

Factors Affecting Impulsive Buying Behaviour – Evidence from Malaysia

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Abstract

Purpose: To study and identify the significance of six particular internal and external factors that influence impulsive consumerism in Malaysia. These factors are the external factors (visual merchandising, and price), internal personality factors (conscientiousness and extraversion traits), individualism, and impulse buying tendency trait.

Design/methodology/approach: Data from a total of 200 respondents is collected via mall-intercept method from several shopping malls in Melaka, Malaysia. Structural equation techniques (SEM) is used to validate the proposed hypothesis.

Findings: Both internal and external factors showed significant influence on impulsive buying behaviour but however, the results extracted for the type of relationship formed between each of the factors linked to impulsive buying behaviour, differs. It is found that conscientiousness is negatively associated with impulsive buying behaviour while the rest are the opposite.

Research limitations/implications: Although the data is collected from one state (Melaka) instead of throughout Malaysia, the outcome shall not differ much as shopping complexes in any city area will reflect a similar consumption pattern by patrons.

Practical implications: The most significant predictor of impulsive buying behaviour is the impulse buying tendency trait. Since it has the most influence on an impulsive nature, reflection on ways to prompt impulse purchases should be further scrutinised.

Originality/value: There are very limited past studies that examine the simultaneous relationship among these factors with impulsive buying behaviour. Thus, this imperative research takes on a journey on both internal and external factors that affect impulsive buying behaviour in Malaysia context.

Keywords: Impulse Buying Tendency, Individualism, Personality, Visual Merchandising, Price

Introduction

The pioneer discovery made by Clover (1950) over six decades ago marks the day impulsive buying behaviour is perceived as a significant and important role in determining marketer's daily decision-making processes. Ever since its recognition, marketers had begun to reap the benefits of this phenomenon. For over 50 years, the complexity and boundless dominance found within impulsive buying behaviour hovering a wide range of product categories available in the market has also managed to attract the attention of many researchers and marketers alike.

The modern definition of impulse buying was formed through a successful argument made by Rook (1987). His argument was pointing to view the behaviour as a buyer action, which is simultaneously exciting, extraordinary, hedonically complicated, yet captivating. Past scholarly studies have revealed that roughly 60% of purchases are usually made on impulse (Amos *et al.*, 2014; Mattila & Wirtz, 2008). Moreover, Point-of-Purchase Advertising International has documented that over 70% of the impulse purchase instances actually took place in physical stores.

With Malaysia carving and aligning its path into a more extravagant, secured and healthy lifestyle, the high cost of living is undoubtedly imminent. Despite economies worries, retail sectors are still relishing brisk sales as consumers continue to spend which depicts a 5.4% increment in March 2019 with transaction value of RM109.3 billion in whole and retail trade as compared to March 2018 (Birruntha, 2019). Retail Group Malaysia (RGM) has anticipating a 4.5% growth in retail sales in 2019, valued at RM108.3 billion, although the retail sales grew 3.9% in previous year to RM103.7 billion (Birruntha, 2019). Besides, Trading Economics (2019) reported that Malaysia consumer spending in the first quarter of 2019 amounted to RM 198,724 million, about RM 257 million increment as compared the fourth quarter of 2018. In addition, it also projected that in 2020, the consumer spending in Malaysia will hover around RM 199,381 million. Shopping has evolved into somewhat of a major lifestyle statement on top of just being a leisure activity for many and impulse purchase has directly contributed towards retailer's annual growth and profit (Lau *et al.* 2018)

Despite its important role in consumer spending behaviour, there is still scant number of researches on impulsive buying behaviour in Malaysia context. Hitherto, Malaysia had studied online impulsive buying behaviour (Chuah & Gan, 2013; Lim & Yazdanifard, 2015; Hasim *et al.*, 2018), impulse purchase behavior on generation Y (Khan *et al.*, 2015), and specific product/industry (Falahat *et al.*, 2017; Lau *et al.*, 2018). Past researchers have identified three main components that affect impulsive buying behaviour; consumer's internal states and emotion, consumer's personality traits and the environment factors (Shahjehan *et al.*, 2012). However, there are very limited past studies that examine the simultaneous relationship among these factors with impulsive buying behaviour. Thus, this imperative research takes on a journey on both internal and external factors that caused impulsive buying behaviour in Malaysia context. The internal factors are: personality (conscientiousness trait and extraversion trait), individualism, and impulse buying tendency trait. As for the external factors, visual merchandising and price are the selected variables.

