

**THE FACTOR AFFECTING YOUTH IN
KELANTAN ON PRODUCT PURCHASING**

FKP

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
Att	Attitude
DV	Dependent Variables
H	Hypothesis
IV	Independent Variables
P	Pseudo Floating Point
PBC	Perceived Behavioural Control
r	Correlation Coefficient
SN	Subjective Norm
SPSS	Statistical Package for the Social Sciences
Std	Standard Deviation
TPB	Theory of Planned Behaviour

LIST OF SYMBOLS

N	Population
a	Cronbach's Alpha
b	Beta Coefficient

ABSTRAK

Remaja secara kolektif mempunyai kuasa beli yang besar. Lebih penting lagi, remaja adalah penentu arah aliran dan pengguna awal teknologi. Keputusan pembelian mereka memberi kesan ketara kepada perkara yang menjadi popular dan cara keluarga membelanjakan wang mereka. Kajian ini cuba memahami faktor-faktor yang mempengaruhi belia Kelantan dalam membeli produk. Icek Ajzen (1991), model TPB, tingkah laku manusia dalam hasil tertentu seperti sikap terhadap tingkah laku, norma subjektif, dan kawalan tingkah laku yang ditanggap telah dipilih sebagai rangka kerja kajian ini untuk menjelaskan tingkah laku pembelian dalam kalangan belia di Kelantan. Penyelidikan ini mengkaji literatur sedia ada untuk mengetahui faktor-faktor yang mempengaruhi kebiasaan pembelian dalam kalangan belia di Kelantan. Justeru, kajian ini telah menjalankan tinjauan dengan mengedarkan soal selidik dalam borang Google untuk mengumpul data. Pakej perisian SPSS digunakan untuk mempersembahkan data kajian secara grafik dan menguji hipotesis kajian. Oleh itu, kajian ini meminta sampel 384 belia di Kelantan untuk input, dan kajian ini melakukan analisis deskriptif untuk mengkaji faktor-faktor yang mempengaruhi tingkah laku pembelian. Dapatan kajian ini mendedahkan bahawa kawalan tingkah laku yang dirasakan mempunyai hubungan positif dengan tingkah laku pembelian dalam kalangan belia di Kelantan. Selanjutnya, data yang ditemui kawalan tingkah laku yang dirasakan menyederhanakan perhubungan lebih daripada sikap dan norma subjektif. Oleh itu, penemuan ini penting bagi pemaju perniagaan untuk membentuk strategi pemasaran mereka dalam mewujudkan platform kedai yang sangat mudah untuk memenuhi keperluan perubahan gaya hidup belia ke arah gelagat pembelian, terutamanya di Kelantan. Akhir sekali, beberapa cadangan telah ditawarkan kepada peruncit untuk mengambil inisiatif untuk mempengaruhi perhatian pembelian dalam kalangan belia di Kelantan.

ABSTRACT

Teenagers collectively have enormous purchasing power. More importantly, teenagers are trendsetters and early adopters of technology. Their purchasing decisions significantly impact what becomes popular and how families spend their money. This study endeavours to understand the factors affecting Kelantan youth in purchasing products. Icek Ajzen (1991), the TPB model, human behaviour in specific outcomes such as attitude toward the behaviour, subjective norm, and perceived behavioural control was chosen as the framework of this study to explain purchasing behaviour among youth in Kelantan. This research reviewed the existing literature to discover factors influencing purchasing behaviour among youth in Kelantan. Thus, this research has conducted surveys by distributing questionnaires in Google forms to gather data. SPSS software was used to present research data graphically and test research hypotheses. Therefore, this research asked a sample of 384 youth in Kelantan for input, and this research did a descriptive analysis to examine factors affecting purchasing behaviour. This study's findings revealed that perceived behavioural control positively relates to purchasing behaviour among youth in Kelantan. Further, data found perceived behavioural control moderates the relationship more than attitude and subjective norms. Therefore, this finding is very important for business developers to formulate marketing strategies, and they can create a very convenient store platform to meet the needs of young people's lifestyle changes in purchasing behaviour, especially in Kelantan. Finally, some recommendations have been offered for retailers to take the initiative to influence purchasing attention among youth in Kelantan.

CHAPTER 1: INTRODUCTION

1.0 BACKGROUND OF STUDY

According to the United Nations Population Fund (UNFPA), there will be about 1.9 billion young people in the world in 2022. The youth group is a huge group, they make up 16% of the total global population. The United Nations defines youth as the group aged 15-24. Due to their age, the youth group will be the main labour group and consumer group for a long time in the future, so they are the most influential consumer group (Sheetal Jain, 2020).

According to data from United Nations, Malaysia will have about 5 million young people in 2022, accounting for 24% of Malaysia's total population. Therefore, the youth group is a very important consumer group in Malaysia. Retailer should understand and pay attention to the needs of youth groups, because this can bring huge benefits to the retailer. Therefore, in order to attract the purchase intention of the youth group, retailer should learn more about the consumption concept and purchase intention of the youth group.

Today's youth groups are all Generation Y and Generation Z, and their concepts are different from those of their elders. Sheetal Jain (2020) argues that youth have different consumption concepts from other groups. They have high public awareness and their purchasing behaviour will be influenced by their peers (Fernandez & Rosaline Prasana, 2009). In addition, some studies have pointed out that the youth group has always been the main consumer group of luxury goods. According to Prima Ulfa Mulia Arta, & Annisa Rahmania Qastharin (2021), youth spend for social status and vanity. When the disposable income of the youth group increases, they will buy expensive and well-

known brand products to enhance their social status (Sheetal Jain, 2020; Prima Ulfa Mulia Arta, & Annisa Rahmania Qastharin, 2021).

Many studies have found that attitude, subjective norm and perceived behavioural control will be the main factors affecting purchase intention (Sheetal Jain, 2020; Prima Ulfa Mulia Arta, & Annisa Rahmania Qastharin, 2021; Arshiya Fathima M.S. and H. Moideen Batcha & Ansari Sarwar Alam, 2022; Zainol Bidin, Mohd Farid Asraf Md Hashim, Zakiyah Sharif & Faridahwati Mohd Shamsudin, 2011; Gengzhi Shan, Choy Leong Yee & Guangmen Ji, 2019; Kezia Angely Stiva Lasut, Joy Elly Tulung & Merinda H. Ch. Pandowo, 2022; Katrina Anna Auza and Kamel Moouloudj, 2021). Therefore, this study will study the influence of attitude, subjective perception and perceived behavioural control on purchase intention of Malaysian youth group. This study helps researchers and retailer understand the core reasons behind the purchase intentions of Malaysian youth groups. This research will help retailer formulate appropriate marketing strategies that match the mindset and perceptions of the Malaysian youth.

1.2 PROBLEM STATEMENT

Consumers' willingness to purchase is very important for merchants, because it is related to whether they can attract and satisfy consumers' needs and make consumers become regular customers. In this regard, many researchers have studied the factors that affect consumers' purchase intention (Sheetal Jain, 2020; Prima Ulfa Mulia Arta, & Annisa Rahmania Qastharin, 2021; Arshiya Fathima M.S. And H. Moideen Batcha & Ansari Sarwar Alam, 2022; Zainol Bidin, Mohd Farid Asraf Md Hashim, Zakiyah Sharif & Faridahwati Mohd Shamsudin, 2011; Gengzhi Shan, Choy Leong Yee & Guangmen Ji, 2019; Kezia Angely Stiva Lasut, Joy Elly Tulung & Merinda H. Ch. Pandowo, 2022; Katrina Anna Auza & Kamel Moouloudj, 2021). These studies point out that purchase intention affects consumers' purchasing behaviour and purchasing decisions. This is very important for retailer, because it will affect the attractiveness of their marketing strategies to consumers. Therefore, consumers' willingness to purchase is also a part that retailer need to consider.

The youth group is the most influential consumer group in the world (Sheetal Jain, 2020). Therefore, young people's consumption concepts and purchase intentions will also affect the interests of retailer. As long as retailer grasp the purchasing intentions and consumption concepts of young people, they will obtain the customer group with the most consumption power. Therefore, the purchase intention and consumption concept of the youth group will become the focus of retailer's attention.

This study will examine the factors influencing purchase intentions of young Malaysians. In Malaysia, there is little research in this area. Therefore, this study will be able to help fill this gap. At the same time, this research will help Malaysian retailer understand the core reasons behind the purchasing intentions and consumption concepts

of young people, so as to help them formulate appropriate marketing strategies to cater to the purchasing intentions of young people.

1.3 RESEARCH OBJECTIVES

The aims of this study are:

1. Identify the relationship between attitudes and purchasing behaviour.
2. Identify the relationship between subjective norms of product perception and purchasing behaviour.
3. Identify the relationship between perceived behavioural control and purchase behaviour.

1.4 RESEARCH QUESTION

This study is to address the following question:

1. Is there a relationship between attitudes and purchasing behaviours among young people in Kelantan?
2. Is there a relationship between subjective norms and purchasing behaviour among young people in Kelantan?
3. Is there a relationship between behavioural cognition and purchasing behaviour among young people in Kelantan?

1.5 SCOPE OF THE STUDY

Although much research and writing have been done on factors affecting youth purchasing behaviour in Malaysian or even global, the adoption factor affecting youth purchasing products at Kelantan needs to be better recognised.

The study focuses on youth in Kelantan. With a total number of 426,686 youth, the sample size is 384. This study is conducted to be a survey and a reference subject to the availability of correct data provided by the respondents in the questionnaire submitted through the Google Form. They will be asked to participate through social media platforms such as Facebook, Instagram and WhatsApp.

In order to conduct the research and collect information from each of them, the researcher will provide them with a questionnaire that they can fill out. Through this example, we can understand the research parameters that only limit the study's sample size to youth. Participants above 29 years of age will be excluded from this study.

1.6 SIGNIFICANT OF STUDY

As a result of this study, it will benefit the government in obtaining the latest data on purchasing behaviour among youth. In addition, the government can determine the factors influencing young people buying decisions. According to research findings Liu and Li, 2019; Trivedi and Raval, (2016), actual purchase behaviours can be measured by purchase intention, which is a customer's tendency towards their own purchase behaviours. As such, it contributes to the country's economic growth, known as the "Gross Domestic Product" (GDP), and improves living standards.

Next, the data from this study can also be helpful to start-up companies by knowing the youth's view of the factor affecting youth on purchasing products. Previous research has shown that TPB theory is suitable as the underlying idea for this study, as it has substantial empirical support that attitudes and subjective norms are critical in influencing intention (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). In addition, this study can be professional advancement and the development of factors affecting youth in Kelantan. The results of this research can improve their business to attract consumers' attention. Finally, this study will benefit future research. It serves as a guide for them to gather information, helps them become better analysts, and serves as a reference for more research in the future.

1.7 DEFINITION OF TERM

1.7.1 Attitude

How a person feels and thinks about something is considered an attitude towards that thing. According to the theory of rationality, action, and planned behaviour (Ajzen, 1991), attitudes influence a person's choice of actions and the manner in which they are carried out.

1.7.1 Subjective Norm

Subjective norms are a person's perception of social pressures that may influence them to engage in certain behaviour (Ajzen & Fishbein, 1980). View accepting an invitation from someone with a personal interest as a personal incentive (Taylor & Todd, 1995).

1.7.3 Perceived Behavioural Control

The degree to which a person perceives their overly involved behaviour as authoritative is known as perceived behavioural control (Chen, 2007). Consequently, people who feel more in control of their lives tend to act with strong behavioural intentions (Ajzen, 1991).

