

Factors Influencing Impulse Buying Behaviour during Online Shopping among Youngsters Consumers, Klang Valley, Malaysia

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Abstract

The increasing popularity of online shopping platforms has revolutionized consumer behaviour, specifically in the context of impulse buying. This study investigates the factors influencing impulse buying behavior during online shopping through Shopee platform, focusing among young consumers in the Klang Valley, Malaysia. There are four factors investigate in this study namely psychological, social, marketing, and situational. Theory of Planned Behaviour (TPB) is used as underpinning theory in this study. By exploring the drivers and motivations behind impulsive purchases, this study aims to provide valuable insights for businesses and marketers in understanding and effectively catering to the impulsive buying tendencies of this specific consumer segment. Based on the data analysis, this study finds out psychological factor is the most significantly contributing factor towards impulse buying behaviour on Shopee platform among youngsters in Klang Valley, Malaysia.

Keywords: Online Shopping, e-Commerce Platforms, Impulsive Behaviour, Young Consumers

Introduction

Impulse buying behaviour refers to the tendency to make unplanned purchases based on emotional factors rather than rational considerations such as need or budget (Dey & Srivastava, 2017). While impulse buying can be a significant driver of sales and revenue for online businesses, it can also have negative consequences for consumers, such as overspending and financial distress (Sohn & Lee, 2017). Impulse buying, a spontaneous and unplanned purchase decision, has become a significant phenomenon in the modern digital age. The increasing popularity of e-commerce platforms, coupled with the widespread use of mobile and internet technology, has drastically transformed the retail landscape. In Malaysia, particularly in the Klang Valley region, which is a rapidly urbanizing area with a high

concentration of young, tech-savvy consumers, online shopping has become a common activity. The rapid expansion of internet infrastructure and mobile device usage has further boosted e-commerce adoption in Malaysia. According to Statista (2023), Malaysia's e-commerce market is expected to grow significantly, with a large share of young consumers contributing to this rise. The ease of access to various online platforms, coupled with the digitalization of payment methods, has made online shopping not only convenient but also a channel for impulsive purchases.

Research indicates that a variety of factors influence online impulse buying behaviour. These include situational factors like time pressure and promotional strategies (Huang, 2016), website quality such as ease of navigation and aesthetics (Adelaar et al., 2003), and individual psychological factors like emotional states and susceptibility to persuasion (Verhagen & Van Dolen, 2011). Young consumers in particular are influenced by social media, which plays a significant role in shaping their consumption patterns and brand choices. The constant interaction with digital content, influencer marketing, and peer recommendations on platforms like Instagram and TikTok contribute to higher levels of impulse purchasing among this demographic (Lim et al., 2020).

Despite the increasing relevance of impulse buying in the context of online shopping, there is a dearth of research focusing specifically on young consumers in Malaysia, especially in urban areas such as Klang Valley. Understanding the factors that drive impulsive online purchases can help businesses and marketers better target their products and services to this demographic. Moreover, it can assist policymakers in addressing potential challenges related to consumer welfare, such as overspending and financial instability among younger consumers. Young consumers are more susceptible to advertising, peer influence, and the allure of novel or trendy products, which makes them more prone in making unplanned purchases based on emotional factors rather than rational considerations such as need or budget (Dey & Srivastava, 2017).

Online shopping has become increasingly popular, particularly among youngsters who enjoy the convenience and accessibility of e-commerce platforms. Shopee, a leading e-commerce platform has gained significant popularity among young consumers. The prevalence of impulse buying behaviour on e-commerce platforms has become a growing concern for online businesses specifically. While impulse buying can be a significant driver of sales and revenue for online businesses, it can also have negative consequences for consumers, such as overspending and financial distress (Sohn & Lee, 2017).

This study seeks to explore the factors influencing online impulse buying behaviour among young consumers in Klang Valley, Malaysia. By examining the factors like psychological, social influence, marketing, and situational triggers, this research aims to provide insights into the drivers of impulse buying behaviour in a rapidly developing e-commerce landscape.

Research Objectives

This study aims to address the following research objectives:

1. To examine the relationship between psychological factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.

2. To examine the relationship between social factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
3. To examine the relationship between marketing factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
4. To examine the relationship between situational factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.

Research Questions

This study addresses the following research questions:

1. What is the relationship between psychological factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
2. What is the relationship between social factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
3. What is the relationship between marketing factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
4. What is the relationship between situational factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.

Proposed Research Framework

The proposed research framework for this study is depicted in Figure 1.

