

**THE FACTOR OF HEDONIC SHOPPING  
MOTIVATION IN ONLINE SHOPPING WITHOUT  
THINKING**

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# **The Factor of Hedonic Shopping Motivation In Online Shopping Without Thinking**

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## FACULTY ENTREPRENEURSHIP AND BUSINESS

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**Abstrak**

Membeli-belah dalam talian telah terkenal di kalangan pelanggan, mereka boleh memilih dalam talian kerana mudah untuk mereka terutama bagi mereka yang mempunyai masa yang terhad untuk pergi kedai fizikal. Kajian ini menyiasat faktor motivasi belanja hedonik dalam belanja dalam talian tanpa berfikir di kalangan kakitangan di Fakulti Perniagaan dan Keusahawanan (FEB) dan Fakulti Perhotelan, Pelancongan dan Kesejahteraan di Kampus Universiti Malaysia Kelantan (UMK) Pengkalan Chepa. Tujuan kajian ini adalah untuk mengenal pasti hubungan antara pembolehubah bebas iaitu belanja petualangan, belanja nilai, belanja idea dan belanja percutian dan pembolehubah yang bergantung kepada kecenderungan membeli dorongan dalam talian. Kajian ini menggunakan teknik kuantitatif. Data yang dikumpul dengan menggunakan soal selidik bertindak balas oleh 221 kakitangan di kampus Universiti Malaysia Kelantan (UMK) Pengkalan Chepa. Hasil kajian ini menunjukkan pembolehubah bebas termasuk belanja pengembaraan, belanja nilai, belanja idea dan belanja relaksasi mempunyai hubungan yang signifikan dengan kecenderungan membeli dorongan dalam talian berubah-ubah bergantung. Kajian ini boleh memberikan kelebihan kepada pengguna dalam talian untuk memahami lebih lanjut tentang tingkah laku pengguna dalam kecenderungan membeli impuls. Oleh itu, pembelian dorongan dalam talian memberi kesan terhadap tingkah laku pelanggan semasa pengalaman membeli-belah dalam talian.

**Kata kunci: belanja petualangan, belanja nilai, belanja idea dan belanja belanja dan kecenderungan membeli dorongan talian**



**Abstract**

Online shopping have been famous among customer, they can choose online because easy for them especially for those have limit time to go physical store. This study investigate the factor of hedonic shopping motivation in online shopping without thinking among staff at Faculty of Entrepreneurship and Business (FEB) and Faculty of Hospitality, Tourism and Wellness in University Malaysia Kelantan (UMK) Campus Pengkalan Chepa. The aim of the study is to identifying connection amongst independent variable which is adventure shopping, value shopping, idea shopping and relaxation shopping and the dependent variable which is online impulse buying tendency. This research used quantitative technique. Data collected by using questionnaire respond by 221 staff at University Malaysia Kelantan (UMK) campus Pengkalan Chepa. The result of this study shows the independent variables included adventure shopping, value shopping, idea shopping and relaxation shopping have significant relationship with the dependent variable online impulse buying tendencies. This study may give advantage to online consumers for better understanding about consumer behaviour in impulse buying tendencies. Therefore, online impulse buying gives effect customer behaviour while online shopping experience.

**Keywords: adventure shopping, value shopping, idea shopping and relaxation shopping and online impulse buying tendency**

CHAPTER 1

INTRODUCTION

**1.1 Introduction**

Chapter one is disclosing general information about what researchers want to study in this chapter. This chapter focused the background of study, the problem statement, research objectives, and research question. This chapter also identified the scope of the study, the significance of the study, the limitation of the study and the definitions of terms.

**1.2 Background of the Study**

Hedonic shopping motivation which motivates shoppers to buy due to the fact buying is a pleasure that does not give benefits to the product purchased (Arnold and Reynold, 2010). Hedonic is described as one type of wishes based on the course of motivation that subjective and experiential, which skill that shoppers have to matter on a product to discover their want for excitement, confidence, delusion or emotional responses (Solomon, 2010). According to (Arnolds and Reynolds, 2003), the motivational elements described as adventure, socializing, taking pleasure, having an idea, alternate of values and roles. From this point of view, hedonic shopping motivation can evoke a motivation feeling in customers driven by a desire for excitement, enjoyment and satisfaction. This kind of customer is free to fulfil their motivation without the hassle, hindrance, and time constraints of shopping online. The hedonic shopping motivation has six dimensions; adventure shopping, social shopping, satisfaction shopping, thinking shopping, role shopping, and cost shopping (Arnold & Reynolds 2003).

According to Akram, Hui, Khan, Yan, & Akram (2018) indicated that impulse buying procedure is controlled by feelings and that hedonics motivation impact buyers to interact in

impulse shopping for tendency. Online impulse shopping for is expeditious, spontaneous, mesmerizing and unexpected purchase behaviour while purchasing trip (Akram et al, 2016).

Based on different research, that learn about realizes that online impulse buying tendency should be known as online shopping without thinking. This because the definition of this two word show when customers look for goods and services, it will be existent different types of products in online shopping. This situation can encourage customers to make shopping online without thinking triggered by the emotions and feelings because of the promotion that make by retailer for other product and service. Shopper normally have a tendency to make instantaneous and not planning while making online buying, customer's intention about online shopping for would possibly be related to website complicity and simplicity (Akram et al, 2018).

### **1.3 Problem Statement**

Over the year 2018, Lazada Malaysia sets the report of sale due to their annual 11.11 Singles Sale Day, where they managed to sell 27 tons Milo to customer within the first two hours of their sales, with estimated 3,000 transactions per minute during the day. Whereas, its competing platform Shopee.com also performed significantly well as they were able to secure 58,000 items sold within a minute. Another platform, the 11streets.com saw three times higher activity in their online platform during that day (Focus Malaysia, Lowyat, KL Gadget Guy, 2018). These shows, the single sales promotion are value shopping that give an effect of online shopping platform towards online shopping without thinking.

Thus, the analysis on online impulse buying has attended to the consequences of website features embedded in buying websites (Chan, Tommy, Cheung, Christy and Lee, Zach, 2017). The existing research on impulse buying has focused on website design; website feature, dream up and exposure to in online shopping that involved adventure shopping.

Thus, (Wu et al, 2016) express that 82 present respondents involve in impulse shopping of that focused on website design. There is increasing of on line retailers that imposing impulse shopping for strategies to attract and keep maintains consumers.

Next, a retailer may be able to discover things that preferred by consumers based on particular thing based on the history of online and offline (Pathak, 2012). So, the value shopping give a chance to retailers use that knowledge to aim their online advertisements towards purchaser or manage the display of their products so that they will simply get it without planning for a long time (John, Kim, & Barasz, 2018).

Consumers may emotionally respond to environmental stimuli during the auction process, such as excitement, impulse buying (Adam et al. 2012). According to (Hinnosaar, 2013) shows that high variance of outcomes is common for such auction mechanism. This emotional respond shows the relaxation shopping with analyse how the “Buy-Now” feature available on the pay-to-bid auction site helps reduce bidders’ churn rate (Reiner et al, 2014).

#### **1.4 Research Objectives**

They are aimed at gaining a general understanding of online consumers' online impulse buying tendencies in hedonic shopping motivations, which is:

**1.3.1** To examine the relationship between adventure shopping and online impulse buying tendencies

**1.3.2** To examine the relationship between value shopping and online impulse buying tendencies

**1.3.3** To examine the relationship between idea shopping and online impulse buying tendencies

**1.3.4** To examine the relationship between relaxation shopping and online impulse buying tendencies

**1.3.5** To examine the association between factors (adventure shopping, value shopping, idea shopping and relaxation shopping) towards online impulse buying tendencies.

## **1.5 Research Questions**

Research questions are asked to obtain the relevant information needed to achieve the objectives.

**1.4.1** Is there any relationship between adventure shopping and online impulse buying tendencies?

**1.4.2** Is there any relationship between value shopping and online impulse buying tendencies?

**1.4.3** Is there any relationship between idea shopping and online impulse buying tendencies?

**1.4.4** Is there any relationship between relaxation shopping and online impulse buying tendencies?

**1.4.5** What are the dominant factors (adventure shopping, value shopping, idea shopping and relaxation shopping) that influence the online impulse buying tendencies?

## **1.6 Scope of the Study**

This study is to concentrate on online shopping without thinking. The respondent of this study are among staff at Faculty of Entrepreneurship and Business (FEB) and Faculty of Hospitality, Tourism and Wellness in University Malaysia Kelantan (UMK) Campus Pengkalan Chepa. These researches focused on staff include administration and academic staff that available in University Malaysia Kelantan (UMK) City Campus, Pengkalan Chepa.

The researcher wants to analyse in this study whether adventure shopping, value shopping, idea shopping and relaxation shopping influence respondents when they buy online shopping without thinking. This research will conduct at University Malaysia Kelantan (UMK) campus Pengkalan Chepa.

### **1.7 Significance of the Study**

Important of this research may give many advantages to online consumers for better understanding about consumer behaviour in impulse buying tendency. This study will benefits to online retailer, researcher, and online customer. This study also will build more believe about online shopping and the component involved in online shopping behaviours. The consequences of find out about disclose that customer satisfaction, motivation and affect from different shoppers are amongst the necessary elements for customers to store online.

#### **1.7.1 Online Retailer**

This study will benefit to online retailer for their gain more satisfaction for their customer and gain more profits. Besides, customer behaviour is very complicated because every purchaser has extraordinary mind and mind-set towards purchase, consumption and the administration of product (Solomon, 2009). Online retailer is able to identify the intention that affected consumer-buying behaviour in Malaysia. In addition, this study may give recommendations to online retailer make research and development and marketing manager in future. This study is advantage to online platform provider. The main purpose, this consumer will fulfil of advertise a product to fulfil their consumer needs. By studying factor, hedonic motivation that affected consumer impulse buying behaviour helps online platform providers to achieve their own target. According to (Solomon, 2009), consumer vital

individual for marketers and seller, therefore it is considerable for them to understand consumer on their interest to serve the good product and services.

### **1.7.2 Researcher**

The studies will benefits for researcher. This is because the study will add to new knowledge and understanding to researcher of hedonic buying motivation in online shopping without thinking. The resulted from the study will be replicated by other researchers in examining the factor among different group of people.

### **1.7.3 Online Customer**

Internet shopping have been increase by using the websites and applications. This study can give information to customer how they can control while using online shopping. Since its transformation into a world interconnection network for exchanging and delivering information, internet has emerged as a valuable marketing device to serve as a discussion board for domestic and global transaction. According to (A.T. Kearney, 2015), retail e-commerce has two almost to US\$840 billion in 2014 surpassing the income of US\$695 billion in year 2013 and it was estimated to expand to US\$1506 billion in 2018.

## **1.8 Definition of Terms**

The definitions of the key phrases used as necessary guideline in this chapter about are offers as follows.

### **1.8.1 Hedonic motivation**

Hedonic motivation is the willingness to provoke behaviours that decorate fine trip (pleasant or good) and behaviours that reduce poor experience. Consequently,

fulfilment of hedonic causes requires specific regulatory strategies that enhance high-quality experience efficiently and produce lasting amplify in effective learning (Jacobs Boa and Lyubomirsky, 2015).

### **1.8.2 Online impulse buying tendencies**

Impulse buying tendencies is the unplanned actions. The online shopping environment is now more conducive to impulse buying tendencies than its offline counterpart is, as the online purchasing surroundings frees customers from the constraints (e.g., inconvenient save locations, confined operating hours, and social strain from body of workers and other consumers) that they might experience throughout store shopping (S.A. Eroglu, 2017). Online shopping has been famous among customer. Customer choose online because easy for them especially for those have limit time to go physical store. Customer can shop online by using social media, website and application. For example, customer can purchase through Shopee, Lazada, Zalora and others applications.

### **1.8.3 Adventure Shopping**

Adventure shopping was described an individual's predisposition toward shopping to seek excitement and adventure (Arnold& Reynolds, 2003). It is found that obsessive-compulsive buyers in emerging countries tend to show a greater inclination towards adventure shopping (Horvath and Adiguzel, 2017). Customer is adventure to shopping because of the environment of the websites. Relevant information on the websites is also important because it plays a role of salesperson (Samar, 2017). Websites features are important for online marketing (Bilgihan & Bujisic, 2015). The most effective journey on a brand's website is a fundamental



thing in successfully managing loyalty because experiencing online drift appreciably lead to greater loyalty (Gabish, 2011).