Literature Review

The early analyses often define impulse buying as an act of an "unplanned" purchase (Clover, 1950). However, this unplanned phenomenon by the individual does not rule it to every impulse purchases made (Kacen & Lee, 2002; Amos *et al.*, 2014). This is because an unplanned purchase can simply be arriving at the payment counter only to realize one has forgotten to include items on the prepared shopping list. Amos *et al.* (2014) summarised that impulse purchase will only occur when three criteria are realized – first, the buy is unexpected and a positive surge of energy is concurrent; second, the individual does not think of the impending consequences from the buy; and lastly, it involves satisfying one's self-needs.

This section studies the appropriate independent variables that affect the dependent variable (impulsive buying behaviour). The selected variables for this study which instigate impulsive buying behaviour among consumers are frequently studied and analysed, particularly in developing nation contexts (Tinne, 2011). The six factors that are explored in this study include conscientiousness trait, extraversion trait, individualism, impulse buying tendency trait, visual merchandising, and price.

Personality and Impulse Buying

Personality is the composition of unique qualities that an individual tends to portray to others when faced in a social and physical environment (Schiffman *et al.*, 2008). Schiffman *et al.* (2008) conveyed that every individual is idiosyncratic and each of us possess unique traits and that is what distinguish every particular person apart. The difference in each individual's personality highlights the necessary means for marketers to classify their consumers into different groups for ease of targeting. Albeit the possibility of altering human's personality is highly unlikely, yet marketers latch onto the opportunity to segment their market according to the different types of personality that exist. An organization can then easily differentiate the types of products or services that are launched and appeal to right and differentiated targeted markets.

The Big-Five trait model

Psychologists have consistently attempted to categorize personality in a dimension for centuries until they had mutually agreed that the anatomy of personality is sufficient to be described with the Big-Five model (Gosling *et al.*, 2003). There are five components in personality's Big-Five model which are conscientiousness, agreeableness, neuroticism, openness to experience and extraversion. A brief explanation of the five traits is, provided hereunder.

Conscientiousness refers to the level of thoughtfulness one places when making decisions in any situations. People who score highly on this trait are normally systematic, hardworking, responsible, and usually goal oriented, while people who score lowly are perceived as those who have disorganised thoughts, poor in planning their daily routine and are attention deficient (Vazifehdost *et al.*, 2012; Badgaiyan & Verma, 2015). Agreeableness is the measurement of how easily an individual bond with others. The individuals with high scores in agreeableness are usually trustworthy, pleasant, and cooperative. On contrary, individuals with low scores are usually more opinionated and less accommodating (McCrae & Costa, 2008). Neuroticism measures an individual's state of mind in terms of anxiety and unpredictability. High score on this trait translates to low level of emotional stability i.e. they get worried easily and are not that capable in keeping their emotions in check (Schiffman *et al.*, 2008). Openness to experience refer to how "open-minded" or easily adaptable of an individual to a given environment. A high score level on this trait deems an individual to possess creativity and imaginative mind set (McCrae & Costa, 2008). Lastly, extraversion assesses how enthusiastic an individual is when participating in social events or making new acquaintances confidently. They are often referred as extroverts and are generally more sociable while displaying preference of engaging themselves in social situations. (McCrae & Costa, 2008).

Vazifehdost *et al.* (2012) advocated the use of Big-Five trait model to assess personality variable as it produces the most valid and reasonable results among all the other applicable personality constructs. He specifically stipulated all the five traits are innate and should be measured as a whole for they are the essence of people's attitudes. All of the five traits had been scrutinised and all five were found significantly related to impulsive buying behaviour (Shahjehan *et al.*, 2012). From his results and interpretation, any individuals who face anxiety, irritability, moodiness, or sadness will eventually address the negative emotions confronted by buying impulsively. In the same regard with Shahjehan *et al.* (2012), Bratko *et al.* (2013) handled a study on three main traits on twins: impulsivity, neuroticism, and extraversion and had proven the simultaneous inherence within human characteristics. Besides, Tao *et al.* (2004) had achieved a positive correlation when measuring openness to experience against impulsive buying behaviour.