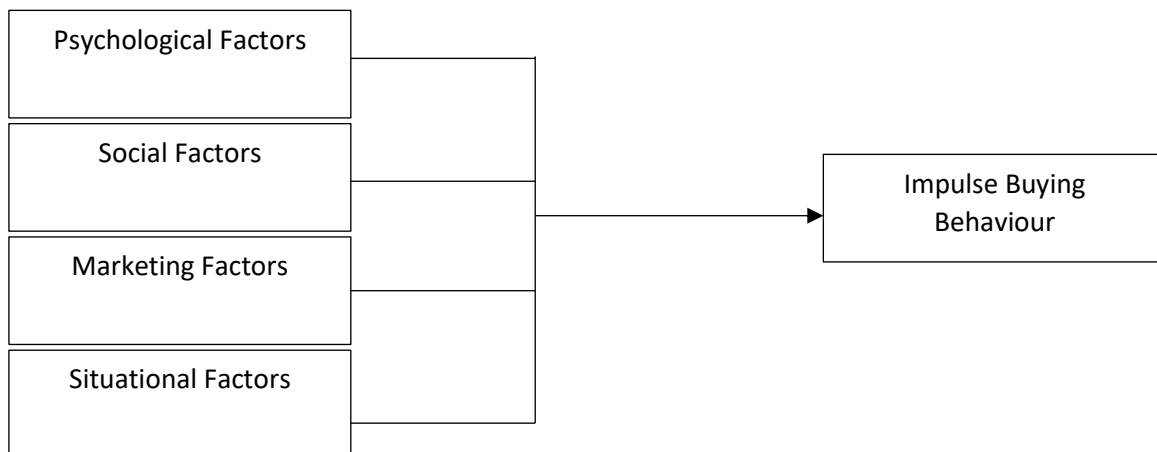


Figure 1 Proposed Research Framework

Hypotheses

- H1: There is a positive significant relationship between psychological factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
- H2: There is a positive significant relationship between social factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
- H3: There is a positive significant relationship between marketing factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.
- H4: There is a positive significant relationship between situational factors and impulse buying behaviour on the Shopee platform among young consumers in Klang Valley, Malaysia.

Significance of the Study

The significance of this study lies in its potential contributions to both academic literature and practical applications in the fields of marketing and consumer behavior, particularly concerning impulse buying among young consumers in the Klang Valley region of Malaysia. This study highlighting the significance of the research in understanding consumer behaviour. This study aims to explore the factors influencing impulse buying behavior among youngsters, thereby enriching the existing body of knowledge in consumer behavior. It will help identify specific triggers such as psychological, social, marketing, and situational factors that prompt impulsive purchases in online shopping settings. On the other hand, this study provides insights for marketers. With the increasing trend of online shopping, especially among younger demographics, the findings will provide valuable insights for marketers and retailers. Understanding the motivations behind impulse buying can help businesses tailor their marketing strategies, promotions, and website designs to better attract and engage young consumers.

Literature Review

Context

The growth of e-commerce in Malaysia has been rapid in recent years, fueled by increasing internet penetration, smartphone adoption, and a growing middle-class population (Ibrahim et al., 2020). This growth has led to the proliferation of online shopping platforms, providing consumers with a wide range of choices for purchasing products and services. Among these platforms, Shopee has emerged as a dominant player, particularly among youngsters who value its user-friendly interface, wide range of products, and engaging promotional features. Shopee, founded in 2015 by parent company Sea Group, has experienced rapid growth in the Malaysian e-commerce market, becoming one of the leading online shopping platforms in the country (Sea Group, 2021). The platform's appeal to youngsters can be attributed to several factors, including its extensive product selection, which spans categories such as fashion, electronics, beauty, and home goods. Additionally, Shopee offers competitive pricing, frequent promotions, and a user-friendly interface, making it an attractive option for young consumers who value convenience and affordability (Hassan et al., 2020).

Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) provides a robust framework for understanding the factors influencing impulse buying behaviour, particularly in the context of online shopping among young consumers in Klang Valley, Malaysia. Developed by Ajzen (1991), the TPB posits that individual behaviour is driven by three key components: attitudes toward the behaviour, subjective norms, and perceived behavioural control. In the context of online shopping, attitudes refer to the positive or negative evaluations that consumers hold about impulse buying. Young consumers may view impulse purchases as a way to enjoy immediate gratification or to acquire trendy items, which can enhance their social status. Research indicates that favourable attitudes toward impulsive buying can significantly increase the likelihood of such purchases occurring online (Platania et al., 2016). For instance, if young consumers perceive impulse buying as a fun and rewarding experience, they are more likely to engage in it.