### **1.8.4 Value Shopping**

Value shopping is the enjoyment of the consumer when they make any online shopping because of the advertisement. Based on a recent report released by the Interactive Advertising Bureau (IAB, 2014), web advertising and marketing revenue surpassed \$23 billion in the first half of 2014, up 15% on the same period in 2013. Before they entered the website they do not planning buy the product but after they log in on the websites they excited to purchase others product because of the advertisement. Customer will attract to buy when there have interested advertisement in the websites. Advertisements become important to make customer default and enjoy the process of online shopping. Advertisement can give more information about the product or services.

### **1.8.5 Idea Shopping**

Idea shopping is the change of customer mind while surfing to shopping websites. Customer changes their mind because the websites give sale or promotions. Previous find out about cited that coupon that provided to the clients would be the cause for them to buy a product (Ahmad, Mehmood, Ahmed, Mustafa, Khan, & Yasmeen, 2015). For example, Shopee always gives flash sale and surely, customer will excite to purchase others than planning products. Online shopping give consumer information about the new trend, design and products. People prefer online shopping because they are able to find, judge and understand about new trends, brands and products launch (Parson 2002).

### **1.8.6 Relaxation shopping**

Relaxation shopping means that consumers use an online consumption as a remedy when they are down, as well as to loosen up and alleviate tension (e.g., Kim and Hong, 2011). Another, shopping is one choice to release stress to treat the bad emotion, to shows the relaxation alternative and an exhaust (In Utami, 2010: 49). Most of customers choose to shop online because they do not have enough time to go physical store. Online shopping can make them being more relax and enjoy the shopping process. Most of customer purchases through online shopping because they want to be more relax after having stress days.

### **1.9 Chapter's Summary**

The conclusion, this chapter have own purpose and benefit. The researcher has stated the problem that is occurring in this research. From the research, the researcher also can review the objective to achieve goal.

## 2.1 Introduction

In this chapter, the independent variable and dependent variable will be identified through the review of the current literature particularly in the form of the presented research problem. The literature review refers to the step-via-step procedure that affective online impulse buying. Therefore, the independent variable and dependent variable will be identified based on the previous studies that are linked to this topic.

## 2.2 Hedonic Motivation

Increasing the online customer in online shopping platform is one of the ways customers look for satisfaction, interest, excitement and a relaxed atmosphere in the shopping environment especially online shopping. Online retailers can increase online customers by creating attractive and entertaining shopping environments to meet the emotional needs of customers. Relationship between retailers and customers can be increase by apply hedonic shopping motivation element. Since online customers can be traditional shopping customers and online shopping customers, so factors of hedonic shopping motivations also exist in the online shopping environment.

Hedonic motivation has been considered in some situation where hedonic motivation is hunting for enjoyment and keeps away from discomfort and it is different from eudemonic motivation where people hunt for private fantastic, this is to explain how people differ in searching for happiness (Huta and Waterman, 2014). Based on past studies, this paper found that hedonic motivation is interpreted as pleasure, which can be enjoyment, happiness

stimulated by using the technology (Venkatesh et al, 2012). Customer feel enjoy to purchase product or service because of the colour or design of the websites or applications.

### 2.3 Impulse Buying Tendency

Impulse buying tendency can say as customers' feature that is a sign from impulsiveness (Siorowska, 2011). (Shathees et al., 2019) indicated that impulsive buying tendency can encourage the interaction of personality characteristic and socio-culture characteristic. In order to generate a better comprehension on impulsive buying tendency as it addresses the role of situational and socio-demographic attributes of customers with high impulsive buying tendency compared to customers with low impulsive buying tendency, a study was conducted by (Styven et al., 2017). Consumer normally can be influenced by the emotional when buy a product or service, which they did not intend to buy in the first place. "Impulse buying of the shopper is influenced by a number of factors which could be either related to the shopping environment, shopper's personal traits, product itself and the diverse demographic and socio-cultural aspects", (Bhakat & Muruganatham, 2013: pp.152).

Furthermore, it was written that customers have many relationships with marketing plan such as leaning for numerous in stores surfing, advertisements and promotion provocations that can attract customer attention. Based on this, some of past researchers have found materialistic values or exhibit narcissism from those who authenticate the highest level of impulsive buying. (Kalla and Arora, 2010, Podoshen and Andrzejewski, 2012). Other previous study also found that has a significant relationship between hedonic consumption and impulsive buying tendency whereby positive and negative feeling will affect the result on impulsive buying tendency. (Shathees et al, 2019).

## 2.4 The Factors of Hedonic Shopping Motivation in Online Shopping Without Thinking

### 2.4.1 Adventure shopping

Mosteller et al (2014), adventure shopping can be interpreted as online personalization characteristics that allow customers to understand the information about detail of products and promotions more effortlessly and smoothly, which results to special shopping enjoyment and increased possibility to purchase from the online store (Pappas et al., 2014). Adventure shopping is different shopping experiences for every customer to fulfil the desires and make shopping more exciting. It described adventure shopping as encouragement, creativeness, and passion for shopping is called adventure shopping (Ehsan, Mehta, Ali, Shahid&Nadeem, 2019). Past researchers were describe how shopping trips make people feel "customers want everything" or "uncontrolled," customers feel too enjoy when shopping and can run from negative emotion when shopping (Ridgway, & Monroe, 2009). Park et al (2006), in these days, youngsters find out excitement and prefer to do shopping from online stores and they want to increase their sensational feelings through imagination. Youngsters are the generation ready to try new things from the new shopping experience.

Besides, previous studies have found that factors hedonic shopping motivation which is adventure shopping has a significant relationship on impulse buying tendency (Ozen and Engizek 2014). This mean that customers shopping experiences from online shopping are just for the fun, stimulation, and one way to forget about other activities, make more possibility for customers to make purchasing decisions. (Gede, Syafiie & Atim, 2013). The study from (Ozen andEngizek, 2013) also show that online customers who shopping online as an experience and one of the way to reduce stress, have a positive possibility to increase the tendency of impulse buying from the internet and also when come to the discounts, they cannot stop their wants to shopping online.

### 2.4.2 Idea shopping

According to (Arnold and Reynold, 2003), the idea shopping is a element of hedonic motivation refers that consumers go shopping 'because they like to learn about, new fashions, new trends, innovations and new products'. Online spending allows customers to acquire information wherever, and whenever they require such as keyword online product reviews, advertising, sponsorships, banner ads, cost estimates, customer feedback and other promotional events, (Akram et al, 2018). Online shopping provides a wealth of information on modern designs, brands and goods to attract customers' attention to shop at online shopping's platform. The accessibility of online product details, it is reasonable to believe that many consumers go to the websites, the higher the potential to shopping online. Usually, consumers go looking online shopping for something different from mass media ads (Nova & Adita, 2018)

Previous research has find proof that compulsive consumers appear to be diverse and more open to new labels, goods and concepts than others (Horváth and van Birgelen, 2015). According to (Csilla & Feray, 2018), idea shopping is definitely relate to uncontrollable buying in developed countries. It appears to be dissimilar to it in emerging countries. This means that shopping is a key reason for compulsive shoppers to participate in shopping on an ongoing basis.

### 2.4.3 Value shopping

Value shopping can be explain by means of the enjoyment developed when customers are shopping for stores, searching for discounts and deals (Westbrook and Black, 1985; Babin et al., 1994). In the same way, (Chandon et al. 2000) positions that get a great discount would please customers because they believe they are good

shoppers. Obtaining a sale price on a desired product may be a source of extra excitement and pleasure for these users, leading to a higher hedonic gain (Csilla and Feray, 2017). Promotion often provides customer with reason to purchase and at the same time buy fewer feelings of guilt as the product is obtained at a reduced price. In online stores, shoppers are more shops and discounts are likely to be found, particularly with the widespread use of daily deal sites, and this could lead consumers to urge sudden, unplanned shopping.

Furthermore, (Kukar-Kinney, Scheinbaum, and Schaefers, 2016) found that the incentive of compulsive shoppers to shop online, a strong correlation was identified between compulsive shopping and coupon size. From previous study, findings a price reduction or a good deal will lead customers to celebrate their personal achievement (Hilal and Nil, 2013). Found that unplanned buyers draw greater interest from product promotions and are more price-conscious and sensitive to purchases than non-compulsive buyers (Kukar-Kinney et al. 2012)

#### **2.4.4 Relaxation shopping**

Shopping is no longer an act of merely purchasing goods instead it has become a form of entertainment or a rewarding behaviour (Maraz et al., 2015). From a psychological perspective, reinforcing one's confidence in one's abilities reduces perceived psychological deficiency, which is one of the retail therapy effects described in earlier studies (Son et al., 2016). According (Tsaur et al, 2015) it has also been empirically shown that the presence of a service person influences consumers ' positive emotions and positively affects the behavioral purpose of consumers. Thus the beauty of the model will positively activate customer emotions (i.e. a therapeutic effect), and affect their behavioural intention. The appearance of the

service person may correlate to the attractiveness of the model in the context of online shopping.

This study extends research range explaining the impact of online shopping malls ' attributes on consumer attitudes. Previous studies have suggested that factors such as user experience, perceived gain and perceived web quality influence customer attitudes and behavior by mediating cognitive experiences such as flow, confidence and satisfaction (Al-Debei et al., 2015; Chou et al., 2015; Wu and Ke, 2015). Past researcher (Baker et al, 2016) a positive association between stress and compulsive purchasing activity has also been found. Recently, in China, (He et al.2018) found a positive association between anxiety and consumer buying behaviour.

## 2.5 Research Hypotheses

Table 2.1: Summary of Hypotheses

<b>Hypothesis 1</b>	H0	There is no significant relationship between adventure shopping and online impulse buying.
	H1	There is a significant relationship between adventure shopping and online impulse buying.
<b>Hypothesis 2</b>	H0	There is no significant relationship between idea shopping and online impulse buying.
	H1	There is a significant relationship between idea shopping and online impulse buying.
<b>Hypothesis 3</b>	H0	There is no significant relationship between value shopping and online impulse buying.
	H1	There is a significant relationship between value shopping and online impulse buying.

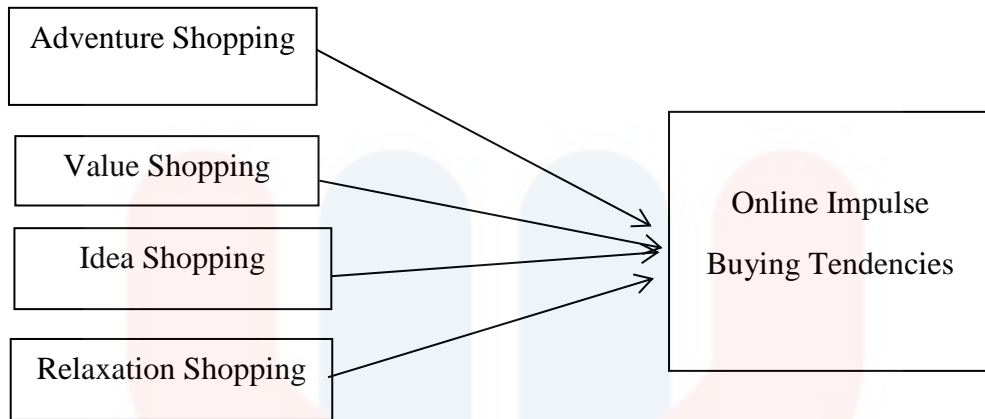


Table 2.1: Continue

<b>Hypothesis 4</b>	H0	There is no significant relationship between relaxation shopping and online impulse buying.
	H1	There is a significant relationship between relaxation shopping and online impulse buying.
<b>Hypothesis 5</b>	H0	There are no association between factors (adventure shopping, value shopping, idea shopping and relaxation shopping) towards online impulse buying tendencies.
	H1	There are have association between factors (adventure shopping, value shopping, idea shopping and relaxation shopping) towards online impulse buying tendencies.

