

*Original Research*

# **An Investigation on Malaysian Generation Y Shopping Resolution on Sports Shoes**

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## **Abstract**

Shopping has become an important lifestyle activity especially for the millennials, however due to the lack of consumer knowledge, purchase decision has become more difficult for consumers in terms of buying different products including sports shoes. Furthermore, there is lacking literature to examine the impact of consumer shopping behaviour and no specific research on sports shoes market has ever been done by any scholar. This research was conducted to fill the research gap and the main purpose is to evaluate the purchasing behaviour of Generation Y towards the sports shoes in the Malaysian market. This research will benefit the sports shoes executives both locally and internationally, be it brand expansion, market positioning or marketing strategy purpose. This research used a primary quantitative method and an inductive approach via Google survey questionnaire to collect data from 100 Generation Y participants. Data analysis was done using Multiple Regression and Pearson Correlation in SPSS. The variables selected for the research were cost effectiveness, income levels, innovation and creativity, and cultural and personal factors. This research showed that cost-effectiveness and income levels were the most influential factors for Generation Y consumer decision-making process in buying sports shoes. While regression analysis revealed that there is a significant relationship of innovation and creativity and income of individuals while the rest of the variables are insignificantly related to the buying behaviour. It has been recommended that sports shoe companies to diversify target market, provide customised shoes and introduce budget friendly products.

**Keywords:** Sports Shoes, Consumer Buying Decision, Income Expectations, Cost-Effectiveness, Innovation and Creativity, Cultural and Personal Factor

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## Introduction

In the current era, shopping has become an engaging activity. The customer base, specifically, the Generation Y audience has developed a wide interest in this activity. For Generation Y, shopping has become an important leisure and lifestyle activity. Lissitsa and Kol (2016) have stated that shopping has changed its role since the past decade from just fulfilling basic needs to impulse buying. In addition to the impulse buying, Ali et al (2019) has identified that retail promotions and store environment have resulted in an increment in unintended and unnecessary purchases. Hence, the current retailers are modifying their stores and their selling practices to attract more customers. This pattern constitutes of several products including footwear as well.

Kim and Lee (2016) have identified that shoes are included in the fashionable category, which can enhance the fashion of both men and women. As per the statistics provided by Statista (2020a) footwear consumption experienced an increment of 6 million pairs (8%) in the period of 1 year. As per other statistics, the footwear market is currently valued at 30 billion (approx.), with a growth rate of 1.8% (Statista, 2020a). However, this study revolves around the Malaysian market as Singh (2016) has indicated that the Malaysian footwear market is currently experiencing significant growth. Also, as per “Personal Consumption Expenditure (PCE)”, footwear consumption in Malaysia is expected to reach \$210 million by 2020 (Statista, 2020a). Therefore, it can be inferred that the sports performance market in Malaysia is expanding and, in this concern, the current study has evaluated Generation Y buying decisions for sports shoes in the Malaysian market.

### *Sports Shoe Market*

The trend of sports shoes was only limited to athletic or sports activities previously. However, in recent years, this trend has shifted to fashionable category. This trend was also observed in the sports shoe brands such as Adidas and Nike, which started their business only covering athletic audience. Although, they are still covering the sports market, but they have started capturing the fashion sector as well. These companies are creating new styles in their sneaker collections due to the high demand from the public (Cassidy, 2018). For instance, Nike introduced their Jordan product line, which was initially manufactured for basketball players, but now Jordan is also being worn as a trendy sneaker. Similarly, Adidas has its Yeezys product line which was introduced for gym enthusiasts. However, they are still catering sports category but despite this, both brands have combined sporty style and sneaker fashion.

Barberá et al (2019) have supported this evidence by stating that sports shoes are not only used for sporting purposes but also for everyday use. Recent fashion trends have come together (sports and everyday fashion) to promote the development of the sport shoe market. However, this trend is also promoted by marketing tactics such as fashion bloggers and models. Today’s young people, especially Generation Y, are drawn to this trend, impressed by their style. Therefore, this study has been conducted to evaluate how sports shoes purchasing decisions has prevailed in the Malaysian market.