Subjective norms encompass the perceived social pressures that influence an individual's decision-making process. In Malaysia, where social influences are strong, young consumers

may feel compelled to make impulsive purchases based on peer behaviours or societal expectations. For example, if friends frequently share their online shopping experiences or flaunt their purchases on social media, this can create a normative belief that encourages similar behaviour among peers (Chan & Wong, 2023). Thus, subjective norms can act as a catalyst for impulse buying by reinforcing the idea that such behaviour is socially acceptable or desirable.

Perceived behavioural control refers to an individual's belief in their ability to perform a specific behaviour. In the realm of online shopping, factors such as ease of navigation on websites and accessibility of payment options can enhance perceived control. If young consumers feel confident in their ability to make purchases quickly and securely, they may be more inclined to engage in impulse buying (Li, 2015). Conversely, if they encounter obstacles such as complicated checkout processes they may be deterred from making spontaneous purchases.

Psychological Factors and Impulse Buying Behaviour

Impulse buying behaviour, defined as spontaneous and unplanned purchases, has become increasingly relevant in the context of online shopping. It can be triggered by emotional states, marketing stimuli, and social influences. Research indicates that impulse purchases account for a substantial portion of consumer spending, with estimates suggesting that they represent between 40% to 80% of all purchases (Reisch & Zhao, 2017; Kumar et al., 2020). With the rapid growth of e-commerce, especially among young consumers, understanding the factors that drive this behaviour is essential. Emotional triggers play a crucial role in impulse buying behaviour. Studies show that strong emotional desires often lead to impulsive purchases, which are typically characterized by low cognitive control (Burton et al., 2018). For instance, consumers may experience an immediate gratification impulse that overrides their rational decision-making processes (Pradhan et al., 2018). Additionally, factors such as self-esteem and life satisfaction significantly influence impulsive buying tendencies (Gogoi & Shillong, 2020). Along the same line, according to Kacen and Lee (2023), positive emotions such as excitement and happiness can significantly increase the likelihood of impulse buying. Similarly, a study by Mohd Ali et al. (2022) found that online promotions and engaging advertisements evoke positive emotions, which can lead to impulsive purchasing behaviour among Malaysian youths.

On the other hand, research indicates that certain personality traits, such as impulsivity and risk-taking tendencies, are closely linked to impulse buying behaviour. A study by Rahman et al. (2024) identified that young consumers with higher levels of impulsivity are more prone to making unplanned purchases online. This aligns with the findings of Othman and Rahman (2022), who suggested that extroverted individuals are more likely to engage in impulse buying due to their social interactions online.

Social Factors and Impulse Buying Behaviour

The impact of social media on impulse buying behaviour has been increasingly recognized. Social Networking Sites (SNS) facilitate impulsive buying by creating environments where consumers are exposed to peer influence and targeted advertising (Wegmann et al., 2024; Nasir et al., 2021). The phenomenon of social commerce has emerged as a key driver of impulsive purchases, with consumers often bypassing traditional evaluation processes when

influenced by social media interactions (Han, 2023). Additionally, peer influence significantly affects the purchasing decisions of young consumers. According to Yusof et al. (2023), social media platforms act as a catalyst for impulse buying by creating a sense of urgency and fear of missing out (FOMO) among peers. This phenomenon is particularly pronounced in Klang Valley, where social media usage is high among youth. On the other hand, the impact of online reviews and recommendations cannot be overstated. According to a recent study by Tan and Lee (2023), young consumers are heavily influenced by online reviews, which can lead to impulsive buying decisions. Positive feedback from peers or influencers creates a perceived trust that enhances impulsivity.

Marketing Factors and Impulse Buying Behaviour

Promotional strategies significantly affect impulse buying behaviour. Discounts and special offers are among the most effective stimuli for driving impulse purchases, with studies indicating that they account for up to 88% of impulse buying instances (Gaille, 2017). The design and usability of online shopping platforms also play a critical role; attractive visuals and user-friendly interfaces enhance consumer engagement and encourage spontaneous buying behavior (Li, 2015). Moreover, website design significantly affects consumer behavior. A recent study by Chan and Wong (2023) found that aesthetically pleasing and user-friendly websites increase engagement and satisfaction, leading to higher instances of impulse buying. The integration of features like one-click purchasing also simplifies the buying process, facilitating impulsive decisions. On the other hand, promotions and discounts are potent tools for stimulating impulse buying. A study by Lim et al. (2022) highlighted that limited-time offers and flash sales effectively trigger impulsive purchases among young consumers in Malaysia. These strategies create a sense of urgency that compels consumers to act quickly.

