



**FACTORS INFLUENCING CONSUMERS' IMPULSE  
ONLINE BUYING ON CLOTHING AND ACCESSORIES  
CASE STUDY:  
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**JUNE 2014**

# ACKNOWLEDGEMENT

Foremost, I would like to express my sincere gratitude to my advisor Miss Bernardette Jacyntha Henry, for the continuous support of my degree study and research, for her patience, motivation, enthusiasm, and valuable knowledge. Her guidance helped me in all the time of research and writing of this thesis.

Deepest gratitude to all the respondents for giving their time and energy to complete the questionnaire that means immensely in this research.

I thank my friends in Universiti Teknologi MARA: Haafiza, Marion, Nurulfadilah, Brilliant, Ketty and Farid for the stimulating discussions and for helping me in areas that I have problems with. Also I thank my fellow classmates for all the fun we have had in this last two years.

Of course I would like to thank my family: my beautiful mother Julianah, my sister May and Marina for their unconditional support, both financially and emotionally throughout my degree.

Last but not least, I thank God, the Almighty for giving me the wisdom and perseverance throughout my research work to complete the research successfully.

## ABSTRACT

The objective of the current study is to identify the factors that motivate consumers to purchase clothing and accessories online on impulse and to study which of these factors lead to consumers' impulse online buying behavior. For this purpose, a set of 90 questionnaires were distributed of which 82 were returned and provide valuable information which very usable for the current research data analysis. Findings results shows that the Cronbach's Alpha value is 0.892 where it is considered as reliable and excellent. The recorded coefficient in the multiple linear regression analysis shows that website characteristic and mood affect is accepted because of its significant value of 0.024 and 0.002 respectively in which these two independent variables has a relationship with the dependent variable.

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