## 2.6 Conceptual Framework

A suggested conceptual framework in the following Figure 2.1 developed to analyse the relationship on the basis of literature review between the causes of hedonic shopping motivation and online shopping without thinking. The independent variables for this study were adventure shopping, idea shopping, value shopping and relaxation shopping. All these variables as independent variables. The dependent variable is online impulse buying tendencies.



Source: (Ozen & Engizek, 2014) Shopping online without thinking: Being emotional or rational?

Figure 2.1: Conceptual Research Framework

## 2.7 Chapter Summary

In this chapter, the conclusion is that the study was founded the independent variable and dependent variable, especially in the form of presented research problem, by reviewing the current literature. The researcher mentioned the independent variable and dependent variable that occurs in this exploration.

CHAPTER 3

RESEARCH METHODS

**3.1 Introduction**

This chapter examined relationship between the influencing factors of hedonic motivation in online shopping without thinking. This includes research structure, research theory, research design, population and sampling, data collection process, research tool and data analysis system.

**3.2 Research Design**

This research was about factor of hedonic motivations in online impulse buying tendency among the Faculty of Enterprise and Entrepreneurship and the Faculty of Hospitality, Tourism and Wellness (FHPK) at University Malaysia Kelantan Pengkalan Chepa. This study focus on descriptive research for research design in analysis data and cross-sectional survey in collect data. This approach is used to gain a better understanding of the role of hedonic shopping motives (adventure, thought, interest, and relaxation) in driving online retail purchasing patterns. Hence, this study used questionnaire to find online shoppers among staff that make online shopping without thinking. The entire question this study provided to the consumers is easy to understand and information that provide was enough for this research.

**3.3 Data Collection Methods**

The questionnaire was used in this study to collect information. The questionnaire was distributed randomly to the staff in Faculty of Entrepreneurship and Business (FEB) and Faculty of Hospitality, Tourism and Wellness (FHPK) at University Malaysia Kelantan (UMK) Pengkalan Chepa, Kota Bharu, Kelantan. The criteria is selects, which is from

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different group of race like Malay, Chinese, Indian and others and different gender as well. This approach is the direct way for the researcher to obtain the information. For better understanding, the researcher clearly informed and explained about the objective of the research and any unclear question for the respondents. The questionnaire stated in dual languages Malay and English to ensure respondents understand all question that has been stated, so respondent consume shorter time to answer all the questions. The information was collected through the questionnaire in which, it was distributed to the 221 UMK staff as this study respondents and collected data by using simple random sampling techniques towards responds

### 3.4 Population and Sampling

#### 3.4.1 Target population

Population is a set of all element people which information is needed in this study. According to Buddenbaum and Judith (2001), “some research prefer to define a population as a set of all people from or about whom data are needed and use universe to describe a set of all people from or about whom data are needed and use universe to describe a set of relevant documents, organizations or other elements”.

The main target for this study is shopkeepers online who have fixed income and already have worked. This study chooses staff at University Malaysia Kelantan (UMK). The limitations scope for this research is occurs by selecting only two faculties at UMK Pengkalan Chepa which is FEB and FHPK. So, this research focuses on 434 FEB and FHPK active staff, which is 197 academic, and 237 for non – academic.

The reason for chooses staff two faculty only at UMK Pengkalan Chepa because researcher have limited time to get the information about all population in UMK, so

researcher are limiting the scope for only two faculty. Besides, this sample population are the potential participants that already have fixed income, occupation and most of academic staff teach about business study. Based on research, 51% online shoppers at Malaysia more than half that ages between 25 to 34, than followed by aged 18 to 24 (24%) and aged 35 to 44 (15%) and 10% remaining are consumers who aged than 45 years old (“Online shopping in Malaysia - Bargain Hunting - Picodi.com,” n.d.).

### **3.4.2 Sampling frame**

The sample will consist of online shoppers who have fixed income and already have worked. This is for measure the factors of hedonic motivation in online shopping without thinking. Sampling for this study focus on staff at Faculty of Entrepreneurship and Business (FEB) and Faculty of Hospitality, Tourism and Wellness (FHPK) at UMK campus Pengkalan Chepa, Kota Bharu, Kelantan.

### **3.4.3 Sample Size**

The sample is a subcategory of the population. It consist a subset of population that was selected. This study population is 434 staff and after using Krejcie and Morgan table, the sample will be 201 staff and this research assumed that respondents were enough to select to answer the questionnaire. After adding 10% estimated missing data, we got:

$$n = 201 (0.1) = 20.1 + 201 = 221$$

Therefore, a total respondent that was sampled was 221 respondents.

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Table 3.1: Krejcie & Morgan, 1970

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size. *S* is sample size.

Source: Krejcie & Morgan, 1970

### 3.4.4 Sampling Technique

This study conducted by using non-probability convenience sampling of the population. In order to use this method this study, researcher set up some process or procedure to assure that the different units in research sampling population and have probabilities are chosen. The characteristics of this sampling method allow this research to

apply in social research because people have long practiced in various forms of random selection.

This research is only cull a smaller sample size which is FEB and FHPK at UMK and from a large population staff at UMK Pengkalan Chepa and Use and carry out study the generalization with reference to the larger group of staff at UMK Pengkalan Chepa. This method is ease and accurate to represent the larger population for staff at UMK Pengkalan Chepa.

For this study 221 sample as research respondents and the questionnaire distributed randomly to all and staff in FEB and FHPK at UMK. (Faculty of Entrepreneurship and Business office, 2019).

### **3.5 Research Instrument**

To conduct this study, a research instrument was developed in the form of a questionnaire adapted from the questionnaire journal articles. The questionnaire was designed into three (3) main section of A, B, and C. Fundamentally, the questionnaire for section A will be focus on demographic of respondent in tern of age, gender, races, education level, religion, internet usage patterns. However, Section B will be measuring hedonic shopping motivations as independent variables and Section C will measure the online impulse buying tendencies as dependent variables. The measurement scale for independent and dependent variables used 6-point Likert-scale. The respondents were required to answer the questions based on the responses of a 6-point Likert scale as shown in table. The 6-point Likert scale ranged from 1 to 6 was applied to avoid bias of the data collection, with 1 represented “strongly disagree”, 2 represented “disagree”, 3 represented “Slightly disagree”, 4 represented “Slightly agree”, 5 represented “agree”, and 6 represented “Strongly agree”. The reason researcher are chooses this scale is to obtain proper analysis and reporting, this is to

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make the participants can shows their intensity of feeling or attitude by mark their agreement or disagreement from the particular statement given. This survey has a equal distance between each possible choice of statement.

Table 3.2: A 6-Point Likert scale

<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Slightly Disagree</b>	<b>Slightly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>
1	2	3	4	5	6

To ensure accurateness of the information gathered, the format of the questionnaire designed in a well-organized manner with the title, sentences and contents of the questionnaire were presented clearly and understandable by respondents.

### 3.6 Pre-Testing Of the Instrument

For planning a good survey, pre-testing is a systematic check of a questionnaire. By conducting Pre-testing will allow this study be more accuracy because pretesting is designed to make sure that people understand the questions, and that there is not anything in the data that indicates that the information is inaccurate. Besides that, pretesting is critical to identify questionnaire problems. According to (Drennan, 2013) pretesting has the ability to reduce sampling error and increase the response rate of the questionnaire. For this study 10% of 221 respondents of which 20 respondents will be pre-test for the questionnaire

#### 3.6.1 Pilot Study (Cronbach's alpha)

There are reliability of test-retests, reliability of alternative forms, alternative forms and reliability of test-retests, internal reliability of quality and reliability of inter-rate." The purpose is to identify level of understanding for items in questionnaire among target



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respondents. The most important internal consistency test (“reliability”) is Cronbach’s alpha. An alpha of 0.7 indicates reasonable reliability and excellent reliability is suggested by 0.9 or higher. Quite high reliability (0.95 or higher) is not necessarily desirable, as this indicates that products can be completely redundant. This Cronbach Alpha Value supported by Murphy & Davidsholder (1988) Peterson (1994) Daniel, da Silva, & Ferreira (2015).

Table 3.3 Rule of thumb of Cronbach’s Alpha Coefficient

Cronbach’s alpha	Internal consistency (“reliability”)
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Mohsen Tavakol and Reg Dennick. Making Sense of Cronbach’s Alpha.

International Journal of Medical Education. 2011; 2:53-55 Editorial

### 3.7 Procedure for Data Analysis

Analysis of the data used the Statistical Package for Social Sciences (SPSS) software.

#### 3.7.1 Pearson Correlation

Correlation is a bivariate analysis of the frequency of the interaction between two variables and the direction of the relationship. However, the Pearson correlations reasonably robust when there is departure from normality. (Martin et al., 1993). Pearson correlation are

scaled from range -1 to =1, where 0 indicates that there is no linear or monotonic association. (Schober and MMedStat, 2018)

Table 3.4: Rule of Thumb of Correlation of Coefficient

Coefficient Range (R)	Strength of Association
0.00-0.25	Little or no correlation
0.26-0.50	Fair correlation
0.51-0.75	Moderate- good correlation
0.76-1.00	Very perfect correlation

Source: Hair, J.F., Babin. B., Money, A.H., & Samouel, P. (2010). *Essential of business research Method*. USA: John Wiley & Sonc Inc.

### 3.7.2 Multiple Linear Regression Analysis

IBM SPSS Statistic Data Editor (Version 24.0) was used to perform data entry and data analyses. The power of the study was set at 80% and 5% for the level of statistical significance.

A Multiple Linear Regression analysis was applied in the research. Multiple Linear Regression use to estimate the linear relationship between outcome variables and more than one predictor’s variables or covariates. Online impulse buying tendency is the dependent variable in this study while the independent variables are hedonic shopping motivation. Based on the analysis, we able to report how each of the predictors influences the outcome variables and the relative of every independent variable. The steps include in analysing data using Multiple Linear Regression are data exploration and cleaning, Simple Linear Regression, Multiple Linear Regression, checking multicollinearity and interactions, checking assumptions, and interpretation, presentation and conclusion.

The sample Multiple Linear Regression Analysis formula is:

$$Y = \beta_0 + \beta_1 X_1 + \epsilon_1$$

Y = the factors that influence...

X =

$\beta_0$  = a model parameter that represents the mean value of the dependent variable (Y) when the value of the independent variable (x) is zero. It is the Y-intercept of the regression line.

$\beta_1$  = a model parameter that represents the change in the value of dependent variable (Y) when there is a unit change in independent variable (x). it is the slope (dY/dX) of the regression line

$\epsilon$  = an error term that describes the effects of all factors other than X on the dependent variable Y.

### 3.8 Chapter Summary

Chapter 3 had discussed about methodology of the study that was used in this study. The study used questionnaire and the structured questionnaire was employed to collect the data from respondents. This chapter also discussed specific population, sample size, and sampling method that use to complete the research. Then, this chapter ended with data analysis methods that use to achieve the analysis target and answered questions of the study. There was four type of data analysis, which was descriptive analysis, pre-test, Pearson Correlation Analysis, and multiple linear regression analysis to measure linear relationship between independent variables and dependent variables.

#### 4.1 Introduction

On this section, we are discussing about statistical result of the data and interpret them by analyzing data collected through Statistical Package for Social Sciences (SPSS 25.0) software. In accordance, in this study objective this study focused on identifying relation between independent variable that is adventure shopping, value shopping, idea shopping and relaxation shopping and the dependent variable that is online impulse buying tendency.

The analysis method used in this study is beginning with the calculation of pilot test through reliability analysis that used to answer the researcher question is Pearson Correlation Coefficient and continued with Multiple Linear Regression analysis.

#### 4.2 Reliability Test

With approximately 221 respondents, the reliability review was carry out to assess the accuracy of an independent variable including adventure shopping, value shopping, idea shopping and relaxation shopping and dependent variable, which is online impulse buying tendency. The question whether the dependent variables and independent variables are accepted or not for this study will be test by the reliability test.

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Table 4.1 Cronbach's Alpha Coefficient table.

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

Source: Mohsen Tavakol and Reg Dennick. International Journal of Medical Education.

2011; 2:53-55 Editorial

Table 4.2: Cronbach's Alpha reliability test result.

