



**FACTORS CONTRIBUTING TO POST-PURCHASE REGRET: A STUDY
AMONG MILLENNIAL SHOPPER IN UiTM BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



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- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
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ABSTRACT

This study was conducted to study the factors that contributing to cognitive dissonance of post-purchase regret. The factors, which are the independent variables are identified as impulsive buying, consumer's expectations and price of items. Post-purchase regret is the dependent variable in this study.

For this study, a survey was conducted among UiTM Bandaraya Melaka students as majority of them belong in the ideal age group of millennial. A convenience sample of 120 students were taken for data collection, in which only 103 are finalized for analysis. The data collection was evaluated by using Statistical Package for the Social Service (SPSS), where numerous tests were conducted in which includes reliability analysis, frequency distribution, descriptive analysis, Pearson's correlation analysis and multiple regression. From there, we will know which variables affect post-purchase regret the most.

The results indicated that both impulsive buying and consumer's expectations has a positive relationship with post-purchase regret.

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Post-purchase regret happens when one experience a surge feeling that rather heavy on the negative side of emotions after doing a purchase. It is common but not really realized by many. People tend to say how regretful they are to buy this or that but never really knowing what the term that can be used to describe the feeling. In this era of digital, people tend to shop online, where it will be easier to shop as the choices are literally at their fingertips. For some, the practice of traditional shopping experience may be something that they would not do, especially with the existence of online shopping. However, they are still a great number of shopper that rather like to do it as it gives more satisfaction and experience.

In Malaysia, traditional shopping method is very much practiced as Malaysians tend to spend their time at shopping complex to socialize due to the tropical weather that weren't a favourite of the local as it can be too hot and damp to do any activities. This enables the practice of traditional shopping by them. According to Say.com, Malaysian prefer to spend time in the shopping complex due to the hot weather and the convenience of shopping complex as Malaysian shopping complex tend to have a wide variety of services other than shops. The article also mentioned that going to the shopping complex is the Malaysian way of spending time outdoor. This statement also supported by another article from Expect.com, where the author mentioned that hanging at the shopping