Conscientiousness and Impulse Buying

Instead of measuring each of the traits in the given model, only two out of the five traits contained in personality construct were applied in this study context (Malaysia). This is mainly because even though past studies had proven a positive relationship between neuroticism and impulsive buying behaviour (Bratko *et al.*, 2013; Shahjehan *et al.*, 2012), Badgaiyan and Verma (2014) have found otherwise. Instead, they found a strong negative relationship between conscientiousness and impulsive buying behaviour. The justification used in response to the significant relationship obtained is that consumers who are more “planned” or organized when shopping rarely impulse-purchase at the end of the day. In other words, it meant that shoppers who have higher score on conscientiousness trait tend to plan ahead of their purchases and do not easily succumb to their temptations. Hence, in spite of the positive relation found between neuroticism and impulsive buying behaviour, this study opts for a different approach (conscientiousness) instead, on the account that Badgaiyan and Verma's (2014) study was carried out in Asia context. It is more reasonable to choose conscientiousness trait and reaffirm the mutual association between the trait and the phenomenon as this study (Malaysia) is in a highly similar setting and culture as Badgaiyan and Verma (2014) in India. Thus, the first hypothesis is developed:

H1: Conscientiousness trait negatively influence impulsive buying behaviour.

Extraversion and Impulse Buying

Badgaiyan and Verma (2014) were able to find a positive interrelationship between the extraversion trait and impulsive buying behaviour which aligns with two other studies by Shahjehan *et al.* (2012) and Bratko *et al.* (2013). With the solid evidence, the study explores on the same agenda to observe if it lands on the same ship in Malaysia too. This leads to the second hypothesis:

H2: Extraversion trait positively influence impulsive buying behaviour.

Individualism and Impulse Buying

Individualists usually act upon their own feelings without the consideration of the possible negative consequences that might incur after an action taken (Kacen & Lee, 2002). The behaviour portrayed thus will have a significant positive effect on impulse purchase as per Kacen and Lee's claim. They presented in their findings that individualists tend to impulse-purchase as they are mostly driven by their own set of interests or desires to fulfil their personal needs. Although Dameyasani and Abraham's (2013) results contradicted with Kacen and Lee's study, it would be fascinating to hypothesise that impulsive buying behaviour instigates positively with individualism. This leads to the third hypothesis:

H3: Individualism positively influence impulsive buying behaviour.

Impulse buying tendency trait

The trait of having the tendency to impulse buying is said to be inborn within the human race as conceptualised by Rook and Fisher (1995). This simply implies that all of the population has a natural tendency to make spontaneous purchases based upon the attractiveness of the product or for the fulfilment of needs. Foroughi *et al.* (2013) suggested that in order to resist the urge to purchase an item spontaneously, there must be a self-regulation because this trait acts in two extremes: high or low. When consumers possess higher tendency trait, they are more vulnerable to impulse purchases whereas consumers with lower tendency traits tend to display a stronger

ability to control their impulsivity (Foroughi *et al.*, 2013). Base on this theory and claims which indicate a strong positive correlation between impulsive buying tendency trait and impulsive buying behaviour, it is proposed that:

H4: Impulsive buying tendency trait positively influence impulsive buying behaviour.

Visual Merchandising

Visual merchandising can be of anything that is tangible to the naked eye, in a given area: from the exterior to the interior of a store. It is quite similar to in-store environment but different. It can be the attractive mannequins in or outside the store, the wall and floor merchandising, the in-store lighting as well as the promotion signage. As long as the presentation of a store is unique and appealing enough to attract customers to the store, it is called an effective visual merchandising. Gajanayake *et al.* (2011) discovered components such as the choice of in-store lighting colours determine the numbers of visitors and sales. Ever since Clover (1950) begun to explore impulsive buying behaviour based on the external cues planted by marketers across business industries, interest grew among researchers to link the relationship between the both. With the improvisation over each study in environmental context, visual merchandising was further analysed when found. The role of visual merchandising plays an importance in impulsive buying behaviour (Bhatti & Latif, 2013). Therefore, the fifth hypothesis follows:

H5: Visual merchandising positively influence impulsive buying behaviour.