1.7.4 Theory of Planned Behaviour

To understand the main factors influencing purposeful human behaviour, many researchers turned to Theory of Planned Behaviour (TPB) (Ajzen 1985). TPB is a modified version of the theory of rational behaviour that uses three factors to predict a person's behavioural intentions (BI): attitude toward the behaviour (Att), subjective norm (SN), and perceived behavioural control (PBC). TPB adds a behavioural control component (PBC) to TRA that only predicts behaviour that is lower than actual

behaviour (Bansal & Taylor, 2002). TPB assumes that a person's particular behaviour is influenced by his or her desire to engage in that behaviour.

1.8 ORGANIZATION OF THE PROPOSAL

The research plan of this study consists of three chapters. The opening chapter, Chapter 1, includes the research background, problem statement, research question, research objectives, scope of study, significance of the study, definition of terms, and the organization of the proposal. The purpose of this research was to investigate the factor affecting youth on product purchasing in Kelantan. The scope of the research is referring to the specifics area which is at Kelantan and the targeted respondent are the youth in Kelantan. Here, the significant part in chapter one is the background of study, problem statement, the research question and the research objective.

Chapter two is about the literature review which discuss about the underpinning theory, the previous studies, the hypotheses statement and the conceptual framework. Previous study is collecting data from other sources or article which determine the factor that influence the customer decision making on purchasing product among the youth. The relevant data and information are collected from primary and secondary data which is library thesis, online article, official website to support our research project. It was the three independent variables in this study, namely attitude, subjective norm, and perceived behavioural control, that were significantly related to the effectiveness of Kelantanese adolescents in purchasing products. The hypothesis is formed to determine the relationship between the variables based on the referred article.

Finally, chapter three contains a research methods section that discusses study design, data collection methods, study of population, sample size, sampling techniques,

research instrument development, and procedure for the data analysis by which researchers collect data, how data is collected and types of data collection as The research method adopts the research purpose. This chapter explains the different approaches used to describe research designs and variables as domains of research projects.

CHAPTER 2: LITERATURE REVIEW**2.1 INTRODUCTION**

This chapter reviews the available literature by previous researchers on the selected topic. Researchers use theoretical and methodological formalities to analyze and identify relationships between variables. A discussion will be held on the issue at hand. This chapter will focus on the factors influence the purchasing decisions of Kelantan youth.

The influence of young people's purchasing decisions was chosen as a factor for this study. This is the most important factor to consider when making a purchase decision. The reason is that young people cannot afford to buy what they cannot afford. And the need for the product doesn't matter, as affordability is the most important factor. Now consider the best interests of young people in a particular brand. Teenagers consider a variety of factors, including product features, the price charged, and product availability in desired locations. Personal factors such as age, parents' occupations, lifestyle, social and economic status, and gender are also considered. This is because people live in different social and cultural environments and may have different demands for products and services.

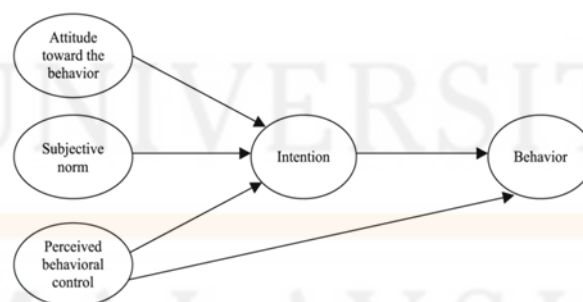
Young people are an important consumer group in Malaysia. There are 426,585 young people in Kelantan, Malaysia. Students are one of the most important markets because of their high numbers and high purchasing power (Wong & Smith, 2002). According to Mishra and Ayatham (2017), among different age groups, shoppers who are teens or younger are the most relaxed using technology. Companies believe that once they can win the loyalty of young people, the young people will become customers for life. Young consumers prefer social shopping over traditional shopping because it

caters to unique social needs (Wu et al., 2018).

This study focuses on Kelantan youth' purchasing behaviour and its determinants (attitudes, subjective norms, perceived behavioural control, etc.). The survey will be conducted in the state of Kelantan in the north-eastern part of Peninsular Malaysia.

2.2 UNDERPINNING THEORY

Ice Ajzen proposed Theory of Planned Behaviour (TPB) in 1985. According to the TPB model, three attitudes influence human behaviour: subjective norms, perceived behavioural control, and attitudes. The location of behavioural beliefs, normative beliefs, and controls produces specific outcomes, such as behavioural attitudes, subjective norms, and perceived behavioural control (see Figure 2.1). A theory should explain all behaviours that a person can control. Behavioural intentions, a key component of the model, are influenced by attitudes about the likelihood of actions leading to desired outcomes and subjective assessments of the risks and benefits of those outcomes.



Source: Ajzen (1991)

Figure 2.1: Theory of Planned Behaviour (TPB)

Several studies have been conducted to analyse how the theory of planned behaviour affects purchase manners. To gain new knowledge, the theory should be applied to specific research questions. Because there is a lack of theory, there is a gap

(Mueller-Bloch and Kranz, 2014, Jacobs, 2001 Mueller-Bloch and Kranz, 2014, Miles, 2017). According to Blackwell et al. (2006), the degree to which behaviour can be performed at will is represented by volitional control. The TPB model cannot account for behaviours that have not been consciously considered. The TPB model explains whether a person's intention to perform a behaviour determines his or her performance on that behaviour.

TPB measures attitudes towards target behaviour and subjective norms on participation in behaviours that influence purchasing behaviour to purchase a particular product and TPB measures factors affecting intentions to perceive behavioural control over participation in behaviours. and influence purchasing behaviour. Attitudes toward a behaviour are positive or negative assessments of the ability to perform that behaviour, and perceived behaviour control is the belief that an individual has the necessary opportunities and resources to engage in that behaviour based on (Ajzen, 1991).

The presence of uncontrollable factors hinders the execution of the plan. The intention is not an accurate predictor of behaviour when this disorder occurs. As a result, Perceptions of action control, a person's belief about how easy it is to act, are important for predicting action.

2.3 PREVIOUS STUDY

Today's young people's consumption concepts are very different from those of the older generation. Young people's consumption concepts will be influenced by their peers (Fernandez & Rosaline Prasana, 2009). In addition, young people will consume because of their social status and vanity (Sheetal Jain, 2020). Because of the divergence between the consumption concepts of young people and older generation, the old marketing strategies are no longer suitable for young people.

2.3.1 Purchasing behaviour

The Theory of Planned Behaviour is one of the most prevalent theories for comprehending people's intentions and behaviour (TPB). According to this particular view, an individual's actual behaviour is the result of their purpose. According to this perspective, people's intentions precede their respective behaviours. Individuals' intentions in the TPB are influenced by their attitudes, subjective norms, and perceived behavioural control (PBC) in that order. Attitudes indicate one's favourable or unfavourable intentions for that particular element, subjective norms are the result of social influence, and PBC appears to be the result of personal control beliefs. Ajzen (1991) observed that individuals tend to perform behaviours that consumers believe they can still control. TPB is reliable in predicting the probability that behavioural intentions will translate into actual behaviour.

Purchasing behaviour can be defined as the ability of consumers to generate purchase intentions for specific products and services in the market (Rani, 2014). Several studies have found that both internal and external factors influence consumer purchasing decisions. According to Abdul Brosekhan and Velayutham (2008), age, personality, and beliefs are examples of the former, while trends, family, and social class

are examples of the latter. Therefore, marketers are bound to encounter the buying behaviour of consumer segments and develop strategies to meet consumer needs.

Kaur et al. (2014) found that subjective norms were the most important predictors of consumption of halal cosmetics produced by Malaysian manufacturers in the halal cosmetics segment. The primary focus of the theory of planned behaviour is intentions. According to this theory, people's final behaviour is reflected in their intentions for a particular behaviour (Ajzen, 1991). Ajzen (1991) also goes on to explain that intention is one of the main drivers of behaviour. In this study, researchers and practitioners focused on the concept of "halal" and how it affects the purchasing habits of Muslim consumers. The spectrum of religious affiliation has been thoroughly explored in order to ascertain its importance for individual consumption decisions. According to Khairi et al. (2012), people's purchasing behaviour is due to their purchase intention, as these two factors were found to be significantly correlated with each other.

2.3.2 Attitude and purchase behaviour

Attitude can be defined as a people's feeling and perception of a single thing. In relation to Theory of Planned Behaviour (Ajzen, 1991), attitude prompts and how he/she tends to behave in complies to the decision that was made. Sanbonmatsu and Fazio (1990) support this case by finding that attitudes help to improve such decisions that are attempted in an effortless and rapid decision-making process. As a result, marketers must consider the role of attitudes in influencing consumers' purchasing decisions.

Consumer purchases will be influenced by their positive attitude towards specific products and services in the market. More specifically, attitudes can be divided into two

categories, namely attitudes towards objects and attitudes towards behaviours. For example, people may have a positive attitude towards a digital watch such as a Rolex due to its reliability, but the opposite attitude towards purchasing such a product. Therefore, marketers must understand the specific aspects of the segment when developing strategies to market their services and products.

According to Aris et al. (2021), the purpose of this study is to understand the demographics and perceptions towards online shopping orientation of young Malaysians in Kelantan. The rise of online shopping is incredible. The presence of social media platforms makes it easier for businesses to connect with customers. In other words, instead of walking into a traditional grocery store, consumers are using the Internet as a shopping channel. Today, most young people are interested in technology and digital media. Online shopping has become an important part of their lifestyle.

In this study, the researchers investigated the usefulness of comparing products and prices, the ease of selecting the right product, the ease of online transaction methods and the ability to save time from trips to brick-and-mortar stores to investigate the perceived ease of use among young shoppers. For example, finding websites, accessing the Internet, and encouraging customers to buy online. Consumers search for products before buying, evaluate products by viewing product information pictures, analyse and compare alternatives by scanning consumer feedback, compare prices with various websites, make impromptu purchase decisions, pay, get products, and finally Decide whether to accept or reject the product. It demonstrates the importance of motivation in buying and selling decisions. The concept of attitude has been recognized as an important factor in consumer behaviour. Kim and Chung (2011) found a significant relationship between attitude and consumption of organic personal care products through purchase intention in their study. Furthermore, the increase in purchasing

behaviour of online buyers is due to the positive attitudes gained by encouraging perceptions and beliefs about the Internet and its reliability (Joey et al., 2004). Social influence is some of the possible factors for consumers to develop positive attitudes towards products (Kordnaeij et al., 2013). In summary, there is a significant relationship between attitude and purchase behaviour.

2.3.3 Subjective Norm and purchases behaviour

The external environment has a major influence on how an individual responds to a certain thought. External forces include subjective norms and can be defined as the expectations and pressures of social groups to which a person belongs (Ajzen, 1991). Family, peers, colleagues, and experts are all social groups that have a significant influence on a person's behaviour (Rani, 2014; Khaniwale, 2015). Most of the time, one's actions should conform to the beliefs of these social groups. According to Venkatesh and Davis (2009), in order to meet social expectations, people may behave according to the social group they belong to, even if this behaviour is not good for them.

Therefore, marketers should acknowledge the influence of subjective norms on buyers' product and service behaviour. Many studies have been conducted in recent years with important findings on the subject of subjective norms and their impact on consumer purchases. Moutinho (1987) showed through his research that family and social class are predictors of travellers' decision-making. In this sense, it is recognized that the family, as the main social group, plays an important role in influencing the behavior of individuals. Few findings, such as Taylor and Todd (1995) and Shah Alam and Sayuti (1999), manage to demonstrate the intersection between subjective norms and intentions.