Variable	No. of Items	Coefficient Alpha	Strength of the Association
Impulse buying tendency	5	0.898	Good
Adventure shopping	5	0.860	Good
Value shopping	5	0.897	Good
Idea shopping	5	0.839	Good
Relaxation shopping	5	0.908	Excellent

From the table Cronbach's Alpha value for the adventure shopping is 0.860. This means that the consistency and stability of 0.860 is good in accordance with the guidelines of Cronbach's alpha coefficient table (Mohsen Tavakol and Reg Dinnick, 2011). It means that

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the answers are good and can be perform for further research. Briefly, the reliability test using the questionnaire given reported all of the above respondent understand almost all of the questions.

The table of Cronbach's Alpha result for the value shopping is 0.897. This means that the consistency and stability of 0.897 is good according to the guidelines of thumb about Cronbach's alpha coefficient (Mohsen Tavakol and Reg Dinnick, 2011). So, this demonstrates that the questions are good and can be perform for further research. Briefly, the reliability test using the questionnaire given reported all of the respondent understand almost all of the questions.

The table shows Cronbach's Alpha result for idea shopping is 0.839. This means that the consistency and stability of 0.839 is good according to the guidelines of thumb about Cronbach's alpha coefficient (Mohsen Tavakol and Reg Dinnick, 2011). So, this demonstrates that the questions are good and can be perform for further research. Briefly, the reliability test using the questionnaire given reported all of the respondent understand almost all of the questions.

The table result of Cronbach's Alpha value for the relaxation shopping is 0.908. This means that the consistency and stability of 0.908 is excellent base on the guidelines of thumb about Cronbach's alpha coefficient (Mohsen Tavakol and Reg Dinnick, 2011) So, this prove that the questions are good and can be perform for further research. Briefly, the reliability test using the questionnaire given reported all of the respondent understand almost all of the questions.

The table shows Cronbach's Alpha value for the impulse buying tendency is 0.898. This means that the consistency and stability of 0.898 is good base on the guidelines of thumb about Cronbach's alpha coefficient (Mohsen Tavakol and Reg Dinnick, 2011) So, this

prove that the questions are good and can be perform for further research. Briefly, the reliability test using the questionnaire given reported all of the respondent understand almost all of the questions.

### 4.3 Demographic profile of respondents

#### 4.3.1 Gender

**Table 4.7:** Gender of respondents

Gender	Frequency (n)	Percent (%)	Cumulative Percent
Male	62	28.1	28.1
Female	159	71.9	100.0
<b>Total</b>	<b>221</b>	<b>100.0</b>	

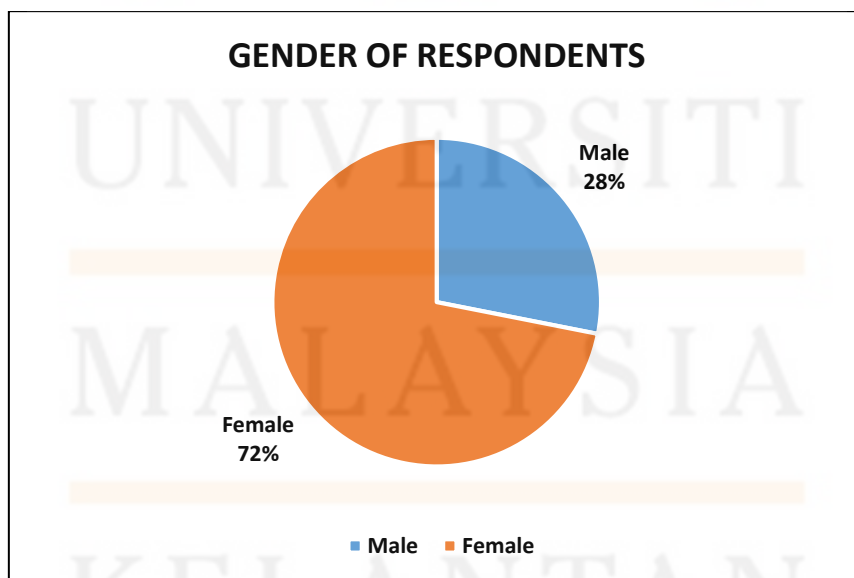


Figure 4.1: Gender of respondents

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Table 4.7 and figure 4.1 show the gender distribution among the respondents. There were majority 62 (28.1%) of respondents were male and 159 (71.9%) of respondents were female out of 221 respondent for this study.

### 4.3.2 Age

Table 4.8: Age

<b>Age</b>	<b>Frequency</b>	<b>Percent (%)</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
21-25 Years	53	24.0	24.0	24.0
26-30 Years	47	21.3	21.3	45.2
31-35 Years	85	38.5	38.5	83.7
36-49 Years	33	14.9	14.9	98.6
50 Years and above	3	1.4	1.4	100.0
<b>Total</b>	<b>221</b>	<b>100.0</b>	<b>100.0</b>	



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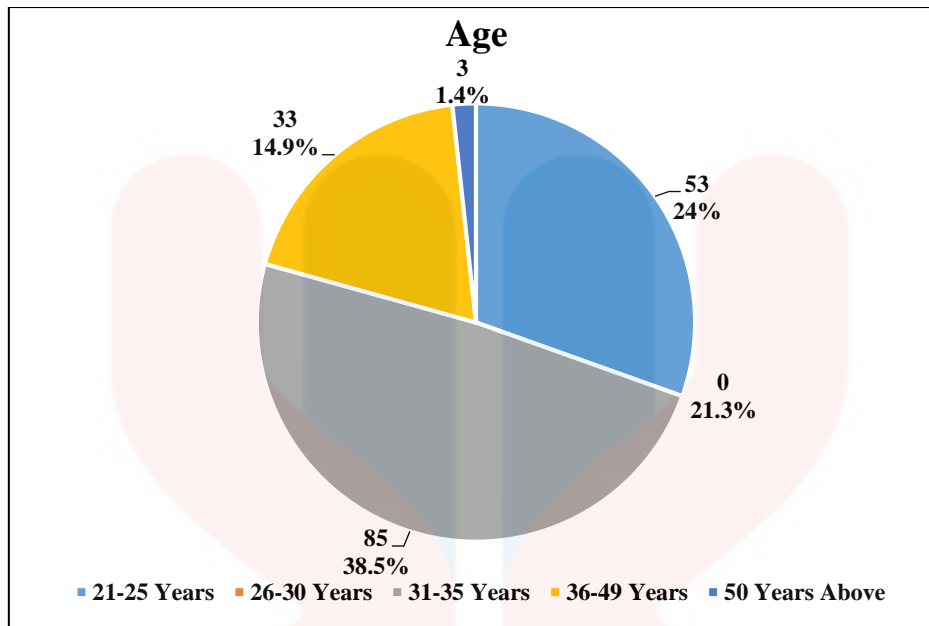


Figure 4.2: Age

Table 4.8 and figure 4.2 show the majority in between 85 (38.5%) respondents out of 221 respondents were age between 31 to 35 years old. Next, 53 (24%) respondents for age 21 to 25 years old, 47 (21.3%) respondents for age 26 to 30 years old, 33 (14.9%) respondents for 36 to 49 years old, 3 (1.4%) respondents for age 50 years and above.

### 4.3.3 Education

Table 4.9: Education

Education	Frequency	Percent (%)	Valid Percent	Cumulative Percent
Diploma	28	12.7	12.7	12.7
Degree	129	58.4	58.4	71.0
Master	54	24.4	24.4	95.5
PhD	10	4.5	4.5	100.0

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Table 4.9 : Continue

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<b>TOTAL</b>	<b>221</b>	<b>100.00</b>	<b>100.0</b>
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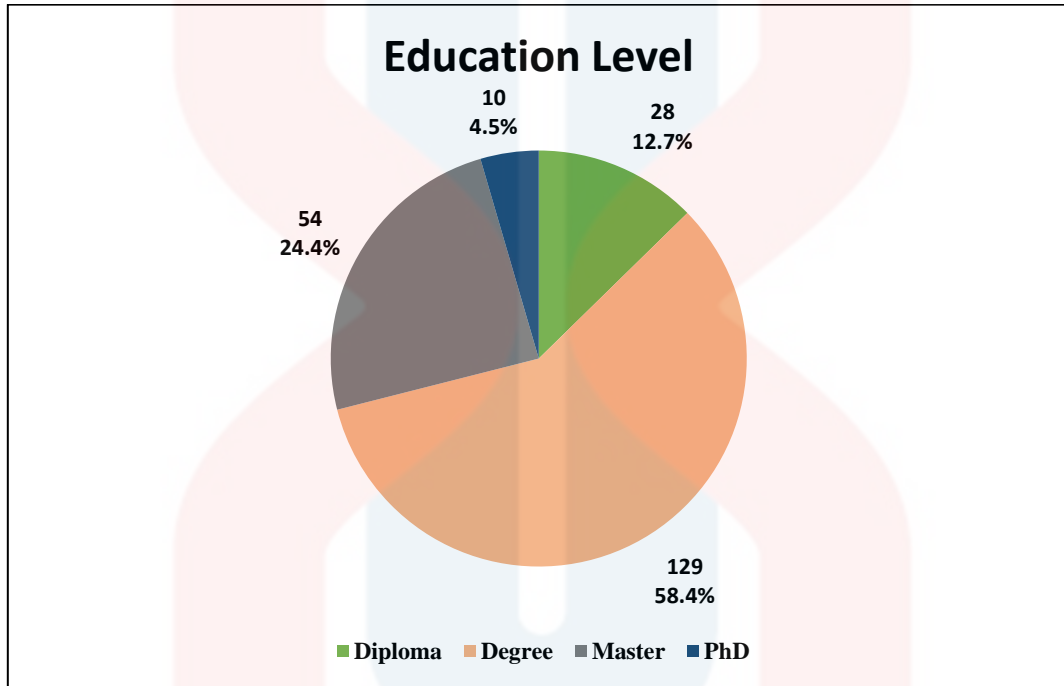


Figure 4.3: Education

Table 4.9 and figure 4.3 show the education level, there majority of the respondent are 129 (58.4%) are degree holder, 54 (24.4%) for Master level, 28 (12.7%) diploma level and 10 (4.5%) PhD.

UNIVERSITI  
MALAYSIA  
KELANTAN

FYP FKP

4.3.4 Living Area

Table 4.10: Living Area

Living Area	Frequency	Percent (%)
City	137	62.0
Out of Town	84	38.0
<b>Total</b>	<b>221</b>	<b>100.0</b>

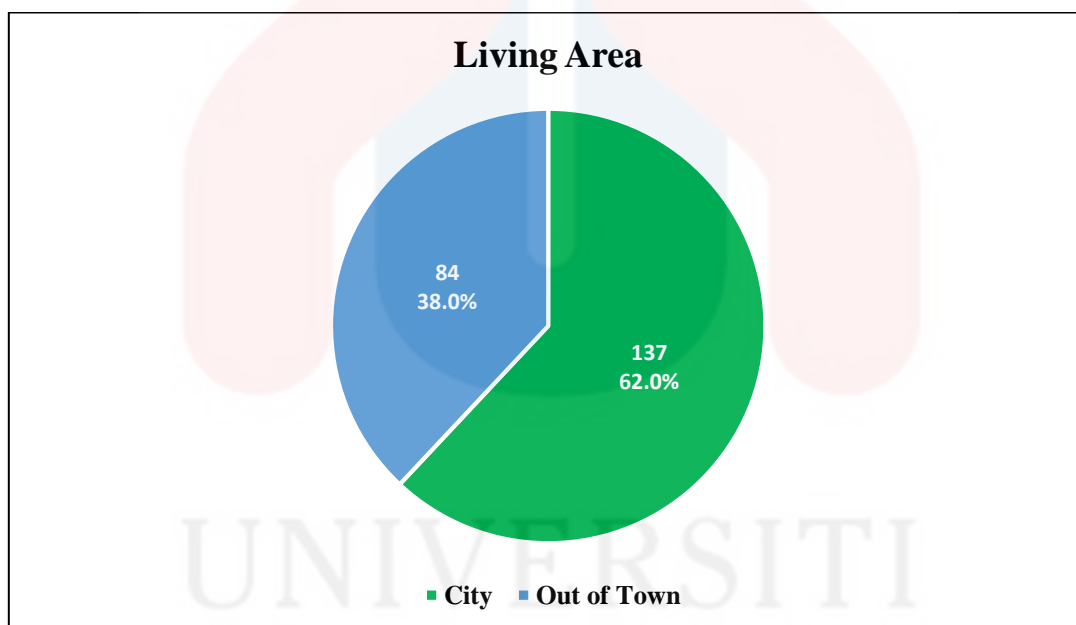


Figure 4.4: Living Area

The table 4.10 and figure 4.4 show that majority of the respondents were living in the city with the frequency of 137 (62.0%) and other 84 (38.0%) of respondents were living in out of town.

