

# A Study of Impulsive Buying of Cosmetics among Female Buyers in Malaysia

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For the previous two decades, Generation Y purchasers have become a worldwide advertisers' target market because of their spending force and high potential to take part in impulse buying behavior. Purchaser's expectations are shifted and affected by visual contact, perceptual interface and stimulus interaction. When advertising items, merchants will, in general, instigate purchasers impulsivity through different techniques for incitement. This reality has prompted the expanding complexity of the components which decide impulsive purchasing. A review survey was structured and distributed among 300 Generation Y purchasers of style clothing. The outcomes demonstrate that demographic factor (gender) has the most grounded effect on impulsive purchasing, followed by situational and individual components. A remarkable finding is that demographic factor (salary); situational factor (social impact) and individual factor (extraversion) don't animate impulse buying behavior of Generation Y. This exploration broke down the variables which decide impulsive buying, and utilized a survey so as to examine the elements that decide female customers' impulsive purchases of cosmetic products.

**Key words:** *female consumers, generation Y, marketing of cosmetics, impulse buying inclination, promotional marketing strategy.*

## Introduction

Malaysia is popular as a magnificent place to shop for foreign travellers as well as for local residents. Numerous Malaysians are investing their energy in shopping centers during weekdays, during the duration of open occasions and end of the week (Euro screen International, 2013). There are around 11 million Generation Y individuals (Department of Statistics Malaysia, 2011; Myambo & Munyanyi, 2017) and because of the bigger size of population belonging to this age, advertisers have realized the market in targeting the purchasing behavior of this generation. Individuals of Generation Y are either salaried or are fresh graduates and they engage in potentially more impulsive buying (Meechunek, 2017; Ramli, Muljono and Afendi, 2018).

The increased work and education prospects make younger ladies economically proficient and their social status stronger than in previous generations (Bernama, 2016; The Malaysian Economy in Figures, 2016). Therefore, as discussed by Kim and Ammeter, (2008) we consider Generation Y as the best target audience to persuade as this generation essentially exhibits more frequent purchasing behaviour as compared to other age groups (Ma and Niehm, 2006).

Also due to the increased female labor force which in 2016 was 54.3% and contribution towards increasing workforce in total, the participation of women in purchasing is higher (Department of Statistics Malaysia, 2016). Impulses indicate to emerging social feedback that ordinarily results from the experience between an inspiration and some initiating improvement, for example, at the point when the hungry individual sees food and feels an urge to eat it (Ploenhad, Laoprawatchai, Thongrawd, & Jermisittiparsert, 2019). Impulsive behavior is comprehended as conduct that is not directed and that comes from an impromptu, unconstrained drive. Specifically, impulsive purchasing includes getting an abrupt inclination to purchase something, without development of any aim or plan, and afterward following up on that motivation without caution or completely thinking about whether the purchase is aligned with one's long-extend objectives, beliefs, and plans (Baumeiste, 2002; Saravananaraj and Pillai 2017; Fatula, 2018).

Purchasers who impulse buy, usually don't shop with a specific goal of visiting a particular shop and purchasing pre-determined things; the conduct happens after encountering an inclination to purchase and such practices are impacted by different variables both inner and outside. Clients can locate the correct items through centered promoting, attractive design of store and format and other visual promoting rehearses, for example, item shows, and bundling (Yue et al. 2018; Ramuhulu, & Chiranga, 2018). In recent times, with the progress of ladies' monetary status and self-esteem, indiscreet purchasing has expanded. In this way, it is essential to become familiar with the variables which decide female shoppers' impulsive makeup purchases (Sengupta, 2016).

The gathering of teenage shoppers who have dispensable salary are vital to advertisers as this objective gathering has indicated rising purchasing power. Retailers look for arbitrary alternatives of driving forces that desire the clients to buy things unreasonably. It is essential to find variables influencing impulsive behavior for retailing or in-store showcasing and advancement, as past studies have not found consistent results. This study explored the particular impulsive characteristics of Malaysian ladies in buying beautifying products; the variables which decide this unique characteristic; and the distinctions in impulsive buying. The findings contribute by giving recommendations to the advertising and advancement of beautifying agents and retailers. As much research has demonstrated, 62 percent of market income is from purchasers' impulsive buying behavior and this has critical impact on the business (Luo, 2005; Sen, Bingol and Vayvay, 2017).

