Abstract

There are contradictory explanations in the literature on the impulse buying behavior. Some research shows that consumers view impulse buying normatively wrong, while other research reveals that consumers buy impulsively. The purpose of this study is to examine the motivations of impulse buying behavior and to investigate the relationship between each set of motivation and decisions which lead to university students’ impulse buying behavior. Multiple regression analysis was used to determine the predictors of impulse buying behavior. The results show that hedonistic desires, perceived decision-making accuracy and perceived decision effort were the determinants of impulse buying. As a recommendation, business strategies targeting Malaysians in this university should be carried out by considering their potential motivations and university students should not over-rely on their impulsiveness traits as complimentary purchasing alternative.

Keywords: motivation, impulse buyer behaviour, hedonistic desires, perceived decision-making accuracy, perceived decision effort, social needs, esteem needs

Introduction

Although some studies show that normative evaluations reduce impulse purchasing behavior by moderating impulsive drives (Rook & Fisher, 1995), studies show that about 90 % of consumers make purchases on impulse occasionally (Welles, 1986) and 30 % to 50 % of all purchases made are by impulse (Bellenger, Robertson & Hirschman, 1978; Cobb & Hoyer, 1986; Han, Morgan & Kang-Park,