## Sports Shoe Market in Asia

According to the “Asia Pacific Footwear Market Report” published by Gefen (2020), the market is expected to reach approximately 153 billion USD by 2020, with a compound annual growth rate (CAGR) of 4.7% from 2015 to 2020. In this market, China is leading the Asian footwear market, followed by India. Moreover, various materials (such as fur, rubber, leather, and fabrics) are used to make shoes. Based on this, the material market is divided into leather and non-leather. The leather market accounts for more than 60% of the market, and China has the largest share in this sector i.e. the leather footwear market (Statista, 2020b).

According to the end-users, the market is divided into men, women, and children, where females are the largest consumer of shoes in the Asian region (Gefen, 2020). The division is expected to maintain its dominant position during the forecasted period. The key players in this segment are going towards expansion and enhancing their distribution channels, also to cater the online platforms and retail stores (Gefen, 2020). However, despite the popularity of the online channels, retail stores are currently a prevalent sales channel, but the online market is expected to grow rapidly due to the pandemic conditions.

It has been estimated by Tang and Zhu (2020) that China will become the most profitable leader in the sports shoe market and will lead this sector for the next 5 years. Considering the types of shoes being sold in the market, the athletic market is currently the main market for the footwear enthusiasts in the Asia-Pacific region and its dominant position is expected to continue throughout the forecasted period. According to the consumers, the children’s sector is expected to grow faster between 2015 and 2020 (Gefen, 2020). Leading industries like China are using two key strategies i.e. expansion and product launches to expand their geographical influence and enhance their product portfolio. These countries dominant in this sector are launching innovative products in the men’s segment to attract consumers to this segment.

## Sports Shoe Market in Malaysia

The sport shoe market’s globalisation has created intense competition, which has increased local branded products or services and globally branded products entering the Malaysian market (Zhang, Pitts and Kim, 2017). Moreover, globalisation provides more opportunities for domestic and foreign companies to sell products around the world. The convenience of foreign companies to enter the Malaysian market has intensified competition among the incumbent companies, especially sports shoes (Harun et al., 2018). From the perspective of local consumers, this phenomenon presents many advantages and opportunities in choosing alternative products and services. Therefore, local consumers can choose various products that suit their tastes, needs, and purchasing power. The sport shoe market is one of the Malaysian markets, and foreign sports shoes manufacturers can enter the market by launching the latest sports shoes in the open world market (Ilias et al., 2020).

As mentioned earlier that Malaysia’s sports’ shoe market is expanding, this trend continues to drive demand for sports-inspired products in 2019. Due to the increasing demand of Malaysian consumers for athletics, fast fashion brands such as UNIQLO,

H&M, Padini and Max Fashion provide a variety of sports-inspired products. Sazalli (2018) has also shed light on another factor for the increment in this market i.e. the health concerns of Malaysians. It has been found that Malaysians are health conscious and hence, it directly affects the sports apparel market. As the incidence of non-communicable diseases continues to rise, Malaysians are increasingly adopting a healthy lifestyle and exercising regularly (Sazalli, 2018). Global sportswear brands such as Adidas, Nike, Puma and Reebok continue to lead sportswear in terms of value share in 2019. They offer all types of sportswear from apparel to footwear. SUTL Global acquired a 51% stake in 2019 and this acquisition took place a few months after the successful opening of “Nike Jewel Changi Airport” in Singapore in 2019.

However, this market is also affected by several economic and social factors. Ahmad et al., (2019), pointed out that consumer behaviour of Malaysians are impacted by several economic elements such as family or personal income, income expectations, savings, cost-effectiveness. As per the perspective presented by Ahmad et al., (2019), the personal income of a Malaysian individual is determinant of his or her purchasing behaviour. The gross personal income of an individual in Malaysia is comprised of disposable income and an increase in disposable income leads to an increase in the expenditure. A decline in disposable income leads to a fall in the expenditure on several times.