Price

Every living form is mindful of the price of the item laid on their hands; be it subconsciously or consciously. Being fully aware that consumers have a common weakness to low prices, great deals and promotions, marketers take advantage of this and incorporate it into their marketing mix. Marketing is about appealing the right target market with the appropriate strategies. Price has and always will be an influencing factor in impulse purchases (Iqbal *et al.*, 2014). Through Zhou and Wong's (2004) study, it was discovered that consumers have a higher tendency to purchase an item after knowing the price is discounted. Besides that, Tendai and Crispen (2009) found that price was the only determinant out of the nine factors investigated which has a significant effect on impulse buying. Therefore, the research will investigate if the past studies correspond with Malaysian context.

H6: Price positively influence impulsive buying behaviour.

Research Methodology

In this study, questionnaires from previous studies were adapted and incorporated into survey forms to suit Malaysian's level of English comprehension. Melaka, being a popular tourist destination, its diverse blend of shopping haven is one of its tourist attractions. Melaka recorded more than 17 million tourist arrivals in 2018, with 66.6% or 11.33 million were domestic tourists (Abu Samah, 2019), and this makes Melaka as an ideal geographical representation as the study focus for this research. A total of 200 questionnaires are distributed and collected around Melaka via mall-intercept method using convenience sampling. To overcome the limitation of mall-intercept method, survey was conducted at several shopping malls i.e. AEON Bandaraya, Dataran Pahlawan and Mahkota Parade in Melaka at different times. The age range and demographic background of all the targeted respondents are random. Convenience sampling is chosen due to the random number of shoppers who appear at the right time, and at the right place of fancy. Additionally, Walliman (2006) pointed out that encountering a stranger

on the street or mall by chance or convenience gives a quicker, more spontaneous and more honest answers. This increases both the validity and credibility of the research.

Sampling size

G*Power provides a suggested sample size of 146 when six predictors are involved. However, 200 respondents are the number of selected samples for this study for contingencies reason. In cases where respondents answer without any commitment, there might be survey forms that are invalid and unreliable to run for analysis. Thus, instead of distributing it to 146 respondents, 200 respondents would be a safer prospect.

Questionnaires design

Survey form is one of the many types of primary data measurement tools used to measure the characteristics of a selected population at convenience. The questionnaire consists of two main sections – *Part A* poses demographic questions and *Part B* contains questions concerning the construct measurements of this study's six independent variables and dependent variable. Table 1 summarises the samples' profile. Among the 200 respondents, female respondents constitute of 54%, slightly higher than male respondents. Majority of respondents are aged 21 to 50, single, and are diplomas or degree holders.

Questionnaire Items

In this study, there are 30 statements as a measurement construct to the dependent variable (impulsive buying behaviour) and the six independent variables as shown in Table 2. Measurement items for impulsive buying behaviour is adapted from Chuah and Gan (2015); whereas the measurements of the personality (conscientiousness trait and extraversion trait) are adapted from Tao *et al.* (2004). Measurements of individualism and impulse buying tendency traits are adapted from Badgaiyan and Verma (2014). Meanwhile, measurements of visual merchandising and price are adapted from Moayery *et al.*, (2014) and Gupta and Taushif (2013), respectively. All measurement constructs are evaluated using a 6-point Likert level of agreement scale from 1 to 6: 1 (strongly disagree), 2 (disagree), 3 (tend to disagree), 4 (tend to agree), 5 (agree), and 6 (strongly agree).

Although a 5-point Likert scale is commonly use in survey research, a 6-point Likert scale is chosen instead for neutral bias avoidance. In addition, 6-point Likert scale is used for this study too as the average consumption or spending rate of Malaysia still remain lacklustre despite registering higher retail volumes (Idris, 2019). For that reason, Malaysians are most likely to make impulse purchases without their awareness or acknowledgement. In addition, 6-point Likert scale remains as the reference for more accurate surveying (Thompson, 2018).