According to Annisa (2021), this study aims to determine Gen Z's attitude towards purchasing luxury fashion products and their buying behaviour, as Gen Z behaves very differently from other generations. Furthermore, this study reveals the relationship among attitudes, subjective norms, perceived behavioural control, purchase intention, and behaviour. This study aims to determine what factors influence Gen Z's attitudes toward purchasing luxury fashion products, and the relationship among attitudes, subjective norms, perceived behavioural control, and purchase intentions and behaviours to purchase luxury fashion products. These findings can help luxury marketers better understand their largest future target markets and better access them. Hypothesis testing also revealed the relationship among Gen Z attitudes toward purchasing luxury fashion products, subjective norms, perceived behavioural control, and purchase intentions. All three variables have a positive and significant impact on purchase intention. The findings also show that purchase intent influences Gen Z purchasing behaviour. This finding supports Ajzen's theory of planned behaviour (1991). According to the calculation of the total effect, subjective norms have the greatest impact on purchase intention, while other variables have little impact. Luxury fashion brands suggest setting up product endorsements or collaborations with celebrities or social platform influencers through soft marketing strategies, where the influencers only wear the products without actively commenting or buying them. Therefore, this is an important link between subjective norms of product perception and purchasing behaviour.

2.3.4 Perceived Behavioural Control and purchases behaviour

Perceived Behavioural Control (PBC) measures the degree to which people believe

they can control the behaviour with which they interact (Iakovleva et al., 2011). PBC is essentially the result of the resources and skills an individual needs to process an action (Chiou, 1999). This is mainly because people believe that those who are better at performing a particular behaviour are due to certain factors that may help them perform that behaviour (Ajzen, 1991). Conversely, the absence of these attributes may prevent them from taking action (Ajzen, 1991). Likewise, it has been explained that aspects of PBC basically include the availability of required resources, especially financial and time, and internal aspects, including a person's level of confidence (Ajzen, 1991; Taylor & Todd 1995; Chiou, 1999).

Based on previous research (Aris et al., 2021), this study focuses on the perception of online shopping among young people in Kota Bharu, Kelantan, and its determinants (perceived ease of use, perceived usefulness, previous online shopping experience, perceived uncertainty and perceived safety). For example, perceived uncertainty in online purchases has been assessed in terms of ordered items not delivered, goods not received on time, products received in poor condition, and wrong products received. Additionally, there are many risks associated with online shopping, including product performance, finances, time, and convenience.

Risk to product performance is defined as uncertainty in product functionality (Shimp & Bearden, 1982). Perceived risk is an uncertain phenomenon that affects the characteristics of customers in the decision-making process to determine whether the purchase decision is correct to accept or reject (Murphy & Enis, 1986). According to Taylor's (1974), consumer perceived risk theory proposes that once an inappropriate decision is made, consumers perceive risk as uncertain and undesirable. Along with perceived wait time, perceived risk is a prerequisite for cart abandonment (Rajamma and colleagues, 2009). Therefore, the developed hypothesis allows to conclude that

there is a significant relationship between perceived behavioural control of a product and purchase behaviour.

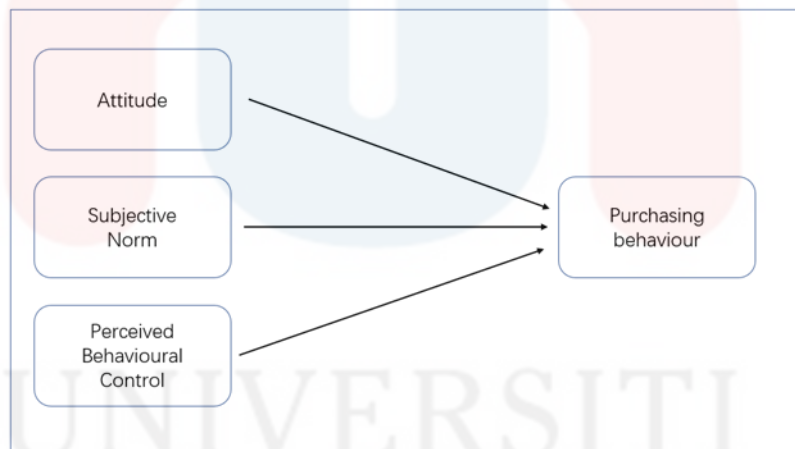
2.4 HYPOTHESES STATEMENT

H1: Attitude has a positive and significant relationship with purchasing behaviour.

H2: Subjective norm has a positive and significant relationship with purchasing behaviour.

H3: Perceived behavioural control has a positive and significant relationship with purchasing behaviour.

2.5 CONCEPTUAL FRAMEWORK



Source: Azjen (1991)

Figure 2.5: Conceptual Framework

Figure 2.5 shows the conceptual framework explained using the TPB model. The framework presents relationships among attitudes, subjective norms, perceived behavioural control, and purchasing behaviour.

2.6 SUMMARY

In summary, this study aims to determine the factor affecting youth in Kelantan on purchasing product. The majority of past research has applied these TPB theories to consumer purchasing behaviour. However, limited intentions are known to purchase behaviour among youth in Kelantan. Based on the literature review, three independent variables have been examined: attitude, subjective norm, perceived behavioural control. The dependent variable refers to the purchasing behaviour among youth in Kelantan. Given the limitations, further studies may be conducted to determine purchasing behaviour. In the next chapter, quantitative research will investigate the factor determinants in purchasing behaviour among youth in Kelantan. This study employs two data collection methods: primary and secondary data. Primary data comes from an online questionnaire survey, while secondary data comes from reading journals and accessing the library's online database.

CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

In this chapter, the researcher will describe the research methodology, including how to collect the primary and secondary data needed to report the findings of the study. This section will describe the study design, target population, sampling, research tools, data analysis and expected results. The research will be quantitative. The purpose of this report is to understand the factors that influence the purchase of products by youth in Kelantan and to identify the relationship between the variables.

Researchers discuss how they intend to investigate data and information to show relationships between independent and dependent variables. It is information about how attitudes, subjective norms, and perceived behavioural control affect consumer buying behaviour. This chapter discusses data collection techniques.

3.2 RESEARCH DESIGN

Data can be composed of either qualitative or quantitative variable values. They are classified into two types: primary and secondary data. A quantitative approach is used in this research study. Where data has never been collected before, the researcher collects it from primary sources such as surveys, direct observation, or interviews. Because the researcher needs information from related research topics before collecting more data or learning how to collect accurate data to meet expectations, primary data comes after secondary data. It is critical to collect accurate data to maintain the research's integrity. Data will be gathered through questionnaires or surveys and analysed using computational techniques. It defines the potential relationship within this research. A set of questions in the form of a questionnaire will be generated to collect data from target respondents.

Secondary data from previous studies on related topics will be used to develop the questions, which will collect information such as respondents' demographic profiles, opinions, and the factors influencing their purchasing behaviour. Generate questions to test the relationship between independent and dependent variables.

In this study, an online survey questionnaire was used to collect data from Kelantan youths who shop online or offline. Researchers requested assistance from university group teams to reach out to Kelantan students and youths. They must respond quickly to complete the questionnaire, which will benefit many people in the future.

Researchers used WhatsApp to communicate with young people. Researchers used WhatsApp and an online survey created with Google Forms to reach many respondents in various locations who stayed in Kelantan. It will gather a total number of obvious Kelantan youths who frequently purchase products. A structured questionnaire is used in this quantitative and descriptive study.

According to Yin (1994), data analysis is the process of categorizing, tabulating, examining, and combining evidence to test the original hypotheses of an investigation. The statistical software packages STATA, AMOS, and SPSS are among those available for analysing the data collected in this study. The SPSS software package will be used to analyse the data from this study. In light of the findings, these studies will conduct analyses of the collected data, such as reliability, descriptiveness, correlation, and regression, to transform the data into a usable result.

3.3 DATA COLLECTION METHODS

In this study, researchers will use primary and secondary data to collect data. We will find some journals to study our research, collect and analyse the research questions from these journals, so as to prove the reliability of our research. Then, we will design a questionnaire for our research question and distribute it to respondents to collect data.

3.3.1 Primary data

Primary data refers to data collected exclusively for research purposes without going through any existing sources (Formplus Blog, 2022). Primary data is reliable, factual and objective because it is collected for the purpose of understanding and addressing our research questions. The most common sources of data are questionnaires and focus groups. This research adopts the form of questionnaire survey to obtain the first-hand data, we will complete this research by sending the questionnaire to the respondents and collecting their data.

3.3.2 Secondary data

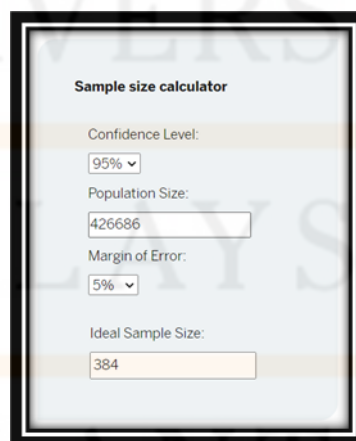
Secondary data refers to publicly available data that has been collected in the past and made available to others (Formplus Blog, 2022). Secondary data is mostly data that is publicly shared and thus readily available to researchers and individuals. The secondary data used in this research is to collect the journals that related to our research title. By analysing and referring to these journals, we can better understand our research title, and these journals can also prove the reliability of our research title from the side.

3.4 STUDY POPULATION

The research population refers to a subset of the target population from which samples are drawn (Shu Hu, 2014). This study will conduct a questionnaire survey among young people in Kelantan. The target population for this study was the 426,686 young people in Kelantan.

3.5 SAMPLE SIZE

Sample size is a term often used in statistics and research to determine the number of subjects in a sample (Omnicom, 2022). Through the sample size, we can calculate a representative number of the real population studied from the large target population. The target population for this study was young people in Kelantan. According to Zhuji.com, the total youth population in Kelantan is 426,686. Using the sample size calculator provided by Qualtrics XM, researcher calculated that only 384 respondents were required. These 384 respondents will be representative of all youth in Kelantan to answer our questionnaire. Figure 3.5 shows the sample size calculator provided by Qualtrics XM.



The image shows a screenshot of a 'Sample size calculator' interface. It features four input fields: 'Confidence Level' set to 95%, 'Population Size' set to 426686, 'Margin of Error' set to 5%, and 'Ideal Sample Size' set to 384. The interface is framed by a thick black border.

Source: Qualtrics XM

Figure 3.5: sample size calculator

3.6 SAMPLING TECHNIQUES

The researchers used snowball sampling as the sampling technique for this study. Snowball sampling is a non-probability sampling method. It requires sample group membership, known as chain recommendation sampling. Snowball sampling methods include linear snowball sampling, non-exponential discriminant snowball sampling and exponential discriminant snowball sampling.

In this study, the researchers used exponential non-discriminatory snowball sampling because the target population was only the youth group in Kelantan. The first respondent was recruited to a sample group that provided multiple recommendations. Each new respondent is recommended until primary data from the sample size are collected. Respondents distributed the questionnaire to the target population, namely young people in Kelantan, via Google Forms.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Data collection tools refer to the tools that researchers use to collect data during the course of their research. Interviews, questionnaires, literature analysis, and observation are all data collection tools needed in research. An online questionnaire will serve as the data collection tool for this study. Questionnaires were distributed to survey respondents via Google Forms. The questionnaire will be divided into three parts. Table 3.7 will indicate the three parts of the questionnaire.

Table 3.7: Overview of research instrument

Section	Factor	No. of Items	References
A	Demographic profile	7	(Gajanova 2019)
B	Purchasing behaviour	7	Engel, Blackwell, and Mansard, (1978)
C	IV - Attitude	5	(Kotchen and Reiling, 2000) / Ajzen & Fishbein (1977)
	IV - Subjective norm	6	(Ajzen & Fishbein, 1980) / (Taylor & Todd, 1995)
	IV – Perceived Behavioural Control	6	(Chen, 2007) / (Ajzen, 1991)

3.8 MEASUREMENT OF VARIABLES

Variables are measured under the guidance of an instrument, tool or web browser. The questionnaire was distributed to respondents via Google Forms. Respondents were selected at random. The scale of the measured variables is too large, which directly affects the types of analysis techniques that can be applied to the data and the conclusions that can be drawn based on the collected data. There are four measurement scales: nominal, ordinal, interval, and ratio. The researchers measured the dependent and independent variables using Likert scales to measure the factors influencing Kelantan youth's purchase of products. To obtain information about their characteristics

and behaviour, the Likert scale method was used to determine the level of agreement.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

3.9 PROCEDURE FOR DATA ANALYSIS

The researchers will use the Statistical Package for the Social Sciences (SPSS) to perform calculations and analyses on the collected data. Information gathered from in-depth interviews was content analysed for interpretation. (Moore and McCabe, 2005) define this research method as "the process of organizing information into themes and subtopics for comparison". Content analysis has the potential to produce measurable results using quantitative methods, and it also helps to reduce and simplify the data obtained.