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4.3.5 Monthly Income

Table 4.11: Monthly Income

	Frequency	Percent (%)
RM 1000-RM 2000	61	27.6
RM 2001-RM 4000	65	29.4
RM 4001-RM 6000	63	28.5
RM 6001-RM 8000	24	10.9
RM 8001 and above	8	3.6
<b>Total</b>	<b>221</b>	<b>100.0</b>

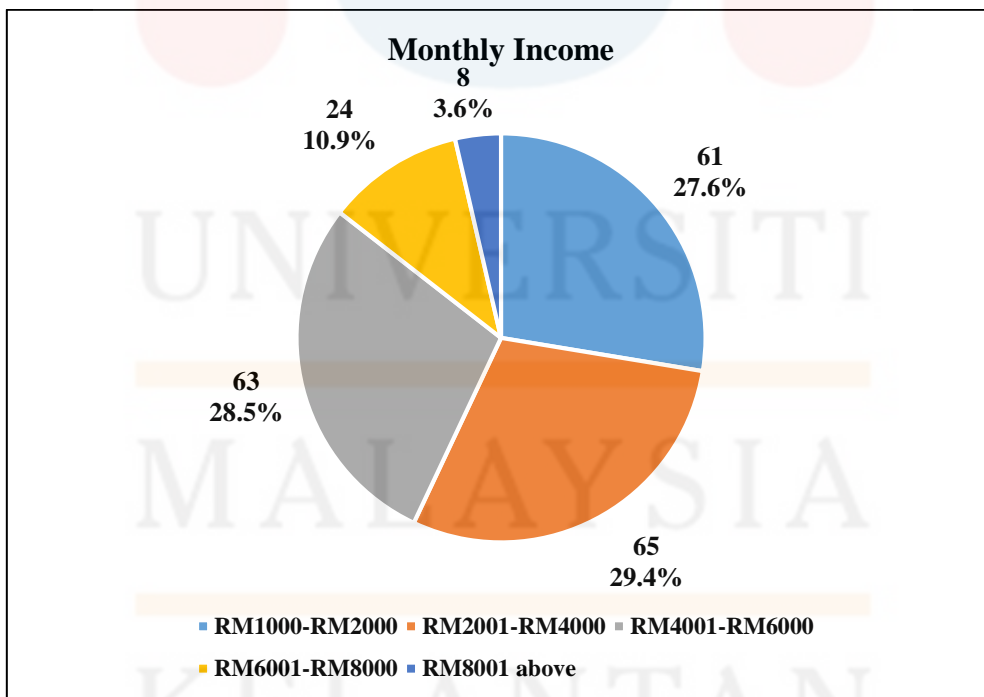


Figure 4.5: Monthly Income

**FACULTY ENTREPRENEURSHIP AND BUSINESS**

Table 4.11 and monthly income figure at 4.5 shows that majority is 65 (29.4%) respondent with the income is RM 2001-RM 4000 for staff in two faculties at University Malaysia Kelantan, Pengkalan Chepa which is FEB and FHPK. Next, they are 61 (27.6%) respondent with income RM 1000- RM 2000, 63 (28.5%) respondent with income RM 4001- RM 6000, 24 (10.9%) respondent with the income RM 6001-RM 8000 and 8 (3.6%) choose RM 8001 and above.

**4.3.6 Online Shopping**

Table 4.12: Online Shopping

Online Shopping	Frequency	Percent (%)
Yes	221	100.0
No	0	0

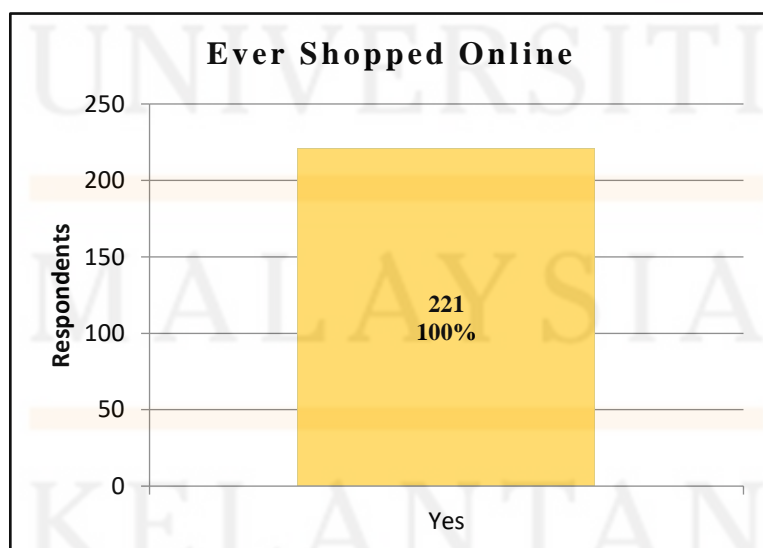


Figure 4.6: Ever Shopped Online?

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The table 4.12 and figure 4.6 shows all the respondent answering yes of the question ‘do you ever shopped online’.

### 4.3.7 Type of Application Used

Table 4.13: Type of Application Used

Type of Application Used	Frequency	Percent (%)
Shopee	53	24.0
Lazada	76	34.4
Facebook	47	21.3
Instagram	42	19.0
Others	3	1.4
<b>Total</b>	<b>221</b>	<b>100.0</b>

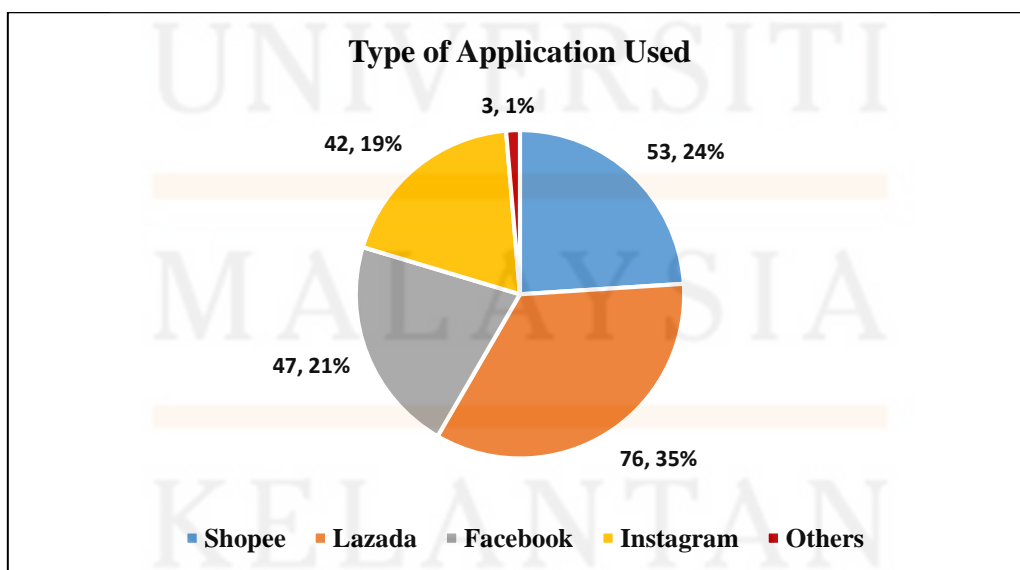


Figure 4.7: Type of Application

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The table 4.13 and figure 4.7 shows the type of application used for shopping online. The majority of the application is 76 (34.4%), 53 (24.0%) is Shopee, 47 (21.3%) is Facebook, 42 (19.0%) is Instagram and 3 (1.4%) is others.

### 4.3.8 How Often Using Online Shopping Method

Table 4.14: How often Using Online Shopping Method

How Often Using Online Shopping Method	Frequency	Percent (%)
Once a day	13	5.9
Once a week	27	12.2
Once a month	115	52.0
Once a year	66	29.9
<b>Total</b>	<b>221</b>	<b>100.0</b>

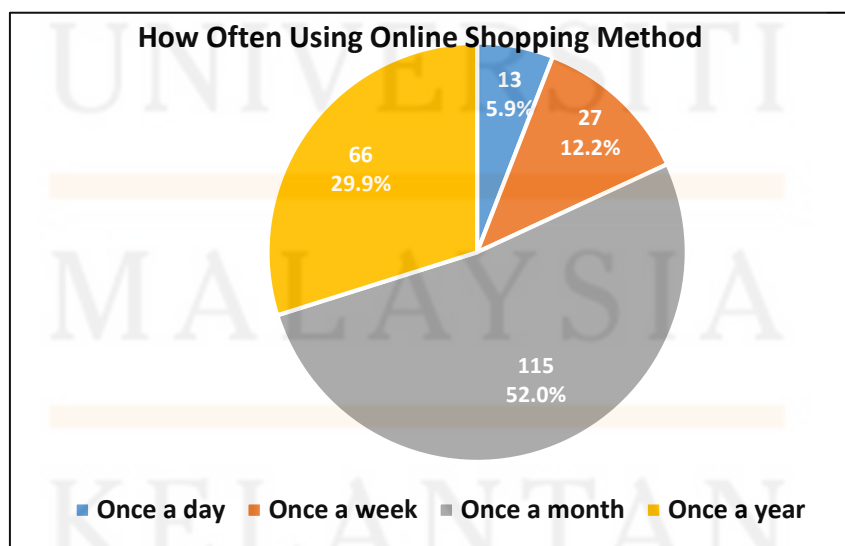


Figure 4.8: How Often Using Online Shopping Method

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The table 4.14 and figure 4.8 shows the majority of the respondents using online shopping method to purchase is 115 (52.0%) in once a month, 66 (29.9%) in once a year, 27 (12.2%) in once a week and 13 (5.9%) in once a day.

### 4.3.9 Hours Spending on Online Shopping

Table 4.15: Hours Spending on Online Shopping

Hours Spending on Online Shopping	Frequency	Percent (%)
0-1 hours	48	21.7
1-2 hours	88	39.8
2-3 hours	65	29.4
3-4 hours	17	7.7
More than 5 hour	3	1.4
<b>Total</b>	<b>221</b>	<b>100.0</b>



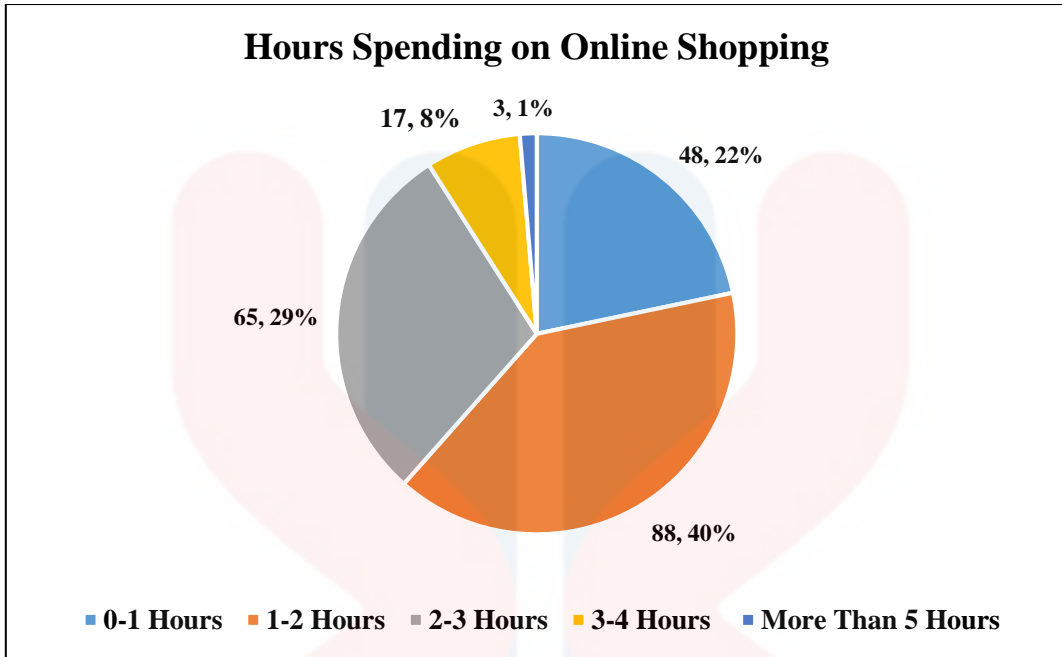


Figure 4.9: Hours Spending on Online Shopping

The table and figure shows the spend time on online shopping the highest is 88 (39.8%) in 1-2 hours, 65 (29.4%) in 2-3 hours, 48 (21.7%) in 0-1 hours, 17 (7.7%) in 3-4 hours and 3 (1.4%) more than 5 hours.

