Time)	2	6.7
Student (Full Time)	22	73.3
Unemployed	2	6.7
Total	30	100.0

Monthly Income

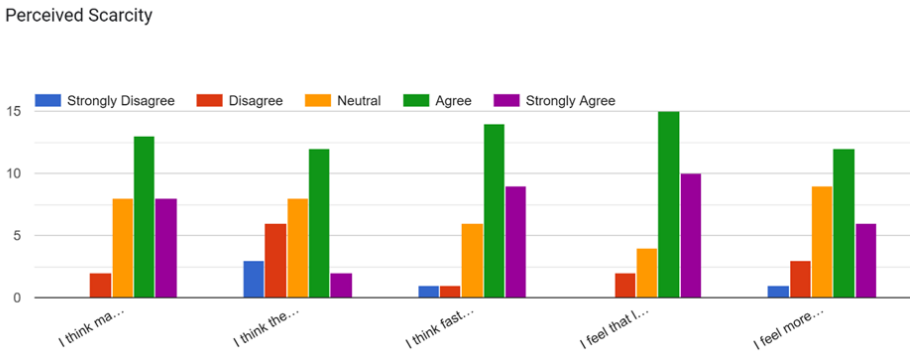


	Frequency	Per Cent
Above RM 5,000	1	3.3
Less than RM 1,000	19	63.3
RM 1,001 – RM 2,000	6	20.0
RM 2,001 – RM 3,000	4	13.3
Total	30	100.0

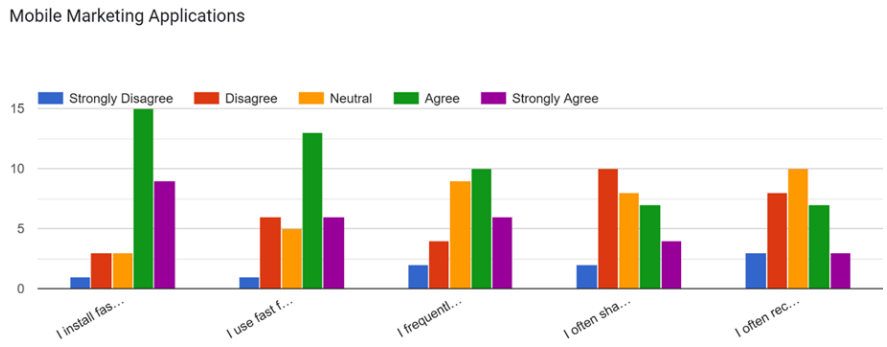
Fashion Involvement



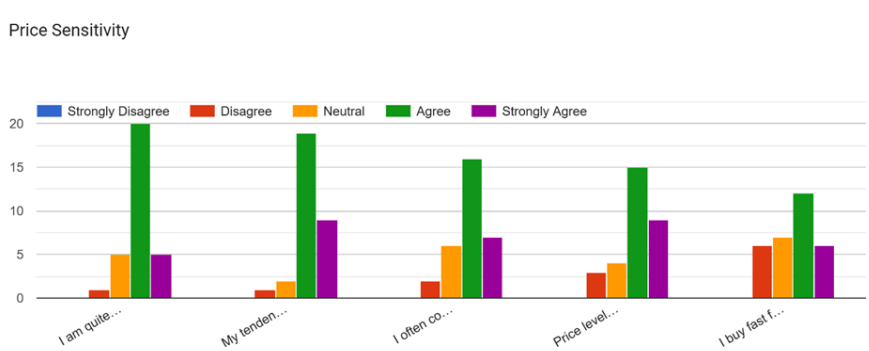
Perceived Scarcity



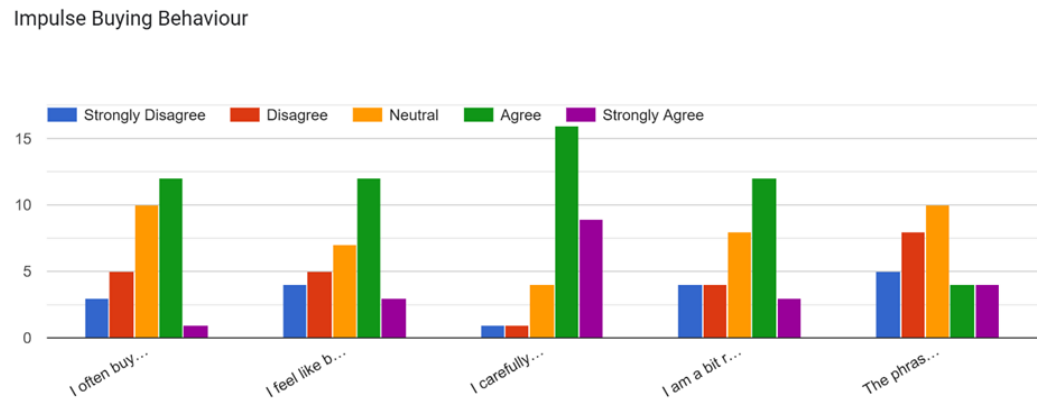
Mobile Marketing Applications



Price Sensitivity



Impulse Buying Behaviour



Appendix 3.3: Pilot Test Reliability Result

Variables	No. of Items	Cronbach's Alpha Value	Result
FI	5	0.954	Excellent
PerS	5	0.764	Acceptable
MMA	5	0.853	Good
PriS	5	0.698	Questionable
IBB	5	0.801	Good