Table 1: Respondents' demographics Profile

Demographics		Frequency	%
Gender	Male	92	46.0
	Female	108	54.0
Age Group	Less than 20 years old	17	8.5
	21 to 35 years old	92	46.0
	36 to 50 years old	61	30.5
	More than 50 years old	30	15.0
Marital Status	Single	121	60.5
	Married	68	34.0
	Divorced	6	3.0
	Widowed	5	2.5
Ethnic Group	Malay	61	30.5
	Chinese	78	39.0
	Indian	40	20.0
	Others	21	10.5
Occupation's status	Employed	72	36.0
	Self-Employed	20	10.0
	Unemployed	8	4.0
	Housewife	7	3.5
	Student	83	41.5
	Retired	10	5.0
Highest Education Level	Secondary School (SPM)	40	20.0
	Foundation/ A-Levels/ STPM	26	13.0
	Tertiary (Diploma/ Bachelor)	119	59.5
	Postgraduate (Masters/ PhD)	15	7.5
Monthly income/ allowance	Less than RM2500	106	53.0
	RM2501 to RM5500	48	24.0
	More than RM5500	46	23.0

Structural equation techniques (SEM) i.e. Smart-PLS 3.0 program is used to validate the six hypotheses. As a second-generation technique, SEM technique is widely utilised in contemporary studies as it manages to trace measurement errors among the observed variables which overcome the limitation of first-generation technique (Chin, 1998). Two stages of assessments which comprise of measurement model's validation and structural model's evaluation are employed for data analysis as proposed by Hair *et al.* (2011). The former involves convergent validity (as shown in Table 2) and discriminant validity (as shown in Table 3). The latter is to scrutinize the proposed hypotheses and to estimates the efficiency of the model in term of prediction and effect size (as shown in Table 2).

Table 2: Measurement items and convergent validity for the measurement model

Variables	Indicator	Measurement Items	Factor Loading	CR	AVE
Impulsive buying behaviour	IMPULSE1	I often buy things spontaneously.	0.802	0.903	0.651
	IMPULSE2	Sometimes, I am a bit hasty when buying things.	0.805		
	IMPULSE3	“Buy now, think about it later” describes me.	0.799		
	IMPULSE4	I often buy without thinking.	0.868		
	IMPULSE5	When I see something I want, I buy it.	0.758		
Conscientiousness trait	CONSC1	I am an organized person.	0.873	0.877	0.704
	CONSC2	I have always been told as an orderly person.	0.860		
	CONSC3	I am always efficient.	0.781		
Extraversion trait	EXTRA1	I am always talkative when with others.	0.828	0.862	0.676
	EXTRA2	I always feel comfortable when I am with a group of people.	0.847		
	EXTRA3	I am extroverted when with people.	0.790		
Individualism	INDIV1	I prefer to be direct and forthright when discussing with people.	0.672	0.821	0.535
	INDIV2	I often do “my own thing”.	0.754		
	INDIV3	I enjoy being unique and different from others in many ways.	0.764		
	INDIV4	I enjoy working in situations involving competition with others.	0.733		
Impulse buying tendency trait	TRAIT1	Before I buy something, I always think about whether I need it or not. (Reverse-coded)	0.818	0.909	0.666
	TRAIT2	Sometimes, I buy things because I like to buy not because of personal needs.	0.835		
	TRAIT3	I buy what I like without thinking further.	0.821		
	TRAIT4	I buy products and services as to how I feel at that moment.	0.806		
	TRAIT5	It is enjoyable to buy spontaneously.	0.801		
Visual Merchandising	VISUAL1	I enter a store because of the eye-catching window display.	0.838	0.910	0.670
	VISUAL2	I get an idea of what I want to buy after looking around in the store/ mannequin displays.	0.832		
	VISUAL3	I will buy the new item or stock on display in the store.	0.719		
	VISUAL4	Most of the time, I enter the store because of the sale/ clearance signage.	0.851		
	VISUAL5	Interesting promotional signage will make me enter the store and buy.	0.845		
Price	PRICE1	I choose low-priced over high-priced items.	0.877	0.868	0.573
	PRICE2	Most of the time, I go shopping only when there are sales.	0.647		
	PRICE3	I am more likely to buy things if there is sale.	0.813		
	PRICE4	I will buy an item if the price is low.	0.787		
	PRICE5	I often choose price over quality.	0.629		

Result Analysis

Last three columns of Table 2 depict the item loadings, composite reliability (CR) and average variance extracted (AVE). In summary, the AVE and CR of all constructs exceed the 0.50 threshold for AVE (Hair *et al.*, 2013) and 0.70 threshold for CR (Henseler *et al.*, 2009), this substantiated that the measurement model is reliable and has requisite convergent validity. In details, the item loadings range from 0.629 to 0.877; composite reliability (CR) analysis range from 0.821 to 0.91; AVE range from 0.535 to 0.704.