## **Literature Review**

### ***Impulsive Buying***

Impulsive buying has been characterized by Rook and Fisher (1995) as a shopper's inclination to purchase unexpectedly, unreflectively, promptly and dynamically. Impulsive buying is also characterized by lack of reflection and something which is done deliberately on one hand and instantaneous pleasure and gratification on the other hand and also referred to as unprompted and fascinating purchasing behavior (Cai et al., 2015). Specifically, this examination characterizes drive purchasing as purchasing conduct which is promptly and unreflective. The desire to impulsive buy occurs due to outside improvements, for example, retailer advancement methodologies, which may make shoppers conflicted and trigger the need to make a buy right away.

Yang et al. in 2011 pointed out that the abrupt feeling to purchase is probably going to be activated by a visual encounter with an item. This study described the impulse buying behavior as:

- the sentiment of attraction radiating from the item and an extreme sentiment of expecting to purchase the item right away;
- customers' propensity to purchase immediately and promptly;
- an uncertain and irrational passionate response;
- a solid drive to purchase an item promptly, regularly without much thought and deliberation.

### ***Factors That Impact impulse buying***

Impulse buying is impacted by an assortment of financial, individual, transient, and social components. These shift not just between various customers thinking about buying a similar

thing, but in addition for a similar customer purchasing a similar thing in various circumstances (Stern, 1962). Numerous specialists accept that the idea of impulse buying behavior ought not to be restricted to spontaneous buys but rather it ought to likewise address the impact of incitement to the attractive products presentation and subsequently deciding to buy something on-the-spot without a second choice. Commonly its direct impact is on impulse buying behavior and this typically, isn't under the control of the buyers (Olkiewicz, 2018).

Various studies suggest that there are some components which impact impulse buying. The components include: Demographic factors like age, gender, income, values, family size, profession, societal and cultural values (Cai et al., 2015; Jermisittiparsert, Siam, Issa, Ahmed, & Pahi, 2019; Sriyakul, Umam, & Jermisittiparsert, 2019). The purchasing behavior of the consumers, e.g. the value for cost or the season in which the sales are able to be boosted. There are also some external as well as internal components: outside of boosts (purchasing recurrence, the overall appearance of store, publicizing, store environment), such as inner discernments (character, way of life, availability of cash, time pressure). It is significant for advertisers to know about these four factors with the goal that they can practically promote plans to prepared for promising revenues in the future (Sanchez, 2018).

### ***Situations That Triggers Impulsive Buying***

Diverse purchasing circumstances lead to various motivational purchasing practices. The impact of three variables (promoting upgrades, characteristic impulsivity and situational factors) in starting motivation purchasing may fluctuate between people, just as between various events for a similar person (Sengupta, 2016; Raza et al., 2017). It was also proposed that the accessibility of additional time, the more noteworthy the probability that a purchaser will buy a product. If we compare a client who is toward motivation purchasing and with a solid propensity will be more bound to make a buy than one with the weak preference (Chen, 2001). Be that as it may, expanding one's restraint works to avoid impulse buying.

It has been proposed in different studies that situational elements are comprised of the below dimensions: Liao et al., 2009 proposed store conditions; debit card accessibility (Ruzita et al., 2014); money (Foroughi et al., 2012) and lastly Mattila and Wirtz, 2001 proposed that social impact has association with impulse purchasing behavior. Special promotional strategies play a significant job in impacting impulse buying. The unique special ideas in the various seasons make an upgrade for the client to purchase things which he doesn't need or which were not in his shopping list. Marketers introduce certain tempting offers during special seasons like new year, Christmas, Valentine's Day, different occasions etc. like purchase 1 get 1 free, purchase 2 and get the third item for a large portion of the value and so forth are enticing offers which clients find very hard to stand up to (Sengupta, 2016).