**4.3.10 Ever Buying Without Thinking**

Table 4.16: Ever Buying Without Thinking

Ever Buying Without Thinking	Frequency	Percent (%)
Yes	221	100.0
No	0	0

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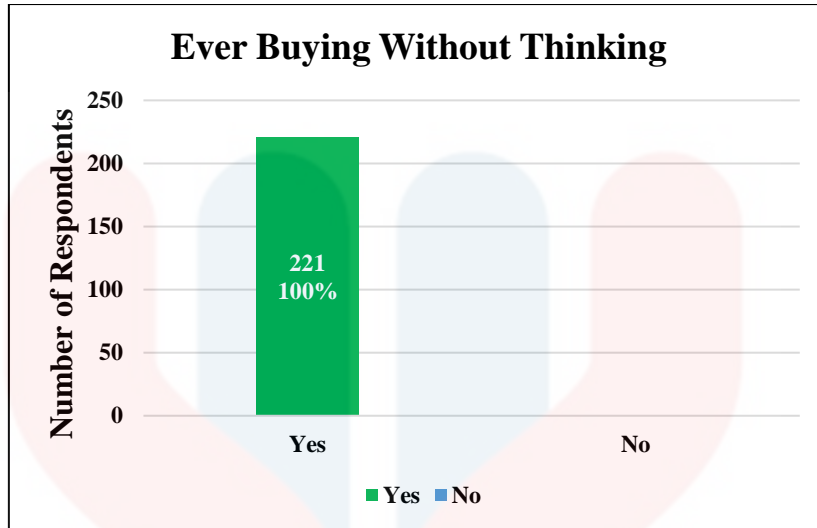


Figure 4.10 Ever Buying without Thinking

The table 4.16 and figure 4.10 shows all of the 221 respondent are answering yes for the question “Do you ever buying without thinking?”.

**4.3.11 Demographic data of Respondents**

Table 4.17: Demographic data of Respondents

Demographic data	Category	Frequency (N=221)	Percent (%)
<b>Gender</b>	Male	62	28.1
	Female	159	71.9
<b>Age</b>	21-25 Years Old	53	24.0
	26-30 Years Old	47	21.3
	31-35 Years Old	85	38.5
	36-49 Years Old	33	14.9
	50 Years Above	3	1.4
<b>Education</b>	Diploma	28	12.7
	Degree	129	58.4
	Master	54	24.4
	PhD	10	4.5
<b>Living Area</b>	City	137	62.0
	Out of Town	84	38.0

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Table 4.17 : Continue

<b>Monthly Income</b>	RM1000 – RM2000	61	27.6
	RM2001 – RM4000	65	29.4
	RM4001 – RM6000	63	28.5
	RM6001 – RM8000	24	10.9
	RM8001 and Above	8	3.6
<b>Ever Shopped Online</b>	Yes	221	100.0
	No	0	0
<b>Type of Application Used</b>	Shopee	53	24.0
	Lazada	76	34.4
	Facebook	47	21.3
	Instagram	42	19.0
	Others	3	1.4
<b>Often Using Online Shopping</b>	Once a Day	13	5.9
	Once a Week	27	12.2
	Once a Month	115	52.0
	Once a Year	66	29.9
<b>Hours Spending Online Shopping</b>	0 -1 Hours	48	21.7
	1 – 2 Hours	88	39.8
	2 – 3 Hours	65	29.4
	3 – 4 Hours	17	7.7
	More Than 5 Hours	3	1.4
<b>Buying Without Thinking</b>	Yes	221	100.0
	No	0	0
<b>Total</b>		<b>221</b>	<b>100</b>

### 4.4 Normality test

#### 4.4.1 Pearson Correlation Analysis

Correlation test is to examine the strength of linear data relationships. The following table shows the results of the association between independent variables (adventure shopping, value shopping, idea shopping and relaxation shopping) and dependent variable (online impulse buying tendencies).

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Table 4.18: Guidelines of Correlation of Coefficient

Coefficient Range (R)	Strength of Association
0.00-0.25	Little or no correlation
0.26-0.50	Fair correlation
0.51-0.75	Moderate- good correlation
0.76-1.00	Very perfect correlation

Source: Hair, J.F., Babin. B., Money, A.H., & Samouel, P. (2010). *Essential of business research Method*. USA: John Wiley & Sonc Inc.

Table 4.19 Result of Pearson Correlation

Variable	1	2	3	4	5
<b>Adventure shopping</b>	1	0.710**	0.601**	0.631**	0.594**
<b>Idea shopping</b>	0.710	1	0.638**	0.716**	0.655**
<b>Value shopping</b>	0.601	0.638**	1	0.604**	0.607**
<b>Relaxation shopping</b>	0.631**	0.716**	0.604**	1	0.769**
<b>Impulse buying tendency</b>	0.594**	0.655**	0.607**	0.769**	1

\*\*Correlation is significant at the level 0.05 level 2 tailed

From the analysis, shows all independent variables, which is factor of hedonic motivation having significant relationship between dependents variable online impulse buying tendency.

For adventure shopping with  $r = 0.594$ ,  $p < 0.05$  this prove that for H1 have significant relationship between adventure shopping and online impulse buying tendencies. For idea shopping with  $r = 0.655$ ,  $p < 0.05$  and this showed that H2 have significant relationship between idea shopping and online impulse buying tendencies. Next value shopping,  $r = 0.607$ ,

$p < 0.05$  and showed that H3 value shopping have significant relationship between online impulse buying tendencies. Lastly, relaxation shopping with  $r = 0.769$ ,  $p < 0.05$  and showed that H4 have significant association between relaxation shopping and online impulse buying tendencies. All the variables at moderate association between the dependents variables. Since the  $p < 0.05$ , the research rejects the null hypotheses and accepts the alternatives hypothesis.

#### 4.4.2 Simple Linear Regression

Table 4.20 Result of Simple Linear Regression

Variable	Simple Linear Regression		
	b <sup>c</sup>	95% CI	p value
Adventure Shopping	0.594	(0.367,0.596)	0.000
Value Shopping	0.607	(0.608,0.864)	0.000
Idea Shopping	0.655	(0.713,0.972)	0.000
Relaxation Shopping	0.769	(0.702,0.877)	0.000

a. Dependent Variable: Online Impulse Buying Tendencies

Table 4.20 shown simple Linear Regression which is identified four (4) significant factor with p-value less than  $p < 0.25$  to be included in variable after Data Exploration and Cleaning and invariables analysis. The result of analysis is then tested using multiple regressions analysis in Table to measure the relationship between all four independent variables (adventure shopping, value shopping, idea shopping and relaxation shopping) towards online impulse buying tendency. The results show that four factors (adventure, value, idea and relaxation shopping) have positively related towards online impulse buying and resulted in highly significant at  $p < 0.25$

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The table 4.20 shows analysis that there was a significant linear relationship between adventure shopping, value shopping and idea shopping with online impulse buying tendencies as their Beta value is 0.594, 0.607 and 0.655 respectively. The p-value also shows a significant relationship as the value is 0.000, which is less than 0.25 ( $p < 0.25$ ). Next, the relaxation shopping variable shows the stronger relationship with online impulse buying tendencies as the Beta value is 0.769 which is the highest ranked among all variables at p-value of 0.000 ( $p < 0.25$ ).

### 4.4.3 Multiple Regression Analysis

This statistical technique used to analyze the relationship between a single dependent variable (Richardson, 2011). Multiple regression used to determine dominant independents variables which hedonic motivation to the online impulse buying tendency test the four independent variable, which is adventure shopping, value shopping, idea shopping and relaxation shopping.

Table 4.21: Table of Coefficient Analysis

Independents							
Variables:	Simple Linear Regression			Multiple Linear Regression			
	B	95% Ci	p value	Beta	95%Ci	t	p value
(Constant)				-0.180	(-0.685,0.324)	0.705	0.482
Adventure shopping	0.728	(0.367,0.596)	0.000	-	-	-	-
Value shopping	0.736	(0.608,0.864)	0.000	0.199	(0.063,0.336)	2.890	0.004

Table 4.21: Continue

Variables:	Simple Linear Regression			Multiple Linear Regression			
	B	95% Ci	p value	Beta	95%Ci	t	p value
Idea shopping	0.843	(0.713,0.972)	0.000	-	-	-	-
Relaxation Shopping	0.790	(0.702,0.877)	0.000	0.561	(0.435,0.688)	8.757	0.000

a. Dependent Variable: Online Impulse Buying Tendencies

According to the table above, the factors such as value shopping and relaxation shopping were significant since their p-value 0.004 and 0.000 was less than 0.005. However, the factors such as adventure shopping and idea shopping has the significant value which is 0.215 and 0.134 respectively where it is greater than 0.005. Thus, adventure shopping and idea shopping was not significant to online impulse buying tendencies.

According to the result shown in the table above, relaxation variable is the most dominants independent variables in measuring the online impulse buying tendencies as its Beta value is the highest ranked value among all the independent variables, which is 0. 561. Then, value shopping ranked at second where their Beta values are 0.199, followed by idea shopping variables ranked at third with beta value of 0.134 then, adventure shopping variables ranked at fourth with the beta value of 0.094.

From the table 3 show, only two hedonic factors that significantly related to online impulse buying tendency which is value shopping, and relaxation shopping base on the p value that  $p < 0.05$ . This show adventure shopping, and idea shopping not a factor that association in online impulse buying, which is the p value more than 0.05. The

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unstandardized coefficients show that the 'relaxation shopping' is the major tendency in online impulse buying with beta 0.561. The second major tendency is 'value shopping' with the beta 0.199 in order third important tendency is 'idea shopping' with the beta 0.134 and the last major tendency is adventure shopping with beta 0.094.

For every 1-unit increase of X, Y will be increase by  $\beta$ .

For every 1-unit, increase in the impulse buying tendencies will increase the value shopping by 20% or beta 0.199.

For every 1unit, increase in the impulse buying tendencies will increase the relaxation shopping by 56% or beta 0.561.

Hence, the equation of regression could be formed by this formula:

$$Y = A + b(X^1) + c(X^2) + d(X^3) + e(X^4)$$

$$OIB = -0.180 + 0.199 (VS) + 0.561 (RS)$$

Where,

<b>Y</b>	<b>The value of online impulse buying tendencies</b>
<b>A</b>	Fixed; equal the value of Y when the value $X^1, X^2, X^3, X^4 = 0$
<b>b, c, d, e</b>	Slope of regression line
<b>X<sup>1</sup></b>	The value of adventure shopping
<b>X<sup>2</sup></b>	The value of value shopping
<b>X<sup>3</sup></b>	The value of idea shopping
<b>X<sup>4</sup></b>	The value of relaxation shopping



4.5 Hypothesis

Table 4.22: Results of Hypothesis Testing

No of Hypothesis	Statement of Hypothesis	Results
H1	Positive association between adventure shopping and online impulse buying tendencies.	Supported
H2	Positive association between value shopping and online impulse buying tendencies.	Supported
H3	Positive association between idea shopping and online impulse buying tendencies.	Supported
H4	Positive association between relaxation shopping and online impulse buying tendencies.	Supported
H5	There were significant association between factors (adventure shopping, value shopping, idea shopping and relaxation shopping) towards online impulse buying tendencies.	Supported

4.6 Summary

This chapter discussed the data analysis and interpretation of frequency table, descriptions, means and correlation. The demographic information provided respondent's background information in term of gender, age, education level, occupation and monthly income. Therefore, the analysis also included online impulse buying tendencies towards hedonic motivations which is adventure shopping, idea shopping, value shopping and relaxation shopping.