Situational Factors and Impulse Buying Behaviour

The shopping environment both physical and digital affects impulse buying behaviour. In physical stores, sensory stimuli such as lighting and layout can trigger unplanned purchases. In contrast, online shopping relies heavily on visual stimuli and ease of navigation to evoke similar responses (Platania et al., 2016). The transition from offline to online shopping has highlighted the importance of creating engaging digital experiences that replicate the sensory aspects of traditional retail. In addition, time pressure, or the perception that time is running out, can contribute to impulse buying behaviour. Consumers experiencing time pressure are more likely to make quick decisions and bypass their usual decision-making processes, leading to increased impulsivity (Amos, 2018). Online retailers like Shopee often create time pressure by offering limited-time deals or promotions, which can encourage consumers to make impulsive purchases (Liang et al., 2020). On the other hand, the availability of various payment options can also impact impulse buying behaviour. Offering a wide range of payment options, including credit cards, digital wallets, and instalment plans, can make it easier for consumers to make impulsive purchases by reducing financial barriers (Kim et al., 2018). Online retailers like Shopee often provide multiple payment options to cater to their diverse customer base and encourage impulse buying (Liban, et al., 2023). Moreover, the introduction of "buy now, pay later" schemes or deferred payment options can encourage impulse buying by allowing consumers to delay the financial consequences of their purchases (Leventhal, 2019). This can create a sense of affordability and reduce the perceived risk associated with impulsive purchases, ultimately contributing to increased impulse buying behaviour (Chen, 2020).

Methodology

Research Design

This study employed cross-sectional survey in investigating the various factors contributing to impulse buying behaviour among young consumers. This research design allows for the collection of data from a large and diverse sample of participants, providing insights into the relationships between variables at a specific point in time (Creswell & Creswell, 2017). The benefits of using a cross-sectional design include efficiency, representativeness, and flexibility. The positivist approach underpins this study, advocating that the understanding of impulse buying behaviour can be best achieved through systematic and empirical observation. This approach aligns well with the cross-sectional design, given its focus on objective measurements and quantifiable data.

Population and Sample Size

The target population for this research is young consumers in Klang Valley, Malaysia who engage in impulse buying behaviour, specifically those aged between 18 and 35. This age group is chosen because they are prone to be tech-savvy and familiar with online shopping through social media platforms, making them susceptible to impulse buying behaviour. In order to achieve a representative sample of this population, this study aims to recruit approximately 200 young consumers who frequently engage in online shopping through platforms such as Shopee. The sample size of 200 participants is determined based on the recommendations of previous research, which suggests that a sample of this size is sufficient to detect medium-sized effects in multiple regression analyses (Cohen, 1992). Additionally, larger samples are likely to yield more accurate and reliable results, increasing the statistical power and precision of the study (Vabalas, et al., 2019).

Sampling Technique

The simple random sampling technique is employed to collect data effectively. This method is a fundamental probability sampling technique that ensures each member of the population has an equal chance of being selected, thus minimizing bias and enhancing the representativeness of the sample. Simple random sampling involves selecting a subset of individuals from a larger population where every individual has an equal probability of being chosen. This method is crucial for ensuring that the sample accurately reflects the characteristics of the entire population, making it easier to generalize findings.

Instrument

The research instrument for this study is a survey questionnaire adapted from reliable sources to capture a range of dependent variable; impulse buying behaviour and independent variables; psychological, social, marketing, and situational. The questionnaire used 5-point Likert scale, where 1 means "strongly disagree," 3 means "neutral," and 5 means "strongly agree". There are six sections in the questionnaire. Section A is used to measure demographic of respondents such as age, gender, and income level which can offer valuable insights into the unique characteristics and experiences of young consumers. Meanwhile, details of each section are explained in the Table 1.

Table 1

Instrument's Reliability

Questionnaire	Sources	No of Items	Reliability (Cronbach Alpha Values)
Section B: Impulse Buying Behaviour	Rook, D. W., & Fisher, J. (1995)	9	0.84
Section C: Psychological Factor	Westbrook, R. A., & Oliver, R. L. (1991)	10	0.83
Section D: Social Factor	Bearden, W. O., & Etzel, M. J. (1982)	5	0.80
Section E: Marketing Factor	Kahn, B. E., & Little, J. D. (1990)	5	0.85
Section F: Situational Factor	Beatty, S. E., & Ferrell, M. E. (1998)	8	0.80

Data Collection Method

A structured questionnaire is used to gather data from a large number of respondents within the target demographic, young consumers in the Klang Valley, Malaysia. This method is suitable because it allows for the collection of quantitative data on various influencing factors, such as psychological, social, marketing, and situational factors which are likely relevant to impulse buying behavior. Surveys are distributed online through platforms like Google Forms to ensure easy access for respondents. Respondents are given two weeks to complete the survey, with follow-up reminders sent to those who respond late.