#### Purchase Statistics of Sports Shoes in Asia

- By 2020, it is expected that revenue from the Asian footwear trade will reach 50.085 billion USD (Statista, 2020b).
- Revenue is projected to demonstrate a yearly growth rate of 7.6% (2020-2024 CAGR) and estimated market size of 67.235 billion USD by 2024 (Statista, 2020b).
- Consumer penetration in the sports shoe market has reached to 23.1% in 2020 and is projected to reach 36.3% by 2024 and ARPU (Average Revenue Per User) was estimated at 49.32 USD in the first quarter of 2020 (Statista, 2020b).
- Compared to the global competition in the sports shoe market, the majority revenue is generated from China (37.295 billion USD in 2020) (Statista, 2020b).

#### 1.1.4 Purchase Statistics of Sports Shoes in Malaysia

- It is expected that revenue from the Malaysia footwear industry will reach 270 million USD by the fourth quarter of 2020 (Statista, 2020c).
- By 2024, it is estimated that revenue from the Malaysia sports shoe market will show an annual growth rate of 21% (CAGR 2020-2024) and the market size will reach 757 million USD (Statista, 2020c).
- The user penetration rate in Malaysia will reach 20.2% by the end of 2020 and is projected to reach 32% by 2024 and ARPU (Average Revenue Per User) is estimated to reach 41.14 USD (Statista, 2020c).

## *Research Gap*

This section highlights the gaps in the current literature related to the discussed topic of the study. Empirical findings in the previous studies have directed the attention of the scholars towards contemporary factors behind consumer behaviour such as preferences, awareness, knowledge, quality, price etc. (Elhoushy and Lanzini, 2020; Pajić, 2019). Although these variables are considered in this study, but the emphasis has been put on other factors such as income level of individuals and families, cost-effectiveness, innovation, and cultural and personal factors. All these variables are included in this study to analyse the sports shoe market more comprehensively. These variables were although discussed by other scholars, but they were not considered specifically for the sports shoe market in Malaysia. Also, these variables were studied individually with respect to a consumer purchasing decision (Huang et al., 2019; Boden, 2019; Ramya and Ali, 2016). Hence, this study has taken these variables into considerations to study the Generation Y buying decision towards sports shoes in Malaysia.

## **Literature Review**

### *Consumer Buying Decision*

According to Stankevich (2017), the consumer buying decision is determined by the level of engagement that a customer shows towards a purchase decision. In addition to this, the risk involved in a buying decision also emphasises buying behaviour. Prasath, and Yoganathen (2018), buying decision in the process of thought that leads customers from recognising a need, then producing options selecting a certain product or service. Many purchase decisions are minor such as buying toothpaste, soap, and shoes, whereas major buying decisions include buying a house, and a car. From a marketing perspective, buying decision behaviour contributes a major role as it enables brands to build patterns of customers' purchase.

As per the views of Prasath, and Yoganathen (2018), the concept of consumer behaviour is considered to be the study of individuals, organisations, and/or groups along with activities interlinked with the use, disposal, and purchase of products and services. The notion of consumer mainly emerged during the 1940s and 1950s as one of the primary disciplines of marketing. However, in the recent times, it has turned out to be the interdisciplinary field of business, which blends the principles from sociology, psychology, anthropology, economics, and economies, particularly behavioural economics. As per the views of Akkucuk, and Esmaeili (2016), the notion of consumer behaviour directly investigates the qualities of consumers in the context of their lifestyle, behavioural variables, and demographics that depicts the customer's age, income, and gender's influence on their usage rate, loyalty, usage occasion, brand advocacy as well. The main purpose of consumer behaviour is to assess what consumer wants and which products or services are given more preference.

Research shows that customer behaviour is challenging to report, especially for field experts. However, new research methods such as assessment of human culture and mythology are gaining market share. In addition, content management systems, along with corporate social responsibility, have collectively turned out to be useful tools for

monitoring customer behaviour. The comprehensive analysis of behavioural practices contributes to customer flow, customer retention, loyalty and other behavioural goals, such as willingness to provide accurate feedback, becoming a brand advocate or participating in customer-centric activities. In this way, it becomes evident that corporations need to focus on the assessment of consumer behaviours to analyse their current demands in the retailing sector.

### Footwear