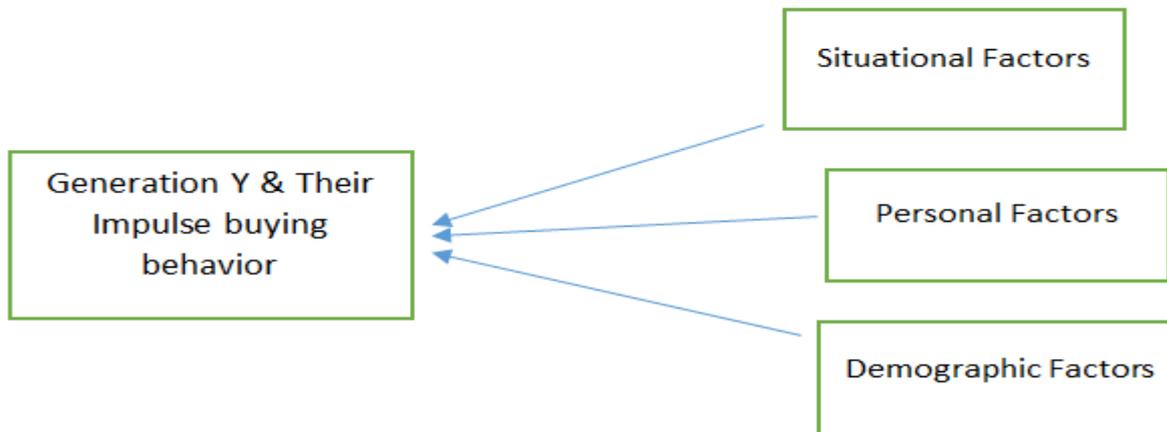
In light of the literature, it is sensible to anticipate that visual marketing, a typical outside factor that urges customer's desire to purchase, can influence and drive purchasing choices (Jernsittiparsert, Sutduean, & Sriyakul, 2018). With expanding rivalry, retailers battle to guarantee that their stores are engaging their objective markets. As retailers are discovering it is progressively harder to make a differential advantage based on product alone, the store itself assumes a significant job for market differentiation.

## Research Design

### *Framework*

This focuses on female customers' impulsive purchase of beautification product consumption with respect to the factors that are incautious, and examines connection among statistical factors, the elements of impulsive purchasing and clients' expectation to spur of the moment purchase and including the impulsive attribute so as to investigate how drive purchasing elements intercede this goal.

**Figure 1.** Factors That Causes Impulse buying behavior



### *Relationship between intentions to impulse buy with demographic variables*

Demographic factors, for example, age, pay, sexual orientation, education, level of employment and marital status, are researched as compelling elements of drive purchasing conduct of customers in past market research. It was affirmed by Bashar et al. in 2013 that statistical variables impact drive purchasing conduct. Statistical factors influence impulsive buying: for example, ladies are bound to more impulsive buying when compared with men (Chen, 2001). This investigation concentrated on female clients more than 18 years old and consequently the accompanying theories were built.

H1: impulse buying behavior of Generation Y is influenced by Demographic factor (gender, earnings)

### ***Relationship between factors intention to impulse buy with Situational factors***

Variables which are situational are considered as external boosters that impact the customers at the time of impulse purchasing (Kacen et al., 2012; Saeed, 2018). Regularly these are uncontrolled by the purchasers yet their effect is directly observed on drive purchasing conduct. Situational elements are anticipated to comprise of five elements and every element for example condition of store (Liao et al., 2009), time (Foroughi et al., 2012), social impact (Yang et al., 2011), cash (Foroughi et al., 2012), and debit/credit card accessible (Ruzita et al., 2014) has association on drive purchasing conduct. Generation Y is probably going to purchase on drive because of the sufficient energy they have (Ma and Niehm, 2006), cash (Yang et al., 2011) and encompassed in relaxed atmosphere of the store (Dias, 2003). In this way, this examination hypothesizes:

H2: impulse buying behavior of Generation Y is influenced by situational factors (environment of store, social influence, cash time, and availability of credit card).

### ***The relationship between personal factors and intention to impulse buy***

Sharma et al., in research written in 2010 explain that individual components refer to a person who has perpetual qualities that are present within the individual, and furthermore impact on purchasing conduct. Previous research demonstrates that individual factors, for example, lack of control (Shen and Khalifa, 2012), mood (Yoon, 2013), intentions (Yu and Bastin, 2010), materialism (Bae, 2013) and extraversion (Badgaiyan and Verma, 2014) have association with drive purchasing conduct. Therefore, this study hypothesizes:

H3: impulse buying behavior of Generation Y is influenced by Personal factors (mood, hedonic motive, lack of control, extroversion, materialism).