Pilot Study

The pilot study aims to identify any issues with the survey questions, gauge the time required for completion, assess the clarity and relevance of the questions, and ensure that the survey effectively captures the factors influencing impulse buying behavior. A small, representative sample of 30 young online shoppers aged 18-35 from the Klang Valley were selected for the pilot study. This group should ideally represent the diversity within the target demographic in terms of age, online shopping frequency, and education level. A convenience sampling method was used for easy recruitment.

Data Analysis

The data is analyzed by using SPSS software version 29. Descriptive analysis was applied to examine the respondent's demographic background and mean for each factor. On the other hand, multiple regression was conducted to examine the relationship between factors that influence impulse buying behaviour during online shopping among youngsters consumers in Klang Valley, Malaysia.

Results*Descriptive Analysis*

Table 2 provides a descriptive analysis of the respondents' demographic background. The frequency distribution of participants' ages reveals that the majority, 44.5%, are within the 24–29 age group. The second-largest group, comprising 29% of the respondents, falls within

the 18–23 age range. Meanwhile, middle-aged participants aged 30–35 account for 26.5% of the sample. With a total sample size of 200, this distribution indicates that the study predominantly represents young adults in their mid-to-late twenties.

The gender distribution among the study participants shows that, out of 200 respondents, a slightly higher proportion are female, accounting for 55.5% (111 individuals) of the sample, while male participants represent 44.5% (89 individuals). This indicates a relatively balanced gender representation, with a slight predominance of female participants.

Regarding education level, the largest group comprises individuals with a Diploma, making up 45.5% (91 respondents) of the sample. This is followed closely by participants holding a Bachelor's Degree, who constitute 41% (82 respondents). A smaller proportion of respondents have completed only high school, representing 5.5% (11 individuals). Those with a Master's Degree account for 6.5% (13 respondents), while participants with a Doctorate or higher degree form the smallest group, representing 1.5% (3 individuals). These findings suggest that most participants in the study have attained an educational level equivalent to a Diploma or Bachelor's Degree.

For the occupation distribution, the largest group of participants, 37.5% (75 individuals), are employed in the public sector, followed by those working in the private sector, who constitute 33.0% (66 individuals). Self-employed participants account for 11% (22 individuals), while unemployed individuals represent 18.5% (37 participants). This distribution indicates that the majority of respondents are part of the workforce, with the largest share employed in the public or private sectors.

In terms of ethnicity, 51% (102 individuals) of the respondents identify as Malay, making them the majority. The second-largest group consists of Indian participants, representing 25% (50 individuals), followed by Chinese participants, who make up 22.5% (45 individuals). The smallest group, categorized as 'Others,' accounts for 1.5% (3 individuals). These findings highlight that the study's participants are predominantly Malay, with Indians and Chinese forming significant portions of the sample, while only a small fraction identify as other ethnicities.

Table 2

Demographic Information

Demographic Background	Frequency	Percentage
<i>Age</i>		
18-23 years old	58	29
24-29 years old	89	44.5
30-35 years old	53	26.5
Total	200	100
<i>Gender</i>		
Male	89	44.5
Female	111	55.5
Total	200	100
<i>Education Level</i>		

High School	11	5.5
Diploma	91	45.5
Bachelor's Degree	82	41
Master's Degree	13	6.5
Doctorate or higher	3	1.5
Total	200	100
<i>Occupation</i>		
Unemployed	37	18.5
Employed (Private Sector)	66	33
Employed (Public Sector)	75	37.5
Self-employed	22	11
Total	200	100
<i>Race</i>		
Chinese	45	22.5
Indian	50	25
Malay	102	51
Others	3	1.5
Total	200	100