Table 3: Discriminant validity by Heterotrait-Monotrait (HTMT) criterion

	IBB	CSC	EXV	IND	PR	IBT
IBB						
CSC	0.838 CI.90(0.755, 0.908)					
EXV	0.85 CI.90(0.752, 0.928)	0.698 CI.90(0.571,0.809)				
IND	0.885 CI.90(0.774, 0.983)	0.722 CI.90(0.583,0.846)	0.731 CI.90(0.581,0.859)			
PR	0.271 CI.90(0.181, 0.358)	0.163 CI.90(0.091,0.207)	0.270 CI.90(0.167, 0.375)	0.216 CI.90(0.131,0.273)		
IBT	0.843 CI.90(0.762, 0.911)	0.53 CI.90(0.405,0.642)	0.69 CI.90(0.582,0.785)	0.683 CI.90(0.558,0.793)	0.126 CI.90(0.073,0.149)	
VM	0.664 CI.90(0.566,0.749)	0.558 CI.90(0.444,0.655)	0.516 CI.90(0.373,0.640)	0.463 CI.90(0.325,0.585)	0.159 CI.90(0.089,0.223)	0.528 CI.90(0.418,0.628)

Note: IBB= Impulsive Buying Behaviour, CSC=Conscientiousness, EXV =Extraversion, IND=Individualism, PR=Price, IBT= Impulse Buying Tendency Trait, and VM=Visual Merchandising.
*CI.90(lower bound of confidence interval, upper bound of confidence interval)

Table 3 illustrates the result of heterotrait-monotrait (HTMT) ratio of correlations to measure discriminant validity proposed by Henseler *et al.* (2015). All the values in Table 3 fulfil the criterion of HTMT_{0.90} and confidence internal of all constructs in HTMT inference do not contain the value of 1, which ascertain the discriminant validity between the constructs.

Table 4: Summary of the structural model

HP	Path	Std. Beta	Std. Error	t-value	Decision	R ²	Q ²	f ²	VIF
H1	CSC -> IBB	-0.269	0.042	6.452**	Supported	0.805	0.485	0.213	1.743
H2	EXV-> IBB	0.154	0.048	3.205**	Supported			0.064	1.884
H3	IND -> IBB	0.210	0.053	3.963**	Supported			0.126	1.781
H4	IBT -> IBB	0.338	0.052	6.462**	Supported			0.326	1.789
H5	VM ->IBB	0.139	0.043	3.272**	Supported			0.069	1.446
H6	PR-> IBB	0.122	0.034	3.528**	Supported			0.07	1.079