CHAPTER 5

DISCUSSIONS AND SOLUTIONS

**5.1 Introduction**

For this chapter, this research will be discuss about the discussion, conclusion, limitation and recommendation. This chapter were discuss based on the analysis in chapter 4, for further research in order to refer this field study, apart from that, the limitation of study regarding to this research also was discuss in this chapter. The last part of this chapter researcher has suggested some opinions to make improvement on this research.

**5.2 Discussion**

According to the result in chapter 4, this study aimed to determine the relationship between dependent variable (online impulse buying tendency) and independent variable (adventure shopping, value shopping, idea shopping and relaxation shopping). Pearson correlation used to test the hypothesis for this research objective that been stated in chapter 1, used data from 221 respondents was collected in area of UMK Pengkalan Chepa through the questionnaire that was provided.

Besides that, for research measurement instrument, a pre-test conducted as to assess the face validity and reliability. The result of the hypothesis whether accepted or rejected was discussed in chapter 4 based on the Cronbach's alpha result. Other than that, all of the findings in chapter 4 discussed in this chapter to confirm the factor of hedonic shopping motivation in online shopping without thinking.

5.2 Discussions on major findings

This section highlights the major findings that corresponded with the specified research questions, hypotheses and the research objectives as summarised in table 5.1.

Table 5.1: Summary of research objective, hypothesis and findings

<b>Research objective</b>	<b>Hypotheses</b>	<b>Findings</b>
<b>To examine the relationship between adventure shopping and online impulse buying tendencies.</b>	There is a positive relationship between adventure shopping and online impulse buying tendencies.	Adventure shopping had a statistically significant moderate between online impulse buying tendencies.
<b>To examine the relationship between value shopping and online impulse buying tendencies.</b>	There is a positive relationship between value shopping and online impulse buying tendencies.	Value shopping had a statistically significant moderate good correlation relationship between online impulse buying tendencies.
<b>To examine the relationship between idea shopping and online impulse buying tendencies.</b>	There is a positive relationship between idea shopping and online impulse buying tendencies.	Idea shopping had a statistically significant moderate good correlation relationship between online impulse buying tendencies.

Table 5.1: Continue

Research objective	Hypotheses	Findings
To examine the relationship between relaxation shopping and online impulse buying tendencies.	There is a positive relationship between relaxation shopping and online impulse buying tendencies.	Relaxation shopping had a statistically significant moderate good correlation relationship between online impulse buying tendencies.
To examine the association between factors (adventure shopping, value shopping, idea shopping, relaxation shopping) towards online tendencies.	There were significant relationship between represented by adventure shopping, value shopping, idea shopping and relaxation shopping towards online impulse buying tendencies in online shopping without thinking	Based on the result from table 4.21 relaxation shopping was the most association factor towards online impulse buying tendencies in online shopping without thinking with the standardised beta value is 0.561

### 5.3 Discussion of research objectives

#### 5.3.1 To examine the relationship between adventure shopping and online impulse buying tendencies.

The correlation relationship between adventure shopping and online impulse buying tendencies was moderate-good correlation relationship. this because online shopping platform presented information about products and promotions more easily and fluently so it lead to the greater shopping experience and can influence on buying decision. Now day's people

want to find out something excitement to fulfil their sensational feelings through imagination online can help customers find what they want easily and in short time but with good quality and good price.

Adventure shopping has significant on online impulse buying tendencies. There was stated by (Gede et al, 2013) that the adventure shopping felt by the consumers from online shopping for pleasure, stimulation and ability to forget about other activities being in their own world. This means that most customers shopping online without thinking because that emotional involve in the ways of making the buying decision. it refers to a phenomenon that people come across new and appealing products while surf and add joy to their shopping experience it is that customers surf to satisfy their need and want (Akram et al, 2018).

### **5.3.2 To examine the relationship between value shopping and online impulse buying tendencies.**

According to the findings, the customers are actively search for discount promotion and sale from online shopping platform. Other than that, the customers that has little knowledge about product, they can get it from information by seller and also by read the comment and review from another customer. Because of this, people now days are really like to shopping online rather than shopping at visual store especially that hard to find at store. This can give good and bad information so it can be the reason why value shopping had moderate good correlation.

Value shopping motivation has significant on online impulse buying tendencies. According to (Gede et al, 2013) that higher rate of value shopping, felt by consumers on online shopping platform from the pleasure of bargaining and shopping when discounts and special price or offer, will result in higher possibility of impulse buying tendencies. While

shopping online, people are more likely to search discounts and bargains specifically with the vast usage of daily use website and this course of action might affect consumers' online impulse buying and unplanned shopping (Akram et al, 2018).

### **5.3.3 To examine the relationship between idea shopping and online impulse buying tendencies.**

From the result, reliability analysis showed the five items that were used to measure idea shopping had very good Cronbach Alpha value of 0.839. Based on Pearson's correlation analysis, the result showed that there was a significant relationship between idea shopping factor to online impulse buying tendency with  $r = 0.655$ ,  $p < 0.001$  indicating a moderate association between variables. Since the  $p < 0.001$ , the research rejects the null hypothesis and accepts the alternatives hypothesis. However, idea shopping was not considered as an important factor online impulse buying tendency.

However, the result of simple linear regression analysis of idea shopping was significant with standardised beta = 0.843 and  $p = 0.000$  which is  $< 0.001$  indicated that idea shopping was positive factor in online impulse buying tendency. Furthermore, multiple linear regression analysis shown idea shopping was not a strong factor of online impulse buying tendency with standardised beta = 0.104 and  $p = 0.134$  which is  $> 0.001$ . Online shopping provides buyers with rich information about modern patterns, brands and products. buying online gives customers the opportunity for acquiring information such as keyword advertisements, online product reviews, banner advertisements, sponsorships, cost evaluations, customers feedback comparison and other promotional events at whatever point, they require. All this information may lead them to buy impulsively (Kim, S.Eastin, M.S, 2011) the results of descriptive analysis confirmed that most online shopper believed that

online shopping apps offer me quality in discounted rates. Ferreira M. B. (2016) found that perceived convenience has a significant impact towards consumer intention of using online shopping and this may lead online shopper buy impulsively.

#### **5.3.4 To examine the relationship between relaxation shopping and online impulse buying tendencies.**

Based on this finding, the result from person's correlation and simple linear regression showed that significantly and accepted as factor of online impulse buying tendency. From the results multiple linear regression of relaxation shopping was statistically significant with the highest standardised beta = 0.561,  $p = 0.000$  and show that  $<0.001$  which was the largest among four independents variables. Hence, 56% of relaxation shopping is the most dominants factor to make online impulse buying tendencies. According to (Baker et al, 2016) also found a positive relationship between stress and compulsive buying behaviour. Recently, in china (He et al, 2018) found a positive association between anxiety and consumer buying behaviour. However, this variables was considered as an important element that relaxation shopping have a strong factor to make online impulse tendency.

#### **5.4 Limitations of the study**

This research had successfully investigated that factor of hedonic motivation which is adventure shopping, value shopping, idea shopping and relaxation shopping had positive impacts in online impulse buying tendency. From the results obtained, there were still some limitations in this study. For instance, there were certain factors of hedonic shopping motivation in online impulse buying tendency that were not yet included in the study. These limitations come from lack of research experience of the researchers to get a better result.

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Research that conducted only limited to University Malaysia Kelantan campus Pengkalan Chepa, which focuses on staff at Faculty of Entrepreneurship and Business (FEB) and Faculty of Hospitality, Tourism and Wellness (FHPK). The questionnaire should be distributed to entire population of staff include admin and academic department to increase the accuracy of the result.

Another impediment was the lack cooperation respondents, even though this research target was resident of online shoppers from University Malaysia Kelantan Campus Kota staff. As we know, most of the respondents come from staff that already had responsible at worked place and family's commitment. Thus, this survey needs two weeks to get all the respondents data.

### 5.5 Suggestion for the future study

The researcher needs to increase the sample size to get better result and minimize the error for the research. The researcher may expand the research in different group of people and different environment culture. Based on this research the respondent are from University Malaysia Kelantan's (UMK) staff only. Thus, the data analysis result shows that most hedonic factor in online impulse buying tendency come from relaxation shopping factor. This shows the UMK's staff mostly stress with their work and tied with working hour. Using the relaxation shopping they can release their tension to feel better. This study need to reveal their opinion from the different lifestyle background. Thus, the research should be expending to whole respondent of Kelantan or Malaysia.

The recommendation for the future researchers, they need to attempt or occur their research at a suitable time. This is because the environment of the workplace may be affecting the respondents during collecting data. For example, researchers need to collect the



data after office hour or during holiday or may future research can change the research locations.

Next, suggestion for future research is to use different research method for data collection as to increase the accuracy of the results. For instance, using qualitative instead of quantitative method such as face to face interview, phone call interview and focus group discussions with respondents. This is because self-administered questionnaire method for data collection always associated with bias contributed by involuntary respondents.

Future research should conduct such study in a longer time frame as to discover more information on the findings. This will ensure a more conclusive and reliable interpretation of the result. In this study, focus only on four factor related which is adventure shopping, value shopping, idea shopping and relaxation shopping. Therefore, future researchers may look for other factors which hedonic motivation and utilitarian factors of online impulse buying tendency.

Besides, researchers also need to add the variety of targeted respondent. This is because this research only targeted to the government entity, which is staff at University Malaysia Kelantan, Pengkalan Chepa. So, future researchers can add the other background occupations for example private entities or non-profit entities. This approach may be create the wide variety of data in future and help to achieve the expecting results.

### **6.0 Conclusion**

This research has been carried out the factor of hedonic shopping motivation in online shopping without thinking. As mention in chapter 3 a total of 221 from all staff in Faculty of Entrepreneurship and Business (FEB) and Faculty of Hospitality, Tourism and wellness (FHTW) at University Malaysia Kelantan Pengkalan Chepa, Kota Bharu, Kelantan have been

distributing questionnaires. The result showed the independent variables which is relaxation shopping is the most significant result showed that relate to dependent variables, online impulse buying tendencies. The respondents tend to shopping online because they want to release the stress because of the environment or workload at the workplace. This is because this research was occurred during the office hour between 8.00 a.m to 5.00 p.m.

On the others hand, chapter 4 is discussing about the finding and analysis of result from questionnaires. Reliability analysis, descriptive analysis, correlation, simple linear and multiple linear regression models are used to interpret the result. The finalize results reveal multiple linear regression models are used to interpret the result. The finalize results reveal that the dependent variable which adventure shopping, value shopping, idea shopping and relaxation shopping has significant with the dependent variable which is online impulse buying tendencies.

Finally, chapter 5 present the summarization of the result based on analysis. in other word, it included the summary of statistical evaluating and discussion of major locating that become applicable with the studies objective and research question. In the end, all the four hypotheses have been proven to have positive relationship and none of hypothesis rejected. There also included the limitation and suggestion regarding the research as it essential to provide the wide range of information that related to this topic for future research.

## 7.0 References

### 7.1 APPENDIX A – Draft of Questionnaire

**KAJIAN PENYELIDIKAN 2019  
ACADEMIC RESEARCH SURVEY  
2019**

**FAKTOR MOTIVASI BERBELANJA HEDONIK SECARA ATAS TALIAN TANPA  
BERFIKIR  
THE FACTOR OF HEDONIC SHOPPING MOTIVATION IN ONLINE SHOPPING  
WITHOUT THINKING**

**BORANG SOAL SELIDIK  
QUESTIONNAIRE**

Kepada Responden,

Kami adalah pelajar tahun empat dari Ijazah Sarjana Muda Peruncitan (dengan kepujian) di Universiti Malaysia Kelantan (UMK). Kami menjalankan tugas penyelidikan bertajuk “Faktor Motivasi Berbelanja Hedonik Secara Atas Talian Tanpa Berfikir”. Semua responden terpilih adalah dimohon untuk melengkapkan semua soalan-soalan yang terdapat di dalam soal selidik ini. Semua jawapan adalah sulit dan digunakan untuk tujuan akademik sahaja. Oleh itu, kerjasama anda adalah penting dalam menentukan kejayaan kajian ini. Kajian penyelidikan ini akan mengambil masa selama 10 hingga 15 minit untuk menjawab. Akhir sekali, segala kerjasama anda di dalam menjayakan kajian ini sangatlah kami hargai dan diucapkan dengan jutaan terima kasih.

