

Impulse Buying Intention among Millennials in Malaysia

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Abstract

Impulse buying behaviour plays an important role to boost sales volume of brick and mortar in the retail sector. However, with the advancement in technology, the behaviour of consumers in impulse buying has increased. As such, the popularity of using mobile as the medium of shopping devices and the shopping activities can be conducted in anytime and anywhere, thus, the technology triggers impulse buying activities beyond expectations. Therefore, the study aims to investigate factors influencing among millennials in Malaysia. The study proposes a conceptual model of factors influencing impulse purchase intention from the aspect of consumers characteristic (excitement), new product knowledge as well as perceived usefulness. Lastly, the study provides a fruitful insight to marketers as well as to retailers in understanding of impulse purchase intention among millennials by assessing the impact of consumer characteristics, web skills and social media community settings.

Keywords: Impulse Purchase Intention, Social Media Community, Web Skills, Consumer Characteristics, Millennials, Consumer Behaviour

Introduction

In today's world, the study of consumer behaviour has been evolving by significant changes, specifically in decision making process and therefore in the influences of purchase intention (Stankevich, 2017). This is due to variation of markets as well as the intense competition of products and services, product innovation, services available and many companies that products the same products and services in the same market (Rodrigues et al., 2021). Therefore, it is vital to understand in depth of consumers (Varadarajan, 2020). Consumer behaviour is the activities that directly involved in obtaining products as well as services, which includes the activity in the decision making processes that precede and succeed these actions (Engel et al., 1995).

However, with the advancement in technology, the behaviour of consumers in impulse buying has increased. As such, the popularity of using mobile as the medium of shopping devices and the shopping activities can be conducted in anytime and anywhere, thus, the technology triggers impulse buying activities beyond expectations (Baharuddin et al., 2021; Zhang et al., 2020). Thus, consumers often act impulsively while making online purchasing (Verhagen & Dolen, 2011). Moreover, the covid 19 outbreak has changed the pattern of global economy (Zhang et al., 2020).

The previous studies have not investigated on how impulse purchase emerges as a phenomenon, thus, it is complicated to induce consumers' purchase intention (Zhang et al., 2020). Hence, the roots of impulsive buying are due to an irresistible force to buy as well as inability to evaluate the consequences (Meena, 2018).

In retail sector, large proportion of sales is derived from impulsive purchase accounts, and it reveals a tremendous rising tendency. Moreover, impulsive purchases stood more than 80% in the total proportion of the product categories (Pappas et al., 2017). During the era of endemic of Covid 19, the impulsive buying intention are effective to be concerned in promoting consumption as such improving the economic activities (Zhang et al., 2020). By looking at product life cycle, the new products knowledge are more likely to generate the behaviour of impulse buying intention (Harmancioglu et al., 2009).

Currently, mobile commerce are likely to increase mobile shoppers' impulse buying behaviour (Zheng et al., 2019). Mobile shoppers are both impulsive buyers as well as users of the website (Wells et al., 2011). During buying process, mobile shoppers are use their mobile apps to complete the tasks related to the mobile shopping. Therefore. Mobile shoppers will encounter impulsive buying process that consumers will experience unplanned or sudden purchasing activities (Floh & Madlberger, 2013). However, the previous studies on the factors influencing consumers; impulse buying in using mobile apps is limited (Zheng et al., 2019). Therefore, this study proposed a conceptual framework serves a fruitful insight on factors influencing millennials' impulse buying behaviour on mobile apps in Malaysia.

Literature Reviews

Consumers Characteristic – Excitement

Consumers' need for excitement increases both impulse buying intention as well as impulsive purchase of innovative products. Therefore, consumers' need for excitement promote their intentions on purchasing impulsively of new products (Harmancioglu et al., 2009). Further, the study by Abbasi (2017) revealed that consumers' excitement influence impulse buying behaviour as well as impulse buying intention. Similar findings in examining the personality factor of the need of excitement and buying behavior in Egypt among 500 consumers indicated that the need of excitement was significantly associated with impulse buying behaviour (Saad & Metawie, 2015).

New Product Knowledge

New product knowledge is significantly associated to impulse buying behaviour. The previous study by Nurcholis & Sa'adah (2022) to investigate the relationship between product knowledge and impulse purchase and the results declared a positive significant effect on impulse buying among 100 respondents in Semarang, Indonesia. Further, the study conducted in Rasht during autumn and winter revealed that new product knowledge had an impact on impulse buying behaviour to create buying intention (Abbasi, 2017). Similarly, the customers' knowledge on products are critical factor for impulse buying behaviour as well as impulse buying intention (Harmancioglu et al., 2009; Kapoor & Kulshrestha, 2009).