The data analysis plan is divided into two phases. First, run an exploratory data analysis to evaluate the data before using any specific statistical tools. Raw, mean and relative scores for each scale will be determined for each respondent. Additionally, we will perform various statistical analyses, including calculating the mean, standard deviation, and skewness of all observations for each variable. The information changes when the data is complete. To ensure internal consistency, we will calculate Cronbach's alpha.

In the second step of the process, various statistical methods are used to answer the

research question. This study used descriptive statistics to measure the relationship between variables. However, when performing content analysis, there is a significant risk of drawing wrong conclusions due to human error. This is because researchers run the risk of misinterpreting the data they collect, leading to unreliable and incorrect conclusions (Krippendorff & Bock, 2008).

Research Objective	Data Analysis Method
To identify the relationship between attitude and purchasing behaviour.	Spearman Correlation
To identify the relationship between the subjective norm and purchasing behaviour.	Spearman Correlation
To identify the relationship between perceived behavioural control and purchasing behaviour.	Spearman Correlation

3.10 SUMMARY OF CHAPTER

In summary, this chapter aims to provide an overview and explanation of the research methodology and explain the quantitative analysis approach used in this investigation to the 384 youth in Kelantan. The research on this topic began with the study establishing the study's objectives, sample identification, and the formulation of the instruments to be used, such as questionnaires, and formulating a plan for processing the data. Furthermore, within this chapter, we have detailed the approach utilized throughout the rest of the thesis. We also have stated the technique employed in our study in a section-by-section format.

4.1 Introduction

In Chapter 4, researchers will analyse data collected using the Statistical Package for the Social Sciences (SPSS) software. In this chapter, the researchers discuss the results and findings of the data analysis of this study. Researchers use various types of analyses to interpret the results of data analysis, including pilot testing, demographic analysis of respondents, descriptive analysis, validity and reliability testing, Spearman's correlation analysis, and hypothesis testing. A questionnaire was sent to a group of young people living in Kota Bharu, Kelantan. The total number of respondents to the questionnaire was 384 youth. Data for this study was collected via Google Sheets.

4.2 Preliminary Analysis

The researchers will conduct pilot tests before collecting real data. The pilot test is to test the reliability of the data, and the reliability of the data is determined by the Cronbach's Alpha coefficient. The following table shows the magnitude of Cronbach's Alpha coefficient:

Table 4.2 Cronbach's Alpha coefficient size

Cronbach's alpha	Internal consistency
$0.9 \geq \alpha$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Questionable
$0.6 \geq \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

4.2.1 Cronbach's Alpha of Purchasing Behaviour

Table 4.2.1 Cronbach's Alpha of Purchasing Behaviour

Reliability Statistics	
Cronbach's Alpha	N of Items
.837	7

Table 4.2.1 shows about Cronbach's Alpha of purchasing behaviour. The results show that the Cronbach's Alpha value of the seven items on purchase behaviour is 0.837. According to Cronbach's alpha factor size table, the minimum acceptable value is 0.7. Therefore, the researchers consider this value to be reliable and usable. At the same time, this also shows that the questionnaire on purchasing behaviour in this study is acceptable.

4.2.2 Cronbach's Alpha of Attitude

Table 4.2.2 Cronbach's Alpha of Attitude

Reliability Statistics	
Cronbach's Alpha	N of Items
.724	5

Table 4.2.2 shows about the Cronbach's Alpha of attitude. The results show that the Cronbach's Alpha value of the seven items on purchase behavior is 0.724. According to Cronbach's alpha factor size table, the minimum acceptable value is 0.7. Therefore, the researchers consider this value to be reliable and usable. At the same time, this also shows that the questionnaire on attitude in this study is acceptable.

4.2.3 Cronbach's Alpha of Subjective Norm

Table 4.2.3 Cronbach's Alpha of Subjective Norm

Reliability Statistics	
Cronbach's Alpha	N of Items
.790	6

Table 4.2.3 shows about the Cronbach's Alpha of subjective norm. The results show that the Cronbach's Alpha value of the seven items on purchase behavior is 0.790. According to Cronbach's alpha factor size table, the minimum acceptable value is 0.7. Therefore, the researchers consider this value to be reliable and usable. At the same time, this also shows that the questionnaire on purchasing behavior in this study is acceptable.

4.2.4 Cronbach's Alpha of Perceived Behavioural Control

Table 4.2.4 Cronbach's Alpha of Perceived Behavioural Control

Reliability Statistics	
Cronbach's Alpha	N of Items
.897	6

Table 4.2.4 shows about the Cronbach's Alpha of Perceived Behavioural Control. The results show that the Cronbach's Alpha value of the seven items on Perceived Behavioural Control is 0.897. According to Cronbach's alpha factor size table, the minimum acceptable value is 0.7. Therefore, the researchers consider this value to be reliable and usable. At the same time, this also shows that the questionnaire on purchasing behavior in this study is acceptable.

4.3 Demographics Profile and Respondents

In this section, the researcher will list the demographic profile of the respondents in order to get a profile of the respondents who are aware of participating in the research survey. The questionnaire was answered by 384 respondents. Part A is the demographic profile, there are 7 questions, namely gender, age, race, marital status, occupation, education level and income.

Table 4.3 Overall Demographic Profile Respondents

Demographic variable	Frequency	Percentage (%)
Gender		
Female	234	60.9
Male	150	39.1
Age		
15 - 17 years old	24	6.3
18 - 20 years old	72	18.8
21 - 24 years old	206	53.6
25 - 29 years old	82	21.4
Race		
Chinese / Cina	93	24.2
Iban	1	0.3
Indian / India	51	13.3
Malay / Melayu	239	62.2
Marital Status		
Divorce	3	0.8

Married	34	8.9
Single	347	90.4
Occupational		
Government Sector	27	7.0
Private Sector	106	27.6
Students	233	60.7
Unemployment	18	4.7
Level of Education		
DEGREE	228	59.4
DIPLOMA	55	14.3
MASTER	5	1.3
PHD	2	0.5
SPM	49	12.8
STPM / STAM	45	11.7

4.3.1 Number of Respondents Based on Gender

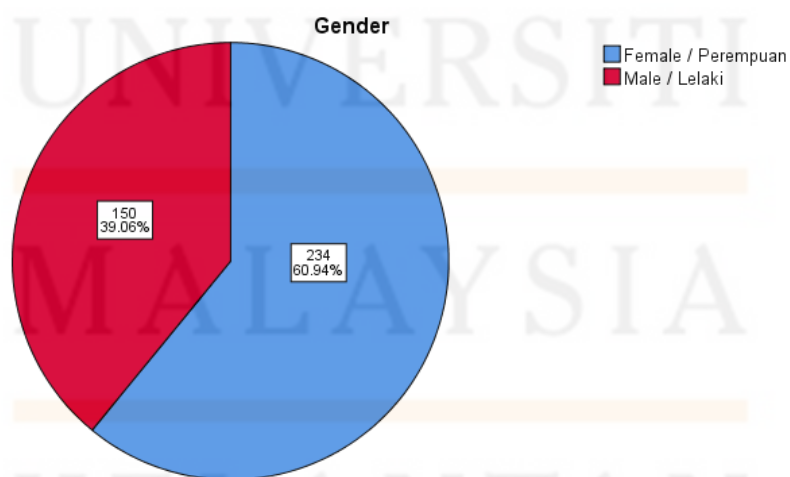


Figure 4.3.1: Gender of Respondents

The total of respondent that answered this section were 384 respondents. In this

section, it consists of two types of gender which is male and female. Based on pie chart that were showed on figure 4.3.1, the highest percentage of gender that respond to this questionnaire is female which is 61% (n=234) followed up by the male respondent which only 39% (n=150).

4.3.2 Number of Respondents Based on Age

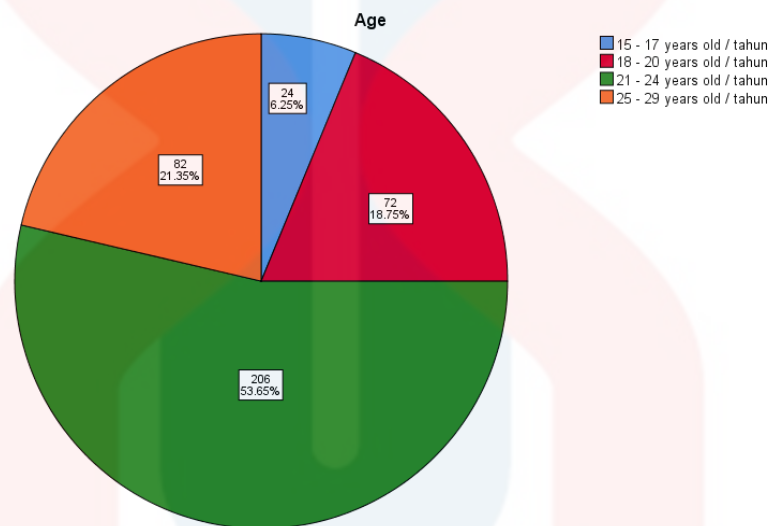


Figure 4.3.2: Age of Respondent

It can be seen from Figure 4.3.2 that most of the respondents are between 21-24 years old (53.65%), namely 206 respondents. Followed by respondents aged 25-29 years old (21.35%), a total of 82 people. 72 people (18.75%) aged 18-20 years old. For the smaller group of 24 respondents, they were aged 15-17 years old (6.25%).

4.3.3 Number of Respondents Based on Race

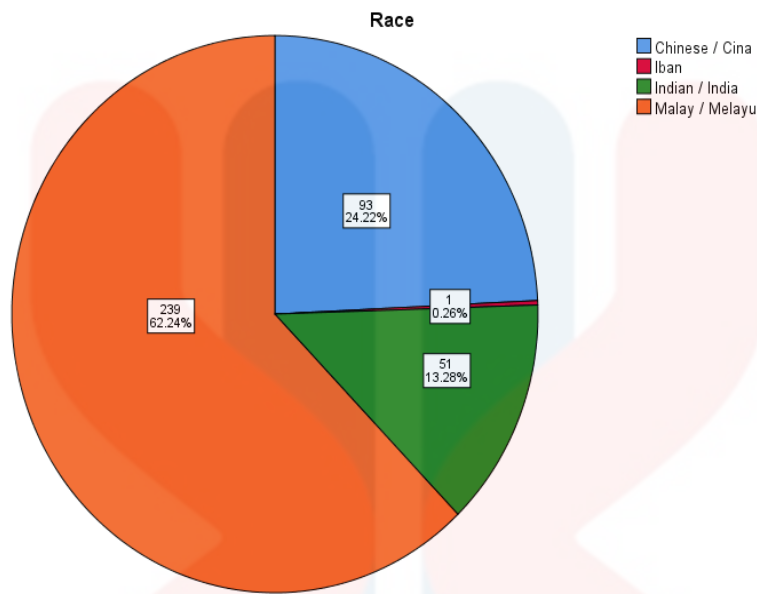


Figure 4.3.3: Race of Respondent

Based on Figure 4.3.3. The majority of respondents were Malays with 239 (62.24%), followed by Chinese (24.22%) with 93 and Indians (13.28%) with 51. Next, it also included 1 Iban respondent (0.26%) in the study.