### **Research Methodology**

Data was collected through survey using direct contact and email. Data sample was collected from Malaysians, which comes under Generation Y. The questionnaire was administered to 400 respondents, but only 300 of the collected survey forms were used for the analysis because of validity. The sampling strategy of Non- probability is utilized in light of the fact that the population which is targeted in this study is moderately huge. This examination utilized cross sectional methodology as it was suitable and also less expensive. Also the information gathering procedure assumes control over a constrained timeframe and the members' drop-out rate can be limited. For the quantification of situational factors an aggregate of 23 items are

utilized which incorporate condition of store (Chang et al., 2014), social impact (Mohan et al., 2012), Time (Chang et al., 2014), cash (Nor et al., 2014) and accessibility of credit card (Hanzaee and Taherikia, 2010). An aggregate of 27 components are utilized for the estimation of elements of personality, for example, state of mind (Chang et al., 2014), absence of control (Badgaiyan and Verma, 2014), Hedonic motive (Tifferet and Herstein, 2012), extraversion (Badgaiyan and Verma, 2014) and materialism (Nor et al., 2014; Sambo and Lucky 2016). Age and salary of consumers are used as demographic factor. Drive purchasing conduct is estimated by 7 elements adjusted from Nor et al (2014).

### ***Demographic variables***

The examination estimated age, marital status, training, profession and income so as to test the variables impacting purchasing drive.

### ***Impulse purchasing motive***

Impulse buying expectation is a goal to purchase which is spontaneous, unreflective and without thought; shoppers sense an unexpected, expending, prompt and powerful inclination to purchase. The examination utilized a methodology which is like those of (Khan et al., 2016) to structure two inquiries so as to research whether a purchaser has the drive purchasing trademark.

### ***Questionnaire design***

A Likert scale questionnaire, where 5 = “strongly agree”, 4 = “agree”, 3 = “neutral”, 2 = “disagree” and 1 = “strongly disagree” is used in the study.

### **Data Analysis**

Among 300 female respondents, 54% belongs to Malaysia, 38% belongs to China, 8% from different parts of the world. For the results quantification the statistical Package for Social Science (SPSS) was used while, exploratory factor investigation (EFA) is utilized to approve factor groupings reflecting basic hypothetical builds. Demonstration of results that factors which are situational comprise of 5 components together clarify 58.7%. The components include: condition of store with KMO esteem 0.9, KMO esteem 0.6 with social impact, accessibility of time with KMO 0.5, cash accessible with 0.59 lastly MasterCard accessible with 0.8. Though, personal components which comprise of 5 components collected clarify 74.8% and components are mood with KMO 0.6, lack of control: 0.9, extraversion: 0.5, hedonic motive process with KMO 0.6, lastly KMO 0.6 with materialism. At last, KMO measures load as one factor 0.7 of impulse purchasing conduct.

The reliability analysis outcome of Cronbach's alpha apparently demonstrates that whether they are independent or dependent factors the score is 0.7 or more.

### ***Pearson Correlation Analysis***

Pearson Correlation Analysis of the result demonstrated that r value of personal factors being the highest equals to 0.41,  $p < 0.01$ , the r value of gender being 0.39,  $p < 0.01$  and the least is of situational factors ( $r = 0.31$ ,  $p < 0.01$ ). It has shown that the outcome is significantly positively correlated with Generation Y's buying behavior.

The outcome of relationship correlation between dependent and independent variables is shown in Table 1. The r value of salary is 0.03,  $p > 0.05$  which shows that impulse buying behavior does not have any association with salary. Amongst every one of the factors, impulse buying conduct shows the strongest association with personal factors.

**Table 1:** Pearson correlation analysis

Dependent variable: Impulse buying behavior			
Independent Variables	N	r	Significant
Situational Factors	300	0.31***	0.000
Personal Factors	300	0.41***	0.000
Gender	300	0.39***	0.000
Salary	300	0.03	0.551

\*\*\*Correlation is significant at the 0.01 level (2-tailed).

