



**INFLUENTIAL FACTORS OF IMPULSIVE BUYING THROUGH  
ELECTRONIC PAYMENT CARD AMONG WORKING INDIVIDUALS**

**PROPOSAL**

**MUHAMAD AZRUL BIN A ZAHARI**

**2010978913**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA KELANTAN  
KAMPUS KOTA BHARU**

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## TABLE OF CONTENTS

CONTENT	PAGE NUMBER
TITLE PAGE .....	
DECLARATION OF ORIGINAL WORK .....	i
LETTER OF SUBMISSION .....	ii
ACKNOWLEDGEMENT .....	iii
TABLE OF CONTENT .....	v-viii
LIST OF TABLES .....	ix
LIST OF FIGURES .....	x
ABSTRACT .....	xi
<b>CHAPTER 1</b>	
<b>INTRODUCTION</b>	
1.1 Background of The Study .....	1
1.2 Problem Statement .....	2
1.3 Research Objectives .....	5
1.4 Research Question .....	6
1.5 Scope of Study .....	6
1.6 Significance of The Study .....	7
1.6.1 To Researcher .....	7
1.6.2 To Future Study .....	7
1.6.3 To Consumer .....	7
1.6.4 To Government .....	8

1.7	Limitation of The Study .....	8
1.7.1	Lack of Time .....	8
1.7.2	Lack of Experience .....	8
1.7.3	Sources of Information .....	9
1.7.4	Respondent Commitment .....	9
1.8	Definition of Terms .....	10
1.8.1	Impulsive Buying .....	10
1.8.2	Payment Card .....	10
1.8.3	Credit Card .....	10
1.8.4	Debit Card .....	10

## **CHAPTER 2**

### **LITERATURE REVIEW**

2.0	Introduction .....	11
2.1	Impulsive Buying through Electronic Payment Card .....	11
2.2	Convenience .....	14
2.3	Sales Promotion .....	15
2.4	Mode of Payment .....	17
2.5	Theoretical Framework .....	19
2.6	Hypothesis .....	20

## **ABSTRACT**

The purpose of this research is to determine the factors which could influence working individuals towards impulsive buying through electronic payment card. The sample comprised 100 of working individuals who works in the Alor Setar were collected by using simple random sampling. This study embraces three independent variables has been adapted which is convenience, sales promotion and mode of payment, meanwhile the dependent variable is impulsive buying through electronic payment card. In order to determine the relationship between those variables, this study has used reliability analysis, descriptive analysis, Pearson correlation analysis and regression analysis which comprised of analysis of variance (ANOVA), coefficients determinations, multiple regression analysis and hypothesis testing. The results of the findings state that impulsive buying through electronic payment card has a relationship between all variables factors which is convenience, sales promotion and mode of payment.

**Keywords:** *Impulsive Buying, Electronic Payment Card, Convenience, Sales Promotion, Mode of Payment*