4.3.4 Number of Respondent Marital Status

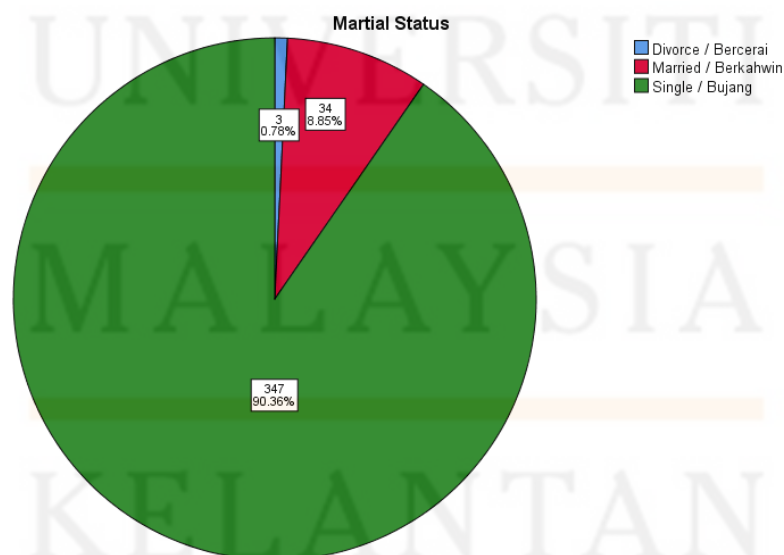


Figure 4.3.4: Marital Status of Respondent

Based on the figure 4.3.4, the majority respondent is single status which is 347 respondents (90.36%), followed by 34 respondent (8.85%) is married while there are 3 respondent (0.78%) with status divorce.

4.3.5 Number of Respondent Occupational

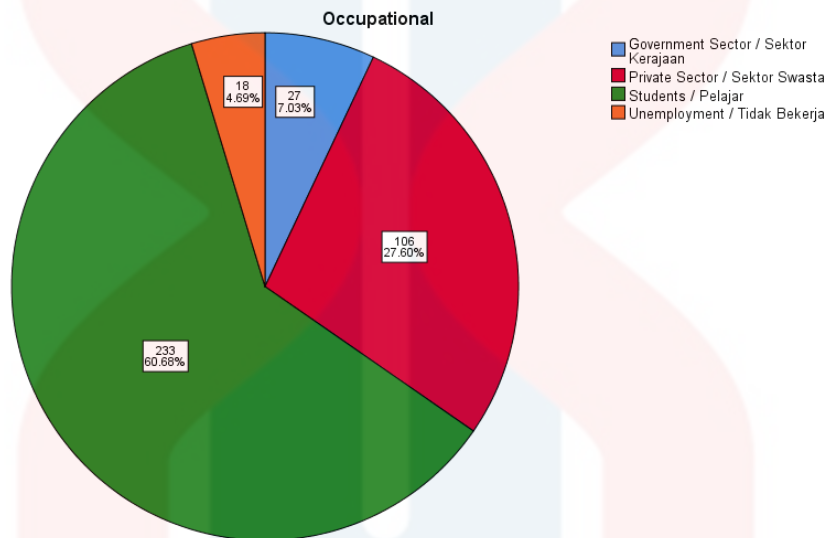


Figure 4.3.5: Occupational of Respondent

Based on figure 4.3.5, the most of the respondent are student which consists of 233 respondents (60.68%) followed by private sector respondent (27.60%) which consists of 106 people while government sector respondent (7.03%) by 27 people. Next, for unemployment respondents about 18 people (4.69%) that involved in this study.

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4.3.6 Number of Respondent Level of Education

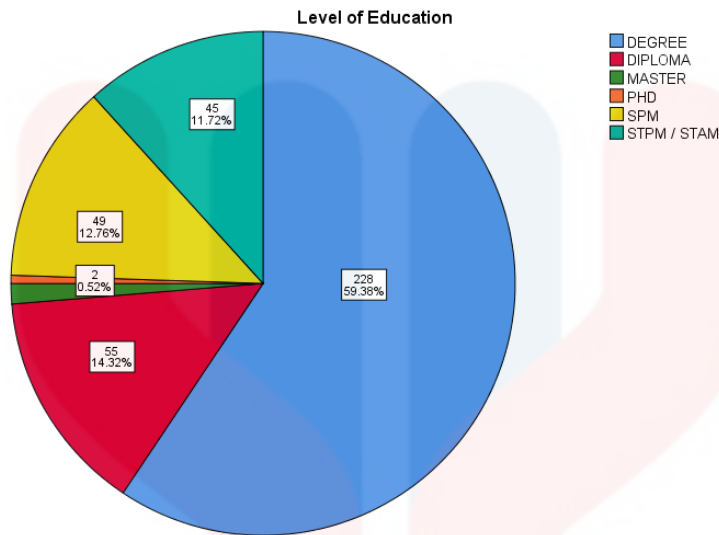


Figure 4.3.6: Level Education of Respondent

Based on the figure 4.3.6 above, the most respondent are degree holder which is 228 respondents (59.38%), followed by 55 respondent (14.32%) is diploma holder. The respondent with SPM background education consists 49 respondent (12.76%) and STPM / STAM consists 45 respondent (11.72%). There are 3 respondent (1.3%) with Master holder while 2 respondent (0.52%) from PHD holder.

4.3.7 Number of Respondent Income

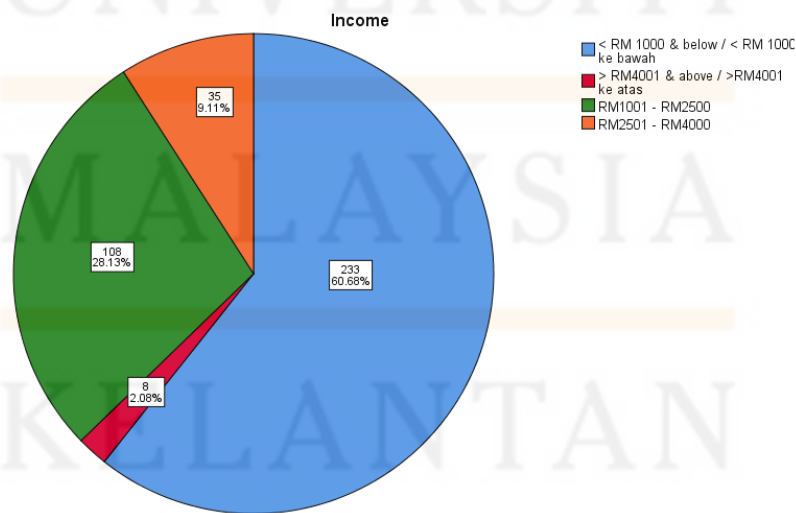


Figure 4.3.7: Income of respondent

Based on figure 4.3.7, it shows that majority income of respondent falls into the ranges of below RM1000 (60.68%) which is 233 respondents. Followed by income group between RM1001 until RM2500 (28.13%) constitute of 108 respondents and 35 respondents are between RM2501 until RM4500 (9.11%). While for the less range income is RM4001 above (2.08%) consists of 8 respondents.

4.4 Descriptive Analysis

In this study, researchers used methods to identify independent variables influencing product purchases among adolescents in Kelantan, including attitudes, subjective norms, and perceived behavioural control. The descriptive analysis involved 384 random respondents. In this analysis, we will compare the means of each variable in each question using a Likert scale, with 1 indicating strongly disagree, 2 indicating disagree, 3 indicating neutral, 4 agreeing, and 5 strongly agreeing. The table below shows the results of the descriptive analysis.

4.4.1 Range of Mean for Attitude (Independent 1)

Table 4.4.1 Range of Mean for Attitude

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
For me, purchasing a product direct sales would be satisfaction.	384	2	5	4.39	.658
For me, purchasing a online product would be more easy.	384	1	5	4.27	.778
The price of the product will get my attention.	384	1	5	4.40	.674
Promotions and discounts on products will catch my attention.	384	1	5	4.40	.689
The features of the product will grab my attention.	384	1	5	4.35	.707
Valid N (listwise)	384				

The descriptive analysis of the independent variable Attitude is shown in the table above. From the results in the table, the highest average value is 4.40, indicating that the price of the product selected by the respondents will attract my attention, and the promotion and discount of the product will attract my attention. This finding shows the importance of price and promotion on respondents' willingness to purchase any product. At the same time, the lowest average shown in the table is 4.27, which leads me to believe that it is easier to buy products online than to use them. All data and information

are more likely to be leaked globally. This is because customers may prioritize their security.

4.4.2 Range of Mean for Subjective Norm (Independent 2)

Table 4.4.2 Range of Mean for Subjective Norm

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
The views of my family influence my purchase decision.	384	1	5	4.37	.803
My friends encourage me in purchase decision.	384	1	5	4.13	.852
I often ask for opinions from people around me before making a purchase decision.	384	1	5	4.11	.877
I feel good if many people purchased the same products.	384	1	5	4.18	.829
People around me think that purchase product through online will be more easy.	384	1	5	4.28	.735
The government subsidies influence my purchasing behaviour.	384	1	5	4.24	.766
Valid N (listwise)	384				

A descriptive analysis of the subjective norms of the independent variables is shown in the table above. According to the results in the table, the highest mean is 4.37, indicating that I believe their family members' opinions influence their purchasing decisions. It is evidenced by the fact that young people go to their parents when they have questions about a product. Also, with the lowest average shown in the table being 4.11, I think it would be difficult to get advice from someone outside of the family before making a buying decision.

4.4.3 Range of Mean for Perceived Behavioural Control (Independent 3)

Table 4.4.3 Range of Mean for Perceived Behavioural Control

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
If I wanted to, I could purchasing as online instead of direct sales.	384	1	5	4.37	.688
Frequency product advertisement on internet has led my purchase intention.	384	1	5	4.24	.806
I am willing to buy a product promoted on social media.	384	1	5	4.23	.777
I will recommend my family choose online products for making purchase intention.	384	1	5	4.23	.771
My buying experience affects my buying behaviour.	384	1	5	4.37	.733
Brand awareness affects my purchasing behaviour.	384	1	5	4.27	.758
Valid N (listwise)	384				

A descriptive analysis of the independent variable perceived behavioural control is shown in the table above. According to the results of the table, the highest mean value is 4.37, indicating that their buying experience influences their buying behaviour, and they can buy online instead of through direct sales if they choose. This is because all the activities provided while purchasing the product are trusted by the customers. Meanwhile, the lowest mean in the table is 4.23, indicating that they are less likely to buy products promoted on social media or recommend online products to family members due to insecure personal accounts.

4.4.4 Range of Mean for Purchasing Behaviour (dependent)

Table 4.4.4 Range of Mean for Purchasing Behaviour

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I had the experience of buying a product due to the influence of direct sales or social media.	384	1	5	4.24	.730
I am easily influenced by product promotions and discounts to make purchases.	384	1	5	4.30	.743
I am easily influenced by product advertisements and make purchases.	384	1	5	4.22	.758
I am easily influenced by product prices and make purchases.	384	1	5	4.37	.718
I am easily influenced by my family and friends to make purchases.	384	1	5	4.24	.756
There is a high probability that I would purchase a product because of the impact of direct sales.	384	1	5	4.26	.825
There is a high probability that I would purchase a product because of the impact of social media.	384	1	5	4.30	.725
Valid N (listwise)	384				

Finally, a descriptive analysis of the dependent variable purchasing behaviour is shown in the table above. From the results of the table, the highest average value is 4.37, indicating that they are easily affected by product prices and make purchases. This shows that respondents are always attracted to products with reasonable prices. At the same time, the lowest mean of the table is 4.22, indicating that I am easily influenced by product advertisements to make purchases. This is because not all customers will be attracted by an advertisement.