### ***Multiple Regression Analysis***

Outcomes demonstrate that as value of R<sup>2</sup> estimates 0.59 so it's a good fit model, as the value inside the scope of adequate estimation of 0 to 1. It implies that 60% of Generation Y's impulse buying behavior is clarified by mentioned factors which are situational factors (store condition, social impact, accessibility of time, cash accessible and accessibility of credit cards), individual variables (mood, hedonic motive, lack of control and materialism) and demographic factors (sexual orientation and pay). More detailed analysis demonstrates that Generation Y forecast of score on behavior of impulsive buying is not forecast by all the independent variables. The

independents factors, for example, situational factors ( $t=3.50, p< 0.01$ ), personal factors having value  $t=3.42, p< 0.01$  and ‘t’ value of gender being 5.80,  $p< 0.01$  fundamentally impact the impulse buying behavior. Nonetheless, salary ( $t= - 0.5$ ) does not add to drive purchasing conduct. The outcomes in table 2 show the multiple regression analysis of independent variables and dependent variables.

**Table 2:** Multiples repression analysis

Dependent variable: Impulse buying behavior			
Independent Variables	Beta	t	Significant
Situational Factors (SF)	0.24	3.50	0.001
Personal Factors (PF)	0.22	3.42	0.001
Gender	0.32	5.80	0.000
Income	-0.02	-0.50	0.688

\*\*\*Correlation is significant at the 0.01 level (2-tailed).

For the analysis of the connection of every factor and its dimensions with impulse buying behavior. The situational factors in the results demonstrate that following impulse purchasing conducts impacts the store condition ( $t= 4.81, p< 0.01$ ), accessibility of time values at  $t= -2.70, p< 0.01$ , cash accessibility ( $t= 2.45, p< 0.01$ ) lastly, MasterCard accessibility ( $t= 7.03$ ). However, impulse purchasing conduct does not have any effect on social influence ( $t= 0.29, p> 0.01$ ).

Personal Factors for impulse buying having an impact, for example, the ‘t’ value of mood equals to - 2.31,  $p< 0.010$ , hedonic motive ( $t= 4.79, p< 0.01$ ), while 5.22,  $p< 0.01$  ‘t’ value has been observed for lack of control and materialism ( $t= 7.39, p< 0.01$ ). Though, extroversion ( $t= - 1.40, p> 0.01$ ) recorded to have no impact. With respect to demographic factors, sexual orientation ( $t = 5.80, p<0.01$ ) shows positive impact, however salary ( $t= - 0.5, p> 0.01$ ) is not contributing impulse buying behavior to stimulate.

## Conclusion

As discussed in the results, individuals of Generation Y don’t require an occasion for shopping. They do it quite occasionally and randomly as well, because of their high purchasing power. Working ladies of Generation Y also contribute their part towards the world economy due to

their high spending power on cosmetics and fashion products. This study might be helpful for researchers to further research the topic to provide retailers, marketers and advertisers of the Malaysian cosmetics industry with promising revenues and increased sales through adapting such strategies in the light of results analyzed in this paper.

## Discussion

The basic purpose of the research is the analysis of connection between Generation Y buying behavior and situation, personal and demographic variables which are considered as determinant factors. Every one of components, demographic factor (sexual orientation) have a most grounded effect on and drive purchasing conduct as trailed by situational and individual/personal variables. As such, retailers should create viable advertising technique dependent on sexual orientation. Every one of the elements of situational factors; store condition, cash accessibility and Visa accessibility and time accessibility impact and drive purchasing conduct however the impact of the social element is not evidenced. The outcome discovered was that companions or family don't impact the Generation Y to participate in impulse buying and this is also constant and predictable with past discoveries and studies (Graa and Dani-elkabir, 2011). Consequently, advertisers need to advance condition of store as far as music, lightings, proper temperature, comfortable environment, helpful staff, attractive designing and configuration and orchestrate simple instalment made with plastic money. Furthermore, attractive promotional activities offers to generation Y consumers in restricted time frames, helps animate impulse buying behavior.