Note: ** p <0.01

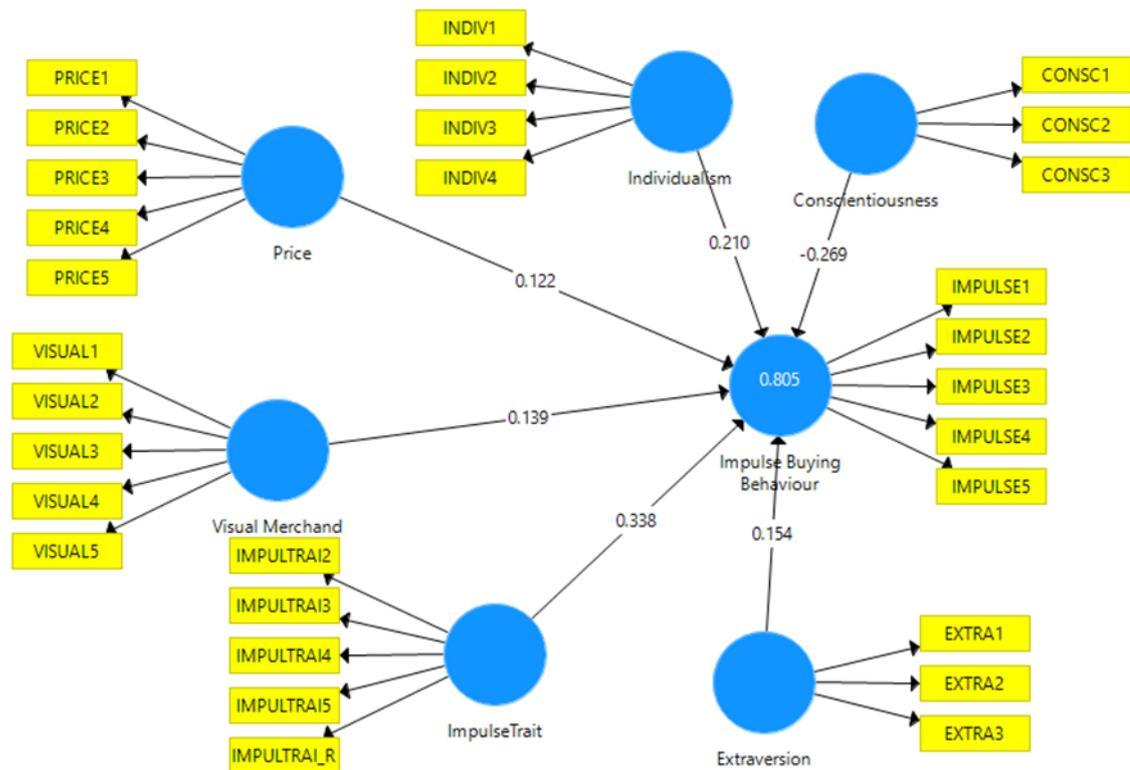


Figure 1: The structural model

The structural model for this study is shown in Fig. 1. There are six hypotheses developed between the constructs. T-statistics for all hypotheses are generated by SmartPLS3.0 bootstrapping function with subsamples of 5000. For the results tabulated in Table 4, all the hypotheses are supported at 1% alpha value as the t-value of the six relationships are > 2.33 . Comprehensively, with the exception of conscientiousness ($\beta = -0.269$) which has negative influence on impulse buying behaviour, the predictors of extraversion traits ($\beta = 0.154$), individualism ($\beta = 0.210$), impulse buying tendency trait ($\beta = 0.338$), visual merchandising ($\beta = 0.139$), and price ($\beta = 0.122$) have positive influence on impulse buying behaviour. The R^2 value of 0.805 in this study, which is above 0.66, indicates that the model is substantial (Chin 1998), and 80.5% of total variation in the impulsive buying behaviour can be explained by the structural model.

Effect sizes defined by Cohen (1988) in his guidelines is used; 0.02 for small, 0.15 for medium and 0.35 for large effect. As demonstrated in Table 4, conscientiousness ($f^2 = 0.213$) and impulse buying tendency trait ($f^2 = 0.326$) have medium effect in producing the R^2 for impulse buying behaviour whereas the remaining 4 have small yet significant effects in producing the R^2 for impulse buying behaviour. Subsequently, blindfolding procedure is employed to evaluate the predictive relevance of the model, in which value of Q^2 larger than zero indicates a model exhibits predictive relevance for a particular endogenous construct, while values of 0.02, 0.15 and 0.35 represent an exogenous construct having small, medium or large predictive relevance to a particular endogenous construct (Hair *et al.* 2013). The Q^2 value for impulse buying behaviour of 0.485 which is greater than zero and exceeds 0.35 indicates that the model has large predictive relevance. Besides, all the VIF readings in the last column are all below 5, which mean the results have passed the lateral multicollinearity test.

Discussion and Conclusion

The act of an unplanned, spontaneous, and almost instantaneous purchase is an integral part of the human race. This phenomenon does not only manifest and embrace in the context of Western countries, but also in the Asia context. This was reaffirmed through the findings in Melaka itself. Although it is a rather subtle topic in Malaysia as a whole, the affirmation of the growing presence of impulsive buying behaviour in Melaka has certainly held true. With the growing economy and political stability in most of Asia countries, the consumerism behavior has indeed evolved.