4.5 Validity and Reliability Test

Instrument reliability refers to the stability and consistency of the developed instrument (Creswell, 2010). The reliability level of the tool is shown by Cronbach's alpha (Creswell, 2010). In this analysis, time-consistency reliability, or Cronbach's Alpha reliability coefficient, is derived from the variables and independent variables. Using Cronbach's alpha coefficient size, the results are shown below.

Table 4.5 Cronbach's Alpha Coefficient size

Cronbach's alpha	Internal consistency
$0.9 \geq \alpha$	Excellent
$0.9 \geq \alpha \geq 0.8$	Good
$0.8 \geq \alpha \geq 0.7$	Acceptable
$0.7 \geq \alpha \geq 0.6$	Questionable
$0.6 \geq \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

4.5.1 Cronbach's Alpha of the Purchasing Behaviour

Table 4.5.1 Cronbach's Alpha of the Purchasing Behaviour

Reliability Statistics	
Cronbach's Alpha	N of Items
.801	7

In Table 4.5.1, the results show a Cronbach's Alpha of 0.801 for the seven purchasing behaviour items. According to Table 4.5, the minimum acceptable Cronbach's Alpha value is 0.7. Therefore, Daud, K.A.M. et al. (2018) indicated that Cronbach's Alpha between 0.8 and 1.00 is considered very good. These results indicate

that the items in this study have high internal consistency in measuring concepts. That is to say, the consumer purchase behaviour questionnaire used in this study is acceptable.

4.5.2 Cronbach's Alpha of the Attitude

Table 4.5.2 Cronbach's Alpha of the Attitude

Reliability Statistics	
Cronbach's Alpha	N of Items
.616	5

Table 4.5.2 shows Cronbach's Alpha 0.616 for the five attitude items. According to Table 4.5, the minimum acceptable Cronbach's Alpha value is 0.7. This means that the value can be considered problematic. However, according to Daud, K.A.M. et al., 2018, a Cronbach's Alpha value above 0.6 is considered a high and acceptable reliability index. Cronbach's Alpha values less than 0.6 are considered low. Cronbach's Alpha values between 0.60 - 0.80 are considered moderate but acceptable (Daud, K.A.M. et al., 2018). These results suggest that this study needs more internally consistent items when measuring concepts. In other words, the attitude questionnaire used in this study was considered simple but acceptable.

4.5.3 Cronbach’s Alpha of the Subjective Norms

Table 4.5.3 Cronbach’s Alpha of the Subjective Norms

Reliability Statistics	
Cronbach's Alpha	N of Items
.697	6

Table 4.5.3 shows that the six subjective norm items have a Cronbach's Alpha of 0.697. According to Table 4.5, the minimum acceptable Cronbach's Alpha value is 0.7. So, this means that this value can be considered problematic. However, according to Daud, K.A.M. et al. (2018), a Cronbach's Alpha value above 0.6 is considered a high and acceptable reliability index. Cronbach's Alpha values less than 0.6 are considered low. Cronbach's Alpha values between 0.60 - 0.80 are considered moderate but acceptable (Daud, K.A.M. et al., 2018). These results suggest that the study had low item internal consistency in measuring concepts but high internal consistency in attitudes. In other words, the questionnaire on subjective norms used in this study was considered simple but acceptable.

4.5.4 Cronbach’s Alpha of the Perceived Behavioural Control

Table 4.5.4 Cronbach’s Alpha of the Perceived Behavioural Control

Reliability Statistics	
Cronbach's Alpha	N of Items
.771	6

Table 4.5.4 shows that the Cronbach's Alpha for the six perceived behavioural control items is 0.771. According to Table 4.5, the minimum acceptable Cronbach's Alpha value is 0.7. Therefore, this value can be considered good and reliable for use.

Cronbach's Alpha values in the range 0.60 - 0.80 are considered moderate but acceptable (Daud, K.A.M. et al., 2018). These results indicate that the items in this study have high internal consistency in measuring concept compared to other independent variables. In other words, the questionnaire used in this study on perceived behavioural control used was acceptable.

4.6 Normality Test

According to Elliot & Woodward (2007), the normality test is complementary to the visual assessment of normality. Normality is complementary to the graphical evaluation of Normality (the normality test used to determine whether sample data were collected from a normal distribution). The normality tests provided by SPSS software include Kolmogorov-Smirnov (K-S) and Shapiro-Wilk tests. Empirically, the study concluded that a variable does not follow a normal distribution if it is less than 0.05 (<0.05).

Table 4.6 Normality test

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
MEAN_PB	.201	384	.000	.856	384	.000
MEAN_A	.210	384	.000	.878	384	.000
MEAN_SN	.171	384	.000	.908	384	.000
MEAN_PBC	.187	384	.000	.857	384	.000

a. Lilliefors Significance Correction

According to the table 4.6, the study variable has a significant value < 0.05 .

Therefore, the collected data can be classified as non-normal data.

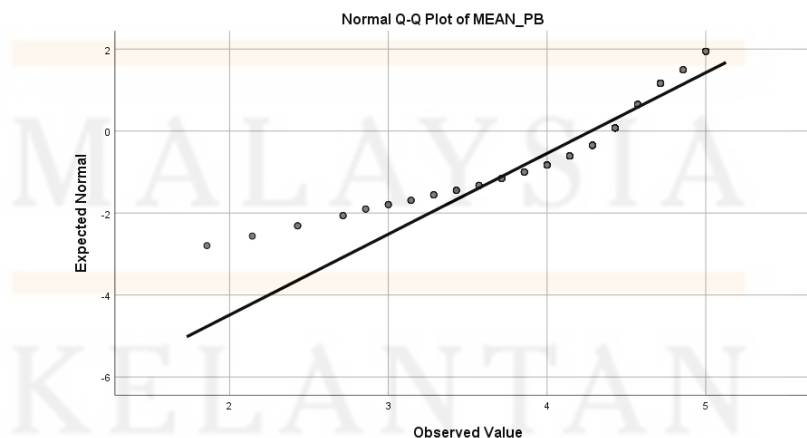


Figure 4.6.1 Normal Q-Q Plot of Purchasing Behaviour (DV)

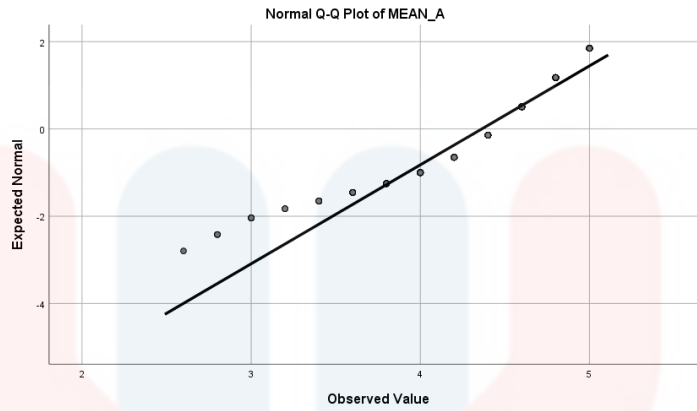


Figure 4.6.2 Normal Q-Q Plot of Attitude (IV1)

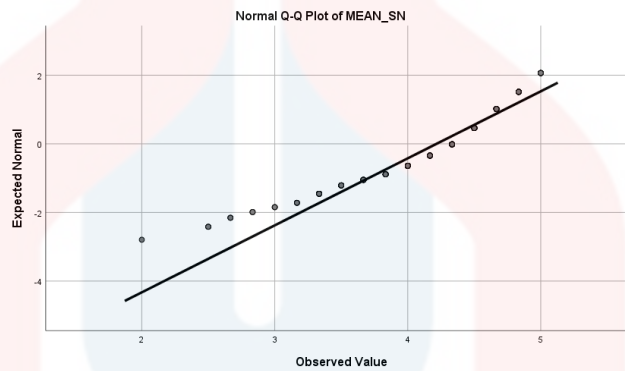


Figure 4.6.3 Normal Q-Q Plot of Subjective Norms (IV2)

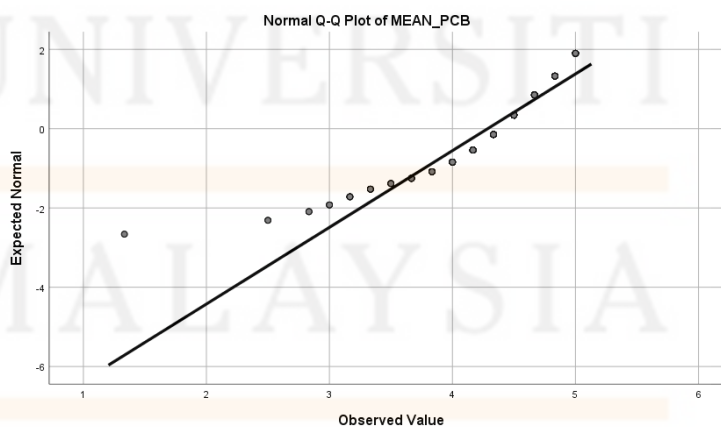


Figure 4.6.4 Normal Q-Q Plot of Purchasing Behaviour Control (IV3)

According to the University of Virginia Libraries, a Q-Q plot, or quantile-quantile plot, is a graphical tool that helps researchers evaluate a set of data. It helps to assess

whether a set of data reasonably comes from some theoretical distribution, such as normal or exponential distribution. For example, if we are doing a statistical analysis that assumes a normal distribution of the dependent variable, we can use a normal Q-Q plot to check that assumption. This is a visual inspection, not proof of airtightness, so it's a bit subjective. However, it allows us to see at a glance whether our assumptions are sound, and if not, how those assumptions were violated, and which data points led to those violations. A Q-Q plot is a scatterplot created by plotting two sets of quantiles against each other. If the two sets of quantiles come from the same distribution, we should see that the points roughly form a straight line. The above Q-Q plot shows that the variable scores are not normally distributed because the collected data is scattered.

4.7 Hypothesis analysis

In order to define the relationship between an independent variable and dependent variable, the researcher using Nonparametric tests since to perform well with non-normal continuous data that sufficiently large sample size to get a result which is (n=384). There are three independent variables in this study which is attitude, subjective norm and perceived behaviour control. The hypothesis testing is formed to determine the relationship between these variables if it have a significant with purchasing behaviour among the youth in Kelantan.

Table 4.7.1: Nonparametric test output

			MEAN_PB	MEAN_A	MEAN_SN	MEAN_PCB
Spearman's rho	MEAN_PB	Correlation Coefficient	1.000	.481**	.486**	.501**
		Sig. (2-tailed)	.	.000	.000	.000
		N	384	384	384	384
	MEAN_A	Correlation Coefficient	.481**	1.000	.492**	.494**
		Sig. (2-tailed)	.000	.	.000	.000
		N	384	384	384	384
	MEAN_SN	Correlation Coefficient	.486**	.492**	1.000	.563**
		Sig. (2-tailed)	.000	.000	.	.000
		N	384	384	384	384
MEAN_PCB	Correlation Coefficient	.501**	.494**	.563**	1.000	
	Sig. (2-tailed)	.000	.000	.000	.	
	N	384	384	384	384	

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.7.2: Descriptive statistics

Descriptive Statistics							
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance
MEAN_PB	384	3.14	1.86	5.00	4.2772	.50750	.258
MEAN_A	384	2.40	2.60	5.00	4.3630	.44120	.195
MEAN_SN	384	3.00	2.00	5.00	4.2166	.51201	.262
MEAN_PCB	384	3.67	1.33	5.00	4.2865	.51674	.267
Valid N (listwise)	384						

Table 4.7.3: The correlation between attitude, subjective norm and perceived behaviour control and purchasing behaviour

Variable	Mean (SD)	Attitude	Subjective norm	Perceived behaviour control	Purchasing behaviour
Attitude	4.36(0.44)	1	0.492	0.494	0.481
Subjective norm	4.22(0.51)	0.492	1	0.563	0.486
Perceived behaviour control	4.29(0.52)	0.494	0.563	1	0.501
Purchasing behaviour	4.28(0.51)	0.481	0.486	0.501	1

**P*-value<0.05, Spearman correlation analysis applied

Table 4.7.4: Rules of Thumb on Correlation Coefficient Sizes

Correlation Coefficient Range (r)	Strength of the Relationship
0.90 to 1.0 / -0.90 to -1.0	Very high positive / negative correlation
0.70 to 0.90 / -0.70 to -0.90	High positive / negative correlation
0.50 to 0.70 / -0.50 to -0.70	Moderate positive / negative correlation
0.30 to 0.50 / -0.30 to -0.50	Low positive / negative correlation
0.00 to 0.30 / -0.00 to -0.30	Little if any correlation

Source: (Hinkle DE, Wiersma W, 2003)

Hypotheses 1: Attitude

H1: Attitude has a positive and significant relationship with purchasing behaviour among the youth in Kelantan.