With respect to individual variables; the most grounded effect of impulse buying behavior is observed on materialism. While past research shows contradictory results as discussed by Chavosh et al. (2011), that there is no connection between materialism with the impulse buying behavior observed. Presumably we can say that Generation Y individuals want greater socially recognition and also for purposes of mental self-image indulgence, they impulse buy. Changing patterns of the fashion industry and the expansion of beauty consciousness in general has an impact of impulsivity with new beauty trends, (Pentecost and Lynda, 2010). Interestingly, the effect of impulse buying behavior on extraversion is not observed moreover, outcome is opposite if compared with previous research discoveries (Mathai and Haridas, 2014). To focus on the Generation Y successfully, advertisers need to develop special strategies so that the market can be portioned and also monitor generation Y's continually changing frames of mind and trends (Hughes, 2008).

At this point, when more analysis on demographic factors is being performed with impulse buying behavior; it is observed that females have a behavior to indulge more in impulse buying when compared with men. This outcome reflects the need for an overview for retailers with regard to gender classification in order to target their would-be customers and develop

strategies which target, particularly, females. Further analysis discovered that salary doesn't animate impulse purchasing conduct and that generation Y shoppers commonly use money in immediate contrast with consumers of different ages. Gen Y shoppers are packed with self-assurance and are independent. (Laermer and Simmons 2007).

All in all, the examination speaks to a push to give an integrative perspective by inspecting the Generation Y conduct of impulse purchasing through multi-dimension aspects. The chief commitment of our investigation to the academic world is an exploration of the components that have integrative perspective on impulse shopping, e.g.: situational, individual, and statistic elements and its dimensions impacting purchasing drive conduct of Generation Y.

### ***Recommendations***

#### ***External Factors Utilization to Stimulate Impulse Buying***

External components are characterized as variables actualized by advertisers and storekeepers which attract buyers in purchasing conduct. Components which are external relate with shopping and marketing setting. Conditions for shopping incorporate store's climate, orientation and design formats, whereas marketing environments involve different deals and sales promotion. In contrast to internal factors, external factors are constrained by the advertisers or storekeepers to spur purchasing drive conduct. In-store perusal involves the atmosphere, background music and aromatic atmosphere of the shops. Salespersons involve great administration, good communication skills, persuading recommendations and amicability attracts the buyers. Advancements involve great value bargains, get one get one free item, unconditional presents and things at a bargain. Reference gatherings involve companionship on the shopping trip for loved ones. At the point when Generation Y students see advancements in the store, their feelings are certain as they would prefer not to pass up a great opportunity therefore they must visit the shop and take part in incautious buys. Marketers should develop certain strategy in light of the research to attract the younger generation because they make decisions based on their emotions and if storeowners can once create a loyal customer, they will have the customer for life and can maximize their long-term profits.

#### ***Situational Factors Utilization to Stimulate Impulse Buying***

At the point when the purchaser purchases on impulse, the situational elements begin from the store condition. Situational factors such as accessibility of time moderates the connection between the store condition and the consumer's hastiness. The consumer's accessible time and impulsive purchasing tendency emphatically influence in-store browsing. Factors, for example, the time constraint, the consumers' financial position, enthusiastic state and social perception, aid the sentiment of purchasing on motivation. In view of the measurable investigation of this study, advertisers, companies and organizations should concentrate on time accessibility and

cash accessibility affecting Generation Y students. The implication is that the more the additional time and spending power Generation Y have, the greater the opportunity to peruse the shops, which influences their ability to buy items they don't need. This implies Generation Y students will battle to control their desire to purchase things since they have the accessible time and cash to make spontaneous buys.

### ***Limitations of the study***

The major constraint of the research is with respect to the sample size information composition. Information gathering has been confined as sample size is 300 members which is generally small when speaking to the Generation Y population consisting of roughly 11 million in Malaysia. Due to restricted time and budget, convenient sampling strategy was utilized and also questionnaire dissemination was by direct contact and via email for convenience. In this way, analysis probably doesn't mirror the whole Malaysian Gen Y population. Research conducted in future ought to include bigger sample size concentrating on the entire Malaysian territory. The wider scope of the study and conclusions can be drawn out if research could be carried out on a wider scale. Just utilizing Generation Y students, falling in the age bracket of 18 to 24 years, likewise constrained the analysis. Considering an older age group (30-50) could increase the focus to examine what elements of purchasing drive impact them when shopping and since the income of this age gathering would be higher than that of Generation Y; in this manner, more purchasing behaviour could be analysed across a wider section of the population.

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