



IMPACTS OF HEDONIC SHOPPING MOTIVATION TOWARD ONLINE  
IMPULSIVE BUYING BEHAVIOR AMONG GENERATION Y

KHAIZUREN NABILAH BINTI KHAMIS

2016448592

BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA  
KAMPUS BANDARAYA MELAKA

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## ABSTRACT

The purpose of this study is to determinant impact of hedonic shopping motivation towards online impulsive buying among generation Y. For this study, researcher focus on impact of relationship between independent variables which are dimension of hedonic shopping motivation (social shopping, value shopping, adventure shopping, idea shopping and relaxation shopping) and dependent variable (online impulsive buying).

Data of this study were collected from 105 respondents by using convenience sampling and been analysed by using SPSS software. Reliability test, descriptive analysis and multiple regression have been gather using SPSS.

Based on the findings, it shows that only social shopping and idea shopping has relationship with online impulsive buying meanwhile another three variables (value shopping, adventure shopping and relaxation shopping) are rejected. Thus, recommendation and suggestion for future studies were discussed at the end of this project.

**Keywords:** Online Impulsive Buying, Hedonic Shopping Motivation, Generation Y

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