According to Table 4.7.3, there is a low positive significant relationship between Kelantan youth's attitude and purchasing behaviour. The resulting value is $r = 0.481$ and the results show a significance level of $p < 0.05$, which is $p = 0.000$. This means that the relationship between attitude and purchase behaviour is low positive among significant correlations. Nonetheless, it can still be concluded that attitudes have a positive impact on the purchasing behaviour of young people in Kelantan. Therefore, Hypothesis 1 (H1) was accepted.

Hypotheses 2: Subjective norm

H2: Subjective norm has a positive and significant relationship with purchasing behaviour among the youth in Kelantan.

According to Table 4.7.3, there is also a positive and low-significant relationship between the subjective norms and purchasing behaviour of young people in Kelantan. The resulting value was $r = 0.486$ and the result showed significance at the significance level of $p < 0.05$, which is $p = 0.000$. This means that the relationship between subjective norms and purchasing behaviour is low positive among significant correlations. Nonetheless, it can still be concluded that such attitudes have a positive impact on the purchasing behaviour of young people in Kelantan. Therefore, Hypothesis 2 (H2) was accepted.

Hypotheses 3: Perceived behaviour control

H3: Perceived behaviour control has a positive and significant relationship with purchasing behaviour among the youth in Kelantan.

According to Table 4.7.3, there is a moderately positive and significant relationship between the perception behavioural control and purchasing behaviour among young people in Kelantan. The value obtained was $r = 0.501$ and the results showed significance at the $p < 0.05$ significance level, which is $p = 0.000$. This means that the relationship between perceived behavioural control and purchase behaviour is a moderately significant positive correlation. Nonetheless, it can be concluded that this attitude has a positive impact on the purchasing behaviour of young people in Kelantan. Therefore, Hypothesis 3 (H3) was accepted.

Hypothesis result

Table 4.7.5 show the hypothesis relationship between independent variable and dependent variable.

Hypothesis	Results	Spearman Correlation	Status
H1 Attitude has a low positive and significant relationship with purchasing behaviour among the youth in Kelantan.	$p < 0.05$	0.481	Accepted
H2 Subjective norm has a low positive and significant relationship with purchasing behaviour among the youth in Kelantan.	$p < 0.05$	0.486	Accepted

H3 Perceived behaviour control has a $p < 0.05$ 0.501 Accepted
 moderate positive and significant
 relationship with purchasing
 behaviour among the youth in
 Kelantan.

According to Table 4.7.5, there is a significant relationship among attitude, subjective norm and perceived behavioural control in the purchasing behaviour of young people in Kelantan. All hypotheses were accepted at the 0.01 significance level.

4.8 Summary

Based on the findings, the researchers made several observations in this chapter on the influence of Kelantan youths on purchasing behaviour.

A sample of 384 Kelantan youth was drawn from a population of 426,686. A questionnaire-based survey was used to collect data for analysis. The questionnaire was distributed via the WhatsApp platform and it took four weeks to collect all the responses. Also, SPSS is used to organize data to get real data. SPSS results include primary analysis, descriptive analysis, demographic tests, reliability tests, normality tests, and Spearman correlations. Hypothesis testing is used to answer all research hypotheses. In short, this statistical analysis provides answers to all the research questions and objectives posed by the study.

5.1 Introduction

This chapter includes a summary of the current research findings in Chapter 4 and a comparison with the literature in Chapter 2. The goal of the final chapter is also to address and test the results of the research questions and hypotheses of the previous chapters. This chapter will review the results of the data analysis described in the previous chapter and review the main findings of this study, after which all assumptions and objectives will be defined. Finally, the last section mentions suggestions for more research and research conclusions.

5.2 Key Findings

The study examines the relationship between independent variables, attitudes, subjective norms, and perceived behavioural control that influence the behaviour of youth in Kelantan. The outcome of the first research question is to identify the relationship between attitudes and buying behaviour. However, the data collected showed that attitude was the most unacceptable response among young people in Kelantan. However, the data showed that for the second research question on the relationship between subjective norms of product perception and purchasing behaviour, subjective norms received more attention than attitudes. The findings of the third question are the relationship between perceived control over product behaviour and purchase behaviour. The data showed that perceived behavioural control received the most attention among young people in Kelantan compared to other independent variables.

5.3 Discussion

Three independent variables in this study, namely attitude, subjective norm, and perceived behavioural control, were significantly related to the effectiveness of Kelantan adolescents in purchasing products. Form hypotheses to determine relationships between variables. This study uses an online questionnaire to collect data on Kelantan youths who shop online or offline. The researchers conducted an online survey using WhatsApp and using Google Forms to contact a number of respondents residing in different locations in Kelantan. It will gather a large number of Kelantan youths who frequently buy products. In this quantitative and descriptive study, a structured questionnaire was used.

The target population for this study is the youth group in Kelantan, which has a total youth population of 426,680. The Qualtrics XM sample size calculator was used. These 384 respondents will be representative of all Kelantan youth to complete our questionnaire. Data analysis includes reliability analysis, descriptive analysis and Spearman's correlation coefficient analysis. The reliability test is carried out on the independent variables to test the internal consistency of the measurement tools.

Cronbach's alphas for all variable scales were in the range of 0.8 and above. Therefore, all variables passed the minimum acceptable range of 0.6, and the correlation coefficient size table can refer to the rule of thumb. The study also clearly shows that perceived behavioural control has the most reliable and authentic data on the effectiveness of Kelantan youths in purchasing products. Research clearly shows that perceived behavioural control has the highest Cronbach α coefficient compared to attitude and subjective norms. The Cronbach's α value for perceived behavioural control was 0.771, while the values for attitude and subjective norm were 0.616 and 0.697. It can be concluded that ease of use perception has the highest internal consistency for its

items. Basically, this means that all respondents agree that the perception of behavioural control is significantly related to the effectiveness of Kelantanese youth in purchasing products.

Finally, Attitude has the lowest reliable and effective data relative to the previous variables, namely Perceived Behavioural Control and Subjective Norm as the Effectiveness of Kelantan Youth in Buying Products, and the variable in Cronbach's alpha is 0.616 as the lowest score, but still considered high internal consistency. Because it exceeds the smallest Cronbach's alpha coefficient of 0.7, ranging from 4.26 to 4.33, it is consistent across categories.

To determine the relationship between independent and dependent variables, the researchers used spearman correlation analysis because it works well with non-normal continuous data and has a large sample size ($n=384$). There are three independent variables in this study: attitude, subjective norm and perceived behavioural control. Hypothesis testing aims to determine the relationship between these variables, if they are significant to the purchasing behaviour of Kelantan youth.

This study uses the Spearman correlation coefficient to describe the strength of the relationship between the dependent and independent variables. The following is the conclusion of the Spearman correlation results:

5.3.1 Hypotheses 1: Attitude

H1: Attitude has a positive and significant relationship with purchasing behaviour among the youth in Kelantan.

According to the analysis results, there is a positive and low significant relationship between attitude and the purchasing behaviour of young people in Kelantan. The value obtained was $r = 0.481$, which turned out to be significantly below the significance level of $p < 0.05$, which is $p = 0.000$. This means that the relationship between the two

variables is a significantly low positive correlation. In this study, the concept of attitude was identified as an important factor in consumer behaviour, although it can still be concluded that attitude has a positive impact on the purchasing behaviour of young people in Kelantan. But the low positive correlation suggests that while the two variables tend to increase in response to each other, the correlation is not very strong. Some of the factors that may form positive attitudes towards products among consumers are social influences (Kordnaej et al., 2013). According to the above discussion, there is a significant relationship between attitude and purchase behaviour. The conclusion is that low agreement on one item is consistent with low disagreement on the other items.

5.3.2 Hypotheses 2: Subjective norm

H2: Subjective norm has a positive and significant relationship with purchasing behaviour among the youth in Kelantan.

According to the output of the spearman correlation analysis, subjective norms are also positively and low-significantly related to the purchasing behaviour of Kelantan youths. The value obtained is $r = 0.486$, which turns out to be significantly lower than the significance level of $p < 0.05$, which is $p = 0.000$. This means that the relationship between the two variables is a significantly low positive correlation. A low correlation indicates little relationship between subjective norms and purchasing behaviour. Nonetheless, it can still be concluded that subjective norms have a positive impact on the purchasing behaviour of Kelantan youths. Compared to previous studies, the hypothesis testing of the results of this study shows the relationship among Gen Z's attitudes towards purchasing luxury fashion products, subjective norms, perceived behavioural control, and purchase intentions. The conclusion is that low agreement on one item is consistent with low disagreement on other items.

5.3.3 Hypotheses 3: Perceived behaviour control

H3: Perceived behaviour control has a positive and significant relationship with purchasing behaviour among the youth in Kelantan.

However, the results of the analysis of perceived behavioural control had a moderately positive and significant relationship with the purchasing behaviour of Kelantan youths. The value obtained is $r = 0.501$, which turns out to be significantly lower than the significance level of $p < 0.05$, which is $p = 0.000$. Values for this variable (ie, perceived behavioural control) showed the highest values compared to subjective attitudes and norms. This means that the relationship between the two variables is a moderately positive significant correlation. Since it is positively correlated, it means that when one variable increases, the other variable tends to increase. In summary, moderate consent to one item is consistent with moderate consent to another item.

5.4 Research Significance

This study uses a Theory of Planned Behaviour (TPB) model to identify factors that influence young people's purchasing behaviour. Attitude, subjective norm and perceived behavioural control are the three independent variables in this study. The researchers expected all variables to affect the purchasing behaviour of the younger cohort. Attitude refers to a person's feelings and perceptions of things, so attitudes affect how a person acts and performs (Ajzen, 1991). In this study, the findings show that attitudes have a weak influence on adolescents' purchasing behaviour. Therefore, although attitudes can affect the purchasing behaviour of young people, but the effect is not significant.

Next, subjective norms refer to the perception of social pressures that influence a person to engage in a certain behaviour (Ajzen & Fishbein, 1980). In this study, we will examine the influence of family, friends and those around us on the purchasing behaviour of young people. The findings show that subjective norms have a weak influence on adolescents' purchasing behaviour. Therefore, although subjective norms will affect the purchasing behaviour of young people, but the effect is not significant.

Furthermore, perceived behavioural control is when a person has a great deal of control over their life and they tend to act with strong behavioural intentions (Ajzen, 1991). In this study, researchers investigated young people's control over purchasing behaviour. The findings show that young people have strong control over their purchasing behaviour, and perceived behavioural control does affect young people's purchasing behaviour.

The results of this study can help retailer understand the factors that influence young people's purchasing behaviour, and thus help retailer formulate appropriate marketing strategies to cater to young people's purchase intentions. In addition, this study provides a reference for future research by other researchers. This study uses a

Theory of Planned Behaviour (TPB) model to identify factors that influence young people's purchasing behaviour. There are 3 independent variables in this study, namely: attitude, subjective norm and perceived behavioural control.