Table 3 presents the descriptive statistics for the study's variables - Impulse Buying Behaviour on Shopee (Dependent Variable) and the four Independent Variables; Psychological Factors, Social Factors, Marketing Factors, and Situational Factors. For the dependent variable, Impulse Buying Behaviour on Shopee, the mean score was 3.6540, with a standard deviation of 0.96589, indicating a moderate level of impulse buying behaviour on average, with some variability around this average. Meanwhile, Psychological Factors had a mean score of 4.0290 and a standard deviation of 0.76988, this suggests that on average, psychological factors played a significant role in the impulse buying behaviour, with a relatively small amount of variation around the mean. On the other hand, Social Factors had the mean score of 3.1050, and the standard deviation was 0.80524, suggesting a moderate influence of social factors on impulse buying behaviour on average, with a moderate level of variation in responses. For Marketing Factors, the average score was 3.2730 and a standard deviation of 0.76354, this indicates a moderate influence of marketing factors on impulse buying behaviour, with a moderate degree of dispersion in the responses. Finally, Situational Factors, the score was 2.8710, with a standard deviation of 0.88922, indicating a somewhat lower average influence of situational factors on impulse buying, yet with a higher level of variability in responses compared to the other factors.

Table 3

Descriptive Statistics for Variables

Variables	N	Min	Max	Mean	Standard Deviation
Impulse Buying Behaviour	200	1.00	5.00	3.6540	.96589
Psychological Factors	200	1.00	5.00	4.0290	.76988
Social Factors	200	1.00	5.00	3.1050	.80524
Marketing Factors	200	1.00	5.00	3.2730	.76354
Situational Factors	200	1.00	5.00	2.8710	.88922

Multiple Regression

Table 4 presents the model summary of the multiple linear regression. The R-value, which represents the correlation between the predicted and observed impulse buying behaviour, is 0.584. This indicates a moderate level of correlation. The R Square value is 0.341, suggesting that about 34.1% of the variation in the Impulse Buying Behaviour on Shopee can be explained by the four independent variables (Psychological Factors, Social Factors, Marketing Factors, and Situational Factors) included in this model. In the ANOVA Table 5, the F-value is 25.208, and the associated p-value (Sig.) is 0.000, which is less than 0.05. This indicates that the model is statistically significant and that the predictors (independent variables) explain the variation in the dependent variable significantly better than would be expected by chance. By looking at the significance (Sig.) values for the predictors in the coefficient Table 6, the Psychological Factors ($p = 0.000$) and Social Factors ($p = 0.000$) have a p-value less than 0.05, indicating that these variables significantly predict the Impulse Buying Behaviour on Shopee. Psychological Factors show the highest influence (Beta = .439), followed by Social Factors (Beta = .272). On the other hand, Marketing Factors ($p = 0.274$) and Situational Factors ($p = 0.666$) have a p-value greater than 0.05, suggesting that these variables are not statistically significant predictors in this model. In conclusion, among the four variables, only Psychological and Social factors significantly influence impulse buying behaviour among youngsters.

Table 4

Model Summary of Multiple Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584	.341	.327	.79220

Table 5

Anova of Multiple Linear Regression

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	63.280	4	15.820	25.208	.000
	Residual	122.377	195	.628		
	Total	185.657	199			

Table 6

Coefficients of Multiple Linear Regression

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.806	.357		2.257	.025
	Psychological Factors	.551	.084	.439	6.551	.000
	Social Factors	.327	.082	.272	3.988	.000
	Marketing Factors	-.093	.084	-.073	-1.096	.274
	Situational Factors	-.028	.066	-.026	-.432	.666

Discussion*Psychological Factor and Impulse Buying Behaviour*

Research has consistently demonstrated the substantial impact of emotions and mood on impulsive purchasing behaviors (Garg, 2017; Amos et al., 2018; Lu et al., 2018). For instance, Rodrigues et al. (2021) highlight that psychological triggers, such as emotional arousal and cognitive biases, are crucial in understanding consumer behavior related to impulse buying. The paradoxical finding that both positive and negative emotions can stimulate impulse purchases highlights the nuanced relationship between emotional states and consumer behavior. This complexity may stem from coping mechanisms or mood repair strategies, warranting further exploration to better understand these intricate dynamics. Similarly, existing literature consistently emphasizes the significance of personality traits, such as impulsivity and sensation-seeking, in predicting impulse buying tendencies (Parsad et al., 2019). Emotional states, including experiences of happiness or excitement, have been shown to markedly heighten consumers' vulnerability to impulsive purchasing, as highlighted by Burton et al. (2018).

In conclusion, the regression results affirm the significant roles of emotions, personality traits, and cognitive biases in shaping impulse buying behavior. However, further research is necessary to unravel the interactions among these factors and to identify additional potential influences. The multifaceted nature of impulse buying behavior suggests that it is driven by a complex interplay of psychological and external factors, necessitating a more comprehensive and integrative approach to investigation.