Sekali lagi, terima kasih atas kerjasama yang diberikan.

*Dear Respondent,*

*We are fourth year students of Bachelor of Entrepreneurship (Retailing) with honors at University Malaysia Kelantan. We are conducting research entitled “The Factor of Hedonic Shopping Motivation in Online Shopping without Thinking”. All selected respondents are requested to complete all questions in this questionnaire. All response will be treated as confidential and will be used for academic purpose only. Hence, your sincere cooperation is crucial in determining the success of this study. This research survey will consume about 10 to 15 minutes answering. Finally, your cooperation for the success of this survey is highly appreciated and million thanks from us.*

*Again, thank you for the cooperation given.*

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**Bahagian A: Bahagian Demografi**

**Part A: Demographics Part**

Berikut adalah soalan-soalan berkaitan ciri-ciri demografi dan sosial anda. Sila tandakan (/) atau menjawab pada soalan-soalan berikut.

*The following are the questions that will be posed regarding of your demographic and social characteristics. Please tick (/) or answer on the following questions.*

1. Jantina

*Gender*

a. Lelaki <i>Male</i>	
b. Perempuan <i>Female</i>	

2. Kumpulan Umur (Tahun)

*Age (Years)*

a) 21-25 Tahun <i>21-25 Years</i>	
b) 26-30 Tahun <i>26-30 Years</i>	
c) 31-35 Tahun <i>31-35 Years</i>	
d) 36-49 Tahun <i>36-49 Years</i>	
e) 50 Tahun dan keatas <i>50 Years and above</i>	

3. Peringkat Pendidikan tertinggi

*Education*

a. Diploma <i>Diploma</i>	
b. Degree <i>Ijazah Sarjana Muda</i>	
c. Master <i>Ijazah Sarjana</i>	
d. PhD <i>Doktor Falsafah</i>	

4. Kawasan Tempat Tinggal

*Living area*

a. Bandar <i>City</i>	
b. Luar Bandar <i>Out of town</i>	

5. Pendapatan Bulanan

*Monthly Income*

a. RM 1000-RM 2000 <i>RM 1000-RM 2000</i>	
b. RM 2001-RM 4000 <i>RM 2001-RM 4000</i>	
c. RM 4001-RM 6000 <i>RM 4001-RM 6000</i>	
d. RM 6001 –RM 8000 <i>RM 6001 –RM 8000</i>	
e. RM8001 dan keatas <i>RM 8001 and above</i>	

6. Adakah anda pernah berbelanja atas talian?

Have you ever shopped online??

Ya <i>Yes</i>	
Tidak <i>No</i>	

7. Jika ya, sila tandakan jenis aplikasi yang anda gunakan. Anda boleh menjawab melebihi satu pilihan.:

If yes, If so, please tick the type of application you are using. You can answer more than one option.:

<b>Jenis Aplikasi</b> <i>Types of application</i>	<b>Tandakan</b> <i>Tick (/)</i>
a. Shopee <i>Shopee</i>	
b. Lazada <i>Lazada</i>	
c. Facebook <i>Facebook</i>	
d. Instagram <i>Instagram</i>	
e. Lain-Lain/ sila nyatakan <i>Others: Please state</i>	

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8. Berapa kerapkah anda menggunakan kaedah pembelian secara atas talian untuk membeli sesuatu produk?

*How often you using online shopping method to purchase the product?*

a. Sehari sekali <i>Once a day</i>	
b. Seminggu sekali <i>Once a week</i>	
c. Sekali sebulan <i>Once a month</i>	
d. Setahun sekali <i>Once a year</i>	

9. Berapa jam anda akan menghabiskan masa untuk berbelanja diatas talian?

*How many hours you will spend the time to shop online?*

a. 0-1 jam <i>0-1 hours</i>	
b. 1-2 jam <i>1-2 hours</i>	
c. 2-3 jam <i>2-3 hours</i>	
d. 3-4 jam <i>3-4 hours</i>	
e. Melebihi 5 Jam <i>More than 5 hours</i>	

10. Adakah anda pernah membeli produk yang tidak dirancang semasa berbelanja di atas talian?

*Do you buying without thinking on online shopping?*

Ya <i>Yes</i>	
Tidak <i>No</i>	

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**BAHAGIAN B: FAKTOR MOTIVASI HEDONIK**

**Part B: Factor of Hedonic Motivation**

Sila jawab soalan di bawah. Anda dikehendaki untuk memilih salah satu daripada enam (6) pilihan berdasarkan skala 1 hingga 6 di bawah dengan membulatkan nombor skala yang diberikan:

*Please answer the following questions. You are required to select one of the six choices based on a scale of 1 to 6 as below with circle the scale number provided:*

1	2	3	4	5	6
<b>Sangat tidak setuju</b> <i>Strongly disagree</i>	<b>Tidak setuju</b> <i>Disagree</i>	<b>Sedikit tidak setuju</b> <i>Slightly disagree</i>	<b>Sedikit setuju</b> <i>Slightly agree</i>	<b>Setuju</b> <i>Agree</i>	<b>Sangat setuju</b> <i>Strongly agree</i>

**1. Pengembaraan membeli-belah**

***Adventure shopping***

<b>ITEM/SKALA PENILAIAN</b> <b><i>ITEMS/EVALUATION SCALE</i></b>	1	2	3	4	5	6
1. Berbelanja secara atas talian merupakan hobi saya <i>Shopping online is my hobby</i>	1	2	3	4	5	6
2. Saya rasa teruja dengan berbelanja secara atas talian. <i>I feel excited with online shopping</i>	1	2	3	4	5	6
3. Saya lebih gemar berbelanja secara atas talian berbanding berbelanja di kedai fizikal. <i>I prefer to shop online rather than shopping in physical stores.</i>	1	2	3	4	5	6
4. Pada saya berbelanja secara atas talian merupakan cara yang terbaik untuk membeli-belah. <i>I think shopping online is the best way to shopping.</i>	1	2	3	4	5	6
5. Berbelanja secara atas talian memberi pengalaman yang menarik semasa proses berbelanja. <i>Shopping online provides a great experience during the shopping process.</i>	1	2	3	4	5	6

2. Nilai Membeli-belah  
*Value Shopping*

ITEM/SKALA PENILAIAN <i>ITEMS/EVALUATION SCALE</i>	1	2	3	4	5	6
1. Harga yang murah mempengaruhi saya untuk berbelanja secara atas talian tanpa merancang. <i>Cheaper prices influenced me to shop online without a plan.</i>	1	2	3	4	5	6
2. Saya berbelanja secara atas talian tanpa merancang apabila terdapat jualan murah. <i>I shop online without planning when there are cheap sales.</i>	1	2	3	4	5	6
3. Saya berbelanja secara atas talian tanpa merancang kerana tawar-menawar yang menarik. <i>I shop online without planning because of interesting offers.</i>	1	2	3	4	5	6
4. Saya suka berbelanja atas talian apabila ditawarkan diskaun ketika membeli-belah. <i>I enjoy looking for discounts when I shopping.</i>	1	2	3	4	5	6
5. Promosi 'Beli 1 percuma 1' mempengaruhi saya membeli-belah atas talian. <i>Promotion 'Buy 1 free 1' influence me shopping online.</i>	1	2	3	4	5	6



3. *Idea Membeli-belah*

**Idea Shopping**

<b>ITEM/SKALA PENILAIAN ITEMS/EVALUATION SCALE</b>	1	2	3	4	5	6
1. Jika saya suka sesuatu, saya hanya perlu membelinya. <i>If I like something, I just have to buy it.</i>	1	2	3	4	5	6
2. Susun atur eksklusif dalam aplikasi membeli-belah dalam talian menimbulkan perasaan saya untuk membeli secara spontan. <i>The exclusive layout in online shopping apps provokes me for buying spontaneously.</i>	1	2	3	4	5	6
3. Terdapat produk baru yang dikeluarkan membuatkan saya mahu mendapatkannya. <i>There are newly released products make me want to get it.</i>	1	2	3	4	5	6
4. Saya biasanya terpengaruh oleh kawan-kawan atau keluarga saya untuk berbelanja dalam talian. <i>I'm normally got influence by my friends or my families to shopping online</i>	1	2	3	4	5	6
5. Aplikasi membeli-belah dalam talian menawarkan saya produk berkualiti dengan kadar diskaun. <i>Online shopping apps offers me quality product in discounted rates.</i>	1	2	3	4	5	6

**4. Relaksasi membeli-belah**  
*Relaxation Shopping*

<b>ITEM/SKALA PENILAIAN</b> <b>ITEMS/EVALUATION SCALE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1. Apabila saya berada dalam emosi yang rendah, saya berbelanja secara dalam talian untuk membuat saya berasa lebih baik. <i>When I am in a down mood, i shop online to make me feel better.</i>	1	2	3	4	5	6
2. Bagi saya, membeli-belah dalam talian adalah satu cara untuk melegakan tekanan. <i>To me, online shopping is a way to relieve stress.</i>	1	2	3	4	5	6
3. Saya membeli dalam talian apabila saya ingin memperlakukan diri saya dengan sesuatu yang istimewa. <i>I shop online when I want to treat myself to something special.</i>	1	2	3	4	5	6
4. Saya membeli produk ini untuk memenuhi cara saya walaupun ia kelihatan mahal. <i>I buy the product to fulfill my ways even it is look expensive.</i>	1	2	3	4	5	6
5. Saya membeli-belah dalam talian untuk memuaskan diri saya walaupun saya tidak memerlukannya dengan segera. <i>I shopping online the thing to satisfy myself even I do not need it, urgently.</i>	1	2	3	4	5	6

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### **BAHAGIAN C: KECENDERUNGAN DORONGAN MEMBELI**

#### **Part C: Impulse Buying Tendency**

Sila jawab soalan di bawah. Anda dikehendaki untuk memilih salah satu daripada enam (6) pilihan berdasarkan skala 1 hingga 6 di bawah dengan membulatkan nombor skala yang diberikan:

*Please answer the following questions. You are required to select one of the six choices based on a scale of 1 to 6 as below with circle the scale number provided:*

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>Sangat tidak setuju</b> <i>Strongly disagree</i>	<b>Tidak setuju</b> <i>Disagree</i>	<b>Sedikit tidak setuju</b> <i>Slightly disagree</i>	<b>Sedikit setuju</b> <i>Slightly agree</i>	<b>Setuju</b> <i>Agree</i>	<b>Sangat setuju</b> <i>Strongly agree</i>

<b>ITEM/SKALA PENILAIAN</b> <b>ITEMS/EVALUATION SCALE</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
1. Saya kadang-kadang tidak dapat menahan rasa ingin untuk membeli sesuatu produk secara atas talian. <i>Sometimes I cannot suppress the feeling of wanting to buy something product online.</i>	1	2	3	4	5	6
2. Saya kadang-kadang berasa bersalah setelah membeli sesuatu produk dalam platform secara atas talian. <i>I feel guilty after having bought something product in online shopping platform.</i>	1	2	3	4	5	6
3. Jika saya melihat sesuatu produk yang baru di platform secara atas talian, saya akan membelinya. <i>If I see something new product in online shopping platform, I will to buy it.</i>	1	2	3	4	5	6
4. Saya agak melulu dalam membeli produk secara atas talian. <i>I am a bit reckless in buying product in online shopping.</i>	1	2	3	4	5	6
5. Saya kadang-kadang membeli produk secara atas talian, bukan kerana saya memerlukannya. <i>I sometimes buy product in online shopping, not because I need it.</i>	1	2	3	4	5	6

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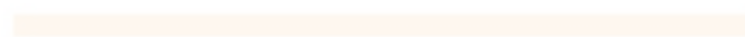
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