5.5 Limitations of the study

Research limitations refer to flaws or deficiencies in the study. This deficiency is due to limitations in research design, methodology, etc. These factors can influence a researcher's findings. Research limitations can reduce the value of research (Wordvice HJ, 2022). The data collection method, the scope of the study and the willingness of the respondents are the limitations of this study.

5.5.1 Data collection methods

This study collected data using an online questionnaire, which will be one of the limitations of this study. The researchers collect the data via Google Forms, so the researchers don't actually contact the respondents, everything is told online, so the researchers run the risk of the respondents providing uncertain information and collecting useless data.

5.5.2 Scope of study

In addition, the limitation of the research scope is also one of the limitations of this study. This study aims to investigate the purchasing behaviour of young people. The youth group is a large and broad group. Therefore, the researchers limited this study to a young group in Kelantan, Malaysia, in order to facilitate the research and data collection of the researchers. Due to the large and wide-ranging cohort of young people, researchers were unable to conduct their studies in Malaysia, or the world. Because it can make it difficult for researchers to collect data and conduct research.

5.5.3 The willingness of the respondents

Finally, the willingness of the respondents is also one of the limitations of this study. This study will focus on young people in Kelantan, Malaysia. Therefore, the researcher must deal with the attitudes and reactions of the respondents, such as those who refuse to answer the questionnaire, or who are not interested in the questionnaire. This will make it somewhat difficult for researchers to gather data. In addition, some respondents refused to recommend the questionnaire to friends, which also hindered the researchers from collecting data.

5.6 Recommendations/ Suggestion for Future Research

Researchers can only give some suggestions/recommendations. First, since this study relies on questionnaires to collect data, it is difficult to obtain accurate details, the capabilities of the respondents, and reliable web resources. This study adopts quantitative method and distributes questionnaires. However, the researchers recommend using face-to-face interviews rather than online surveys. By using the interview method, the researcher can obtain more detailed information about the influence of purchasing behaviour. Compared to quantitative methods, surveys may be completed by non-target respondents, defeating the true purpose of the research. Thus, researchers can save time when conducting research.

Second, similar studies should expand the sample size to a larger population in the future to obtain more reliable results that can be generalized to the entire shopping preferences of young Malaysian consumers. The study involved 384 respondents, most of whom were youths in Kelantan. The researchers recommend that future researchers expand the scope of the study to the whole of Malaysia, so that the results of the study

will be more accurate. Although respondents have different perceptions and beliefs about factors that influence their product purchase behaviour, the more respondents there are, the more reliable, valid and relevant the results will be (Goerge, J. F., 2004). As a result, researchers' test results will be more accurate and reliable.

As we all know, almost every family now considers the purchase of products to be an important element. Many academics and researchers are studying their intention to purchase products over time. Therefore, potential researchers wishing to conduct research on similar topics must choose other strong factors as independent variables. In addition to providing more perspectives for future research, it can also increase the credibility of product purchase behaviour, thereby increasing society's understanding of consumer preferences.

There are some problems in the collection of respondents' data, such as some respondents' reluctance to cooperate in answering the questionnaire. Therefore, the data collection process takes a long time.

5.7 Overall Conclusion

As mentioned earlier, the aim of this study is to identify and explore the factors that influence the purchasing behaviour of youths in Kelantan. Research shows that three independent variables (attitude, subjective norms, and perceived behavioural control) play an important role in influencing willingness to use products and services. As a result, researchers now have a better understanding of the factors that influence youth purchasing behaviour. These three factors are positively correlated with their shopping preferences.

The researchers expect this research review to be a useful resource and a good

starting point for future research. Additionally, the research project is expected to be a roadmap for retailer when deciding on pricing, promotion, and branding strategies for any product. Finally, some limitations of the study allow the researchers to make additional recommendations for future studies to improve the quality of the study.



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APPENDIX

APPENDIX A: DRAFT OF QUESTIONNAIRE

Part A: Demographic Profile

Please tick the appropriate answer or fill in the details in the columns provided. / Sila pilih jawapan yang sesuai atau isikan butiran di ruangan yang disediakan.

1. Gender / Jantina

- Male / Lelaki
 Female / Perempuan

2. Age / Umur

- 15 - 17 years old / tahun 18 – 20 years old / tahun
 21 - 24 years old / tahun 25 – 29 years old / tahun

3. Race / Bangsa

- Malay/ Melayu Chinese/Cina
 Indian/India Other/Lain-Lain

4. Martial Status/Status Perkhawinan

- Single/ Bujang Divorce/Bercerai
 Married/Berkhawin Other/Lain-Lain

5. Occupational/Pekerjaan

- Student/Pelajar Government Sector/Sektor Kerajaan

- Private Sector/Sektor Swasta Unemployment/Tidak Bekerja
 Other/Lain-Lain

6. Level of Education/Tahap Pendidikan

- SPM DIPLOMA MASTER
 STPM/STAM DEGREE PHD

7. Income/Pendapatan

- < RM 1000 & below / ke-bawah RM2501 - RM4000
 RM1001 – RM2500 > RM4001 & above / ke-atas

PART B: INDEPENDENT VARIABLES

Next, please kindly rate your level of importance towards opinion on the following selection regarding the factor affecting youth in Kelantan on purchasing product. You can circle your honest response between 1 to 5. Please take note that there is no right or wrong in your answer.

Seterusnya, sila nilaikan tahap kepentingan anda terhadap pendapat mengenai pilihan berikut berkenaan faktor belia di kelantan dalam membeli produk keberkesanan strategi penetapan harga dalam pembelian produk dalam kalangan pelajar di UMK. Anda boleh bulatkan jawapan jujur anda antara 1 hingga 5. Sila ambil perhatian bahawa tiada betul atau salah dalam jawapan anda.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sangat tidak setuju	Tidak setuju	Berkecuali	Setuju	Sangat setuju
1	2	3	4	5

Attitude

1.	The price of the product will get my attention. <i>Harga produk akan mendapat perhatian saya.</i>	1	2	3	4	5
2.	Promotions and discounts on products will catch my attention. <i>Promosi dan diskaun ke atas produk akan menarik perhatian saya.</i>	1	2	3	4	5
3.	The features of the product will grab my attention. <i>Ciri-ciri produk akan menarik perhatian saya.</i>	1	2	3	4	5
4.	For me, purchasing a product direct sale would be satisfaction. <i>Bagi saya, pembelian jualan langsung produk akan menjadi kepuasan.</i>	1	2	3	4	5
5.	For me, purchasing a online product would be more easy. <i>Bagi saya, membeli produk dalam talian akan menjadi lebih mudah.</i>	1	2	3	4	5

Subjective Norms

1.	The views of my family influence my purchase decision. <i>Pandangan keluarga saya mempengaruhi keputusan pembelian saya.</i>	1	2	3	4	5
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2.	<p>My friends encourage me in purchase decision.</p> <p><i>Rakan-rakan saya menggalakkan saya dalam keputusan pembelian.</i></p>	1	2	3	4	5
3.	<p>I often ask for opinions from people around me before making a purchase decision.</p> <p><i>Saya sering meminta pendapat daripada orang di sekeliling saya sebelum membuat keputusan pembelian.</i></p>	1	2	3	4	5
4.	<p>I feel good if many people purchased the same products.</p> <p><i>Saya berasa baik jika ramai orang membeli produk yang sama.</i></p>	1	2	3	4	5
5.	<p>People around me think that purchase product through online will be more easy.</p> <p><i>Orang di sekeliling saya berfikir bahawa membeli produk melalui dalam talian akan menjadi lebih mudah.</i></p>	1	2	3	4	5
6.	<p>The government subsidies influence my purchasing behavior.</p> <p><i>Subsidi kerajaan mempengaruhi tingkah laku pembelian saya.</i></p>	1	2	3	4	5

Perceived Behavioural Control

1.	<p>If I wanted to, I could purchase as online instead of direct sales.</p> <p><i>Jika saya mahu, saya boleh membeli secara dalam talian dan bukannya jualan langsung.</i></p>	1	2	3	4	5
2.	<p>Frequency product advertisement on internet led my purchase intention.</p> <p><i>Kekerapan iklan produk di internet mempengaruhi niat pembelian saya.</i></p>	1	2	3	4	5
3.	<p>I am willing to buy a product promoted on social media.</p> <p><i>Saya sanggup membeli produk yang dipromosikan di media sosial.</i></p>	1	2	3	4	5
4.	<p>I will recommend family choose online products for making purchase intention.</p> <p><i>Saya akan mengesyorkan keluarga memilih produk dalam talian untuk membuat niat pembelian.</i></p>	1	2	3	4	5
5.	<p>My buying experience affects my buying behaviour.</p> <p><i>Pengalaman membeli saya mempengaruhi tingkah laku membeli saya.</i></p>	1	2	3	4	5
6.	<p>Brand awareness affects my purchasing behaviour.</p> <p><i>Kesedaran jenama mempengaruhi tingkah laku pembelian saya.</i></p>	1	2	3	4	5

PART C: DEPENDENT VARIABLES

Next, please kindly rate your level of importance towards opinion on the following selection regarding the purchasing behavior. You can circle your honest response between 1 to 5. Please take note that there is no right or wrong in your answer.

Seterusnya, sila nilaikan tahap kepentingan anda terhadap pendapat mengenai pilihan berikut mengenai tingkh laku pembelian. Anda boleh bulatkan jawapan jujur anda antara 1 hingga 5. Sila ambil perhatian bahawa tiada betul atau salah dalam jawapan anda.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sangat tidak setuju	Tidak setuju	Berkecuali	Setuju	Sangat setuju
1	2	3	4	5

Purchasing Behavior

1.	I am willing to buy a product promoted on social media and direct sales. <i>Saya sanggup membeli produk yang dipromosikan di media sosial dan jualan langsung.</i>	1 2 3 4 5
2.	There is a high probability that I would purchase a product because of the impact of social media. <i>Terdapat kebarangkalian yang tinggi bahawa saya akan membeli produk kerana kesan media sosial.</i>	1 2 3 4 5
3.	There is a high probability that I would purchase a product because of the impact of direct sales. <i>Terdapat kebarangkalian yang tinggi bahawa saya akan</i>	1 2 3 4 5

	<i>membeli produk kerana kesan jualan langsung.</i>					
4.	I am easily influenced by product promotions and discounts to make purchases. <i>Saya mudah dipengaruhi oleh promosi produk dan diskaun untuk membuat pembelian.</i>	1	2	3	4	5
5.	I am easily influenced by product prices and make purchases. <i>Saya mudah dipengaruhi oleh harga produk dan membuat pembelian.</i>	1	2	3	4	5
6.	I am easily influenced by product advertisements and make purchases. <i>Saya mudah dipengaruhi oleh iklan produk dan membuat pembelian.</i>	1	2	3	4	5
7.	I am easily influenced by my family and friends to make purchases. <i>Saya mudah dipengaruhi oleh keluarga dan rakan-rakan saya untuk membuat pembelian.</i>	1	2	3	4	5

APPENDIX B: GANTT CHART

Table 1: Gantt Chart

Week \ Activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Discuss With Group Mate	█	█												
Selection Project Title by The Supervisor		█												
Preparation For Project Proposal		█	█											
Research For Project's Introduction			█	█										
Research About Literature Review			█	█	█									
Plan Of Research Method				█	█									
Finalise Project Proposal Before Submitted.					█	█	█							
Submit The Research Proposal						█	█							
Prepare For Presentation							█							
Presentation For Project Proposal							█							
Collecting data from respondents online (Google Form)								█	█	█				
Writing proposal chapters 4 and 5											█	█		
Submission proposal, e-poster, e-poster presentation and research paper to supervisor and do correction													█	
Final submission of Full Proposal, E-Poster, E-Poster presentation and Research Paper to supervisor and examiner														█