The first variable probed into is the conscientiousness trait extracted from the Big-Five Model of Personality construct. It had been hypothesised that there is a negative or inverse relationship between conscientiousness and impulsive buying behaviour. In short, it is less likely for an individual to act impulsively if they are planned, organized, and efficient because of their well-organized nature. They plan well for the future and consider consequences before acting rashly. This revalidated the findings from Badgaiyan and Verma (2014).

The second variable is extraversion trait. The result prove that extraversion trait relates positively with impulsive buying behaviour. It can be concluded that extroverted consumers tend to be more gullible towards various marketing strategies and schemes devised by marketers and are easily spoken to. Since they are more approachable, they tend to fall more easily for elaborated marketing ploys laid out by marketers (Badgaiyan & Verma, 2015; Mathai & Haridas, 2014)

It is in the belief of this research that individualism construct extracted from the cultural dimension by Hofstede (1984), would influence impulsive buying behaviour in a positive manner. This is because numerous outcomes have shown the affiliation of individualists taking care of their needs and goals before others. With the mind set of only fulfilling personal needs one instilled, individualists are predicted to be more tempted to purchase impulsively. This is in line with previous findings made by Kacen and Lee (2002), and Zhang and Shrum (2009). The odds of anyone possessing impulse buying tendency trait is high. It is only a matter of whether the trait is stimulated or regulated. The theory of impulsivity trait to co-exist with impulsive buying behaviour had held true as with the proof of significant and positive relationship formed between impulse buying tendency trait and impulsive buying behaviour shown in Table 4. This upshot is perhaps one of the most imperative factors to be viewed by marketers as it is also the most significant predictor of impulse purchases with the highest beta value among other variables ($\beta=0.338$). Consumers who possess this trait buy things based on their emotions at that very moment. They had also admitted to indulge in shopping as a leisure activity. Business marketers should exploit the benefit of stimulating this trait, as it is the strongest predictor factor.

The fifth variable – the visual merchandising factor, as per the collected results, is in line with the past studies (Saini, 2015; Bhatti, 2013). The visual merchandising component is found to be statistically and significantly related to impulsive buying behaviour. This finding further cemented the credibility of Saini *et al.*'s (2015) inference on interdependency between the four important components found in visual merchandising: window display, in-store form/mannequin display, floor merchandising, and promotional signage against consumers' impulse buying behaviour.

The last variable which is the price of a product; this finding reiterated the significant findings found by Zhou and Gu (2015) and Lau *et al.* (2018) that there is a higher tendency for consumers to make a purchase when prices are discounted. As 53% of the respondents are in the lower income bracket, price is being emphasised as an important factor to encourage impulsivity. It is of marketers' duty to be extremely particular when targeting certain market segment with price discounts. This is because price-sensitive consumers are found to be more

likely to make purchases when price is lower even by little variance (Amos *et al.*, 2014; Zhou and Gu, 2015).

Implications and Recommendations

The main contribution to knowledge from this study is to explore the determinants of impulsive buying behaviour both internally and externally from the Malaysia's context. The discovery of significant relationships between all the variables in the framework and impulsive buying behaviour shall benefit both researchers and marketers in Malaysia. The most significant predictor of impulsive buying behaviour is impulse buying tendency trait. Since it has the most influence on an impulsive nature, reflection on ways to prompt impulse purchases should be further scrutinised.

The very fact that conscientiousness trait and extraversion trait fall under personality has drawn a significant relationship, given marketers the opportunity to learn more about the personality construct, understand how the human mind works and to facilitate the behaviour even more.

Visual merchandising is a facilitating element when it comes to impulsive buying. The arrangement and selection of items to be in display in a store are of important decisions made by any marketers. It is highly advocated to any aspirational businesses that wish to prosper or resolve the declining revenue in their respective businesses to prioritise, learn, and embrace each of the elements found in visual merchandising to facilitate the behaviour.

Lastly, the presentations of price, is undeniably another important predictor to look at as it is unravelled that Melaka, Malaysia tends to agree that price is placed as one of their top priorities when it comes to purchasing. This implies to future and current business marketers to be cautious in the way they present their products' prices.

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