



**FACTORS INFLUENCING CONSUMERS' IMPULSE
BUYING BEHAVIOR IN AEON MALACCA CITY**

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TABLE OF CONTENTS

	PAGE
TITLE PAGE	6
DECLARATION OF ORIGINAL WORK	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
ABSTRACT	ix
CHAPTER 1	INTRODUCTION
1.1 Background of Study	1 – 2
1.2 Problem Statement	2 – 4
1.3 Research Objectives	5
1.4 Research Question	5
1.5 Significance of Study	5
1.5.1 Significance to Researcher	5 – 6
1.5.2 Significance to Consumers	6
CHAPTER 2	LITERATURE REVIEW
2.1 Impulse Buying (Dependent Variable)	7 – 8
2.2 Credit Card (Independent Variable)	9

2.3 Promotional Approaches	9 – 10
2.4 Window Display	10 – 11
2.5 Theoretical Framework	12
2.6 Hypothesis Development	13

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design	14
3.1.1 Purpose of the Study	14 – 15
3.1.2 Time Horizon	15
3.2 Sampling Design	15
3.2.1 Target Population	15
3.2.2 Sampling Frame	16
3.2.2 Sampling Technique	16
3.3 Data Collection Method	16
3.4 Questionnaire Design	17
3.4.1 Structured Questions	17
3.4.2 Multiple Choice Questions	18
3.5 Data Analysis	19
3.5.1 Data Analysis Software	19
3.5.2 Reliability Analysis	19
3.5.3 Frequency Analysis	20

ABSTRACT

The impulsive buying behavior is a common trend in today's market environment. Impulsive buying behavior is an urge or temptation to purchase a product or service with no consideration of the consequence of the purchase. This research purposes of introducing and investigating the major factors influencing consumer's impulse buying behavior in AEON Malacca City. This research aimed at investigating how credit card, promotional approaches and window display offers influence the level of impulse buying. To understand the level, the most influences factor and correlation on customer satisfaction among young adults, the collection of quantitative data with the help of online survey was done. To measure the customer satisfaction of online shopping among young adults, the survey results are calculated with the help of convenience sampling design. Specifically, a survey was conducted in AEON Malacca City where distributes the questionnaire to 103 respondents who had shopping and have experiences in impulse buying behavior. The data has been analyzed by using SPSS to find the reliability test, frequency distribution analysis which consists of demographic variables and inferential analysis which is consists of descriptive analysis and correlation analysis. After analyzing the data, the result of which is the most influence factors on consumer's impulse buying behavior are able to determine.