Social Factor and Impulse Buying Behaviour

The regression results indicate that social factors significantly influence impulse buying behaviour among youngsters, which aligns with the literature reviewed. Peer influence has a strong impact on impulse buying, especially among youngsters. The positive beta coefficient for social factors supports the idea that the need for social acceptance and validation can lead to increased impulsivity (Bearden & Etzel, 1982; Amos et al., 2008). The rise of social media platforms and the ease with which individuals share shopping experiences and recommendations has amplified this peer influence, as supported by Voramontri and Klieb (2019). However, it's important for young consumers to develop critical thinking skills to moderate the influence of peers and make sound purchasing decisions. On the other hand, social comparison also plays a significant role in impulse buying. The regression results affirm that consumers who compare themselves to others may impulsively purchase products to match or surpass their peers' status or lifestyle (Festinger, 1954; Chae, 2018). Additionally, Luo et al. (2017) also found that social comparison on social media can lead to increased materialism and impulse buying. However, this raises concerns about the psychological implications of such behavior, such as reduced self-esteem or increased financial stress.

The Fear of Missing Out (FOMO) is another powerful driver of impulse buying, particularly in the context of online shopping. The regression results align with Tang (2023) and Dahmiri et al. (2023), who noted that time-limited offers and flash sales could induce a sense of urgency and scarcity, leading to impulsive purchases. Social media can exacerbate this, as individuals may experience increased feelings of envy and impulsivity when they see peers engaging in rewarding experiences (Alabri, 2022). However, it's worth noting that while FOMO can be a potent marketing tool, it may also contribute to unhealthy spending habits or financial stress

among consumers. In conclusion, while social factors significantly influence impulse buying behaviour among youngsters, it's critical for these individuals to develop healthy consumption habits and for businesses to use these marketing strategies responsibly.

Marketing Factors and Impulse Buying Behaviour

The regression results indicate that marketing factors have a non-significant, negative influence on impulse buying behaviour, which deviates from the literature reviewed. Product presentation has been recognized as a significant factor affecting impulse buying. As per Sokolova & Krishna (2017) and Pontes et al. (2018), visual merchandising, packaging, promotional materials, and high-quality images can capture attention and evoke positive emotions. However, the negative beta coefficient for marketing factors in the regression results suggests that youngsters' impulse buying behaviour on Shopee may not be significantly influenced by product presentation. This discrepancy warrants further investigation, as it suggests that other factors may be more influential in this specific context.

Pricing strategies, such as promotions and discounts, are known to trigger impulsive purchases (Grewal et al., 2017; Huang et al., 2018; Sinha & Nayak, 2017). However, the regression results suggest that these pricing strategies might not have a significant impact on impulse buying behaviour among youngsters on Shopee. This could be due to the increased financial literacy among youngsters or their ability to resist such pricing tactics, underlining the need for more nuanced marketing strategies.

Finally, the role of advertising and social media marketing in driving impulse buying behaviour is well-documented (Deshpande, et al., 2022; Djafarova & Bowes, 2021; Lee & Chen, 2021; De Veirman et al., 2017). Still, the regression results suggest that these factors may not significantly influence youngsters' impulse buying behaviour on Shopee. This could be due to a growing scepticism towards advertising among youngsters or their ability to differentiate sponsored content from genuine recommendations.

Situational Factors and Impulse Buying Behaviour

The regression analysis reveals that situational factors exhibit a non-significant negative relationship with impulse buying behavior among young consumers on Shopee, which contrasts with the findings in the existing literature. As noted by Amos (2018) and Liang et al. (2020), time pressure is typically recognized as a significant driver of impulsive buying, compelling consumers to make rapid decisions. However, the negative coefficient observed in the regression model suggests that time pressure may not have a substantial effect on the impulsive buying tendencies of young shoppers on Shopee. This discrepancy may be attributed to the younger generation's proficiency in making swift decisions in online environments or their potential resistance to time-based pressure tactics.

The shopping environment, including website design, ease of use, and overall user experience, has been shown to influence impulsive buying (Hussain et al., 2023; Sim, et al., 2023; Zhao, et al., 2022; Wu et al., 2020). Despite this, the regression results suggest that these factors may not significantly influence impulse buying behaviour among youngsters on Shopee. This could be due to the standardization of user experience across e-commerce platforms, leading to a reduced differential impact on impulse buying behaviour.

Lastly, the availability of various payment options is suggested to encourage impulse buying by reducing financial barriers (Kim et al., 2018; Liban, et al., 2023; Leventhal, 2019; Chen, 2020). However, the regression results show that this factor may not significantly affect youngsters' impulse buying behaviour on Shopee. This could be due to a growing preference for specific payment methods among youngsters or their understanding of financial risks associated with different payment options.

Limitations

This study acknowledges several limitations that warrant consideration. First, the sample was comprised solely of young individuals utilizing the Shopee platform, which may limit the generalizability of the findings to other demographic groups or online shopping platforms. Consequently, the characteristics and preferences of the target population should be carefully considered when interpreting the results (Kim et al., 2017). Second, the study employed a cross-sectional design, offering a snapshot of impulse buying behavior at a specific point in time. This methodological limitation hinders the ability to establish causal relationships and provides only a limited understanding of how impulse buying behavior evolves over time. Future research employing longitudinal designs would yield deeper insights into the factors shaping impulse buying behavior and its temporal dynamics (Jin, 2019).

A notable limitation of this study is its reliance on self-reported measures, which are susceptible to recall bias and social desirability bias. Consequently, participants' responses may not accurately reflect their actual behaviors, thereby introducing a potential discrepancy between reported and observed impulse buying behavior. Future research should consider incorporating objective measures or behavioral data to enhance the accuracy of findings (Baker & Churchill, 2017). Additionally, while this study examined specific psychological, social, marketing, and situational factors, it did not account for other relevant variables that may influence impulse buying behavior. Factors such as cultural influences, economic conditions, and individual differences in online shopping experience could yield further insights into the complexities of impulse buying behavior (Huang et al., 2018).

It is crucial to recognize that the findings of this study may be unique to the Shopee platform and may not be generalizable to other online shopping platforms. Each platform possesses distinct features, user experiences, and marketing strategies that can variably influence impulse buying behavior. Consequently, the specific context and characteristics of the online platform must be considered when interpreting and applying these findings (Pontes et al., 2018).

Conclusion

This study sought to examine the influence of psychological, social, marketing, and situational factors on impulse buying behaviour among youngsters on Shopee, an increasingly popular online shopping platform. Utilizing regression analysis and a critical review of the existing literature, the research has yielded insightful results, highlighting the complexity of impulse buying behaviour in the context of online shopping.

Psychological factors emerged as a significant predictor of impulse buying behaviour. Emotions, personality traits, and cognitive biases were found to have a profound impact, suggesting that individuals' inherent characteristics and emotional states play a vital role in

their buying decisions. This finding underscores the need for businesses to consider psychological aspects when crafting marketing strategies, and for consumers to understand their psychological dispositions that may lead to impulsive purchases.

Social factors were also found to significantly influence impulse buying behaviour. The role of peer influence, social comparison, and FOMO (Fear of Missing Out) were particularly notable. These insights suggest that the social environment, amplified by the digital age, plays a pivotal role in shaping purchasing behaviours, especially among younger demographics. This calls for strategies that encourage healthy consumption habits among young consumers and ethical marketing practices that consider the potential social implications.

In contrast to the literature, marketing factors did not have a significant impact on impulse buying behaviour in this study. Despite the recognized importance of product presentation, pricing strategies, and advertising in the broader context, these factors seemed less influential for youngsters on Shopee. This unexpected finding raises interesting questions and calls for further exploration into the unique behavioural patterns of this demographic and the specificities of the Shopee platform.

Similarly, situational factors, including time pressure, shopping environment, and the availability of various payment options, did not significantly impact impulse buying behaviour among youngsters on Shopee. This finding diverges from the established literature and suggests that youngsters' online buying behaviour may be less susceptible to these situational influences, possibly due to their familiarity and adeptness with online shopping.

This study can significantly contribute to both theoretical, specifically the Theory of Planned Behaviour (TPB), and practical applications within the context of online shopping platforms like Shopee. The TPB posits that behavioural intentions are influenced by attitudes, subjective norms, and perceived behavioural control. By examining factors such as psychological, social, and situational factors, the research can provide insights into how these factors drive impulse purchases among young consumers in Klang Valley.

In terms of contextualization of findings, by focusing on young consumers, the study can contribute to a more nuanced understanding of generational differences in impulse buying behaviour, thus expanding the applicability of TPB in diverse demographic contexts. This is especially relevant as younger consumers often exhibit different shopping habits compared to older generations, influenced by their digital nativity.

Additionally, the findings from this study can inform marketing strategies on platforms like Shopee by identifying key factors that trigger impulse buying. The study could also highlight the importance of consumer awareness regarding impulse buying tendencies. By educating users about their purchasing behaviour and the psychological triggers involved, platforms can promote more responsible shopping practices while still encouraging engagement through effective marketing techniques.

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