Perceived Usefulness

Perceived usefulness for the technology acceptance model (TAM) positively associated to impulse buying behaviour. The study by Lee (2018) investigated on the relationship of perceived usefulness and impulse buying behaviour. The result revealed that perceived usefulness affected positively on impulse buying behaviour among 234 consumers of mobile shopping. Moreover, the previous studies have shown that perceived usefulness in a critical factor to consumer's online shopping behaviour (Chea & Luo, 2008).

Methodology

The study is mainly to assess the role of customers characteristic (excitement), new product knowledge as well as perceived usefulness to impulse purchase intention among millennials in Malaysia. The study will be using descriptive research for the purpose to gain fruitful insight and further to explain the relationship of customers characteristic (excitement), new product knowledge and perceived usefulness of impulse purchase intention.

The structured questionnaire will be distributed to respondent by using convenience sampling method to collect empirical data in regard to assess all the variables in the study. Further, several statistical tools will be using for the study, namely, descriptive analysis, correlation, and multiple regression. The proposed conceptual framework are as follows: -

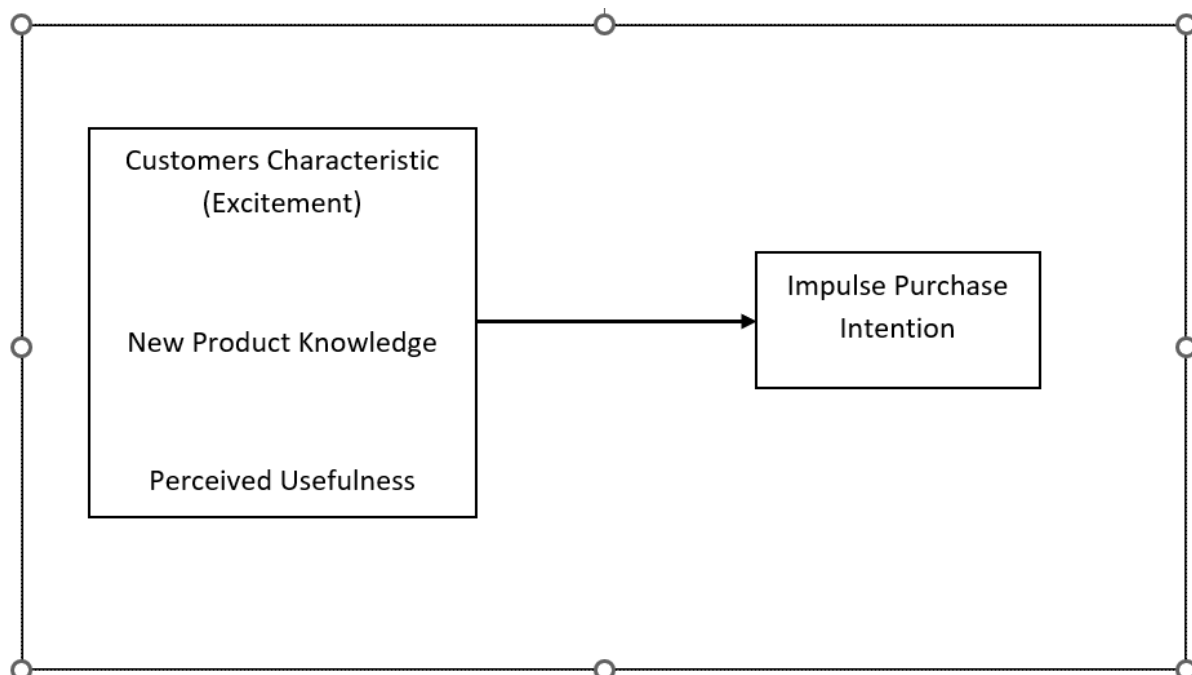


Figure 1. Proposed Framework

Conclusion

The study is conceptually proposed the role of customers characteristic (excitement), new product knowledge and perceived usefulness influencing impulse purchase intention among millennials in Malaysia. It is hope that the proposed framework will contribute for future studies in the relevant topics, marketers and business operators in providing fruitful insight

in understanding customers purchase intention. Furthermore, it is recommended for future researchers to do an empirical study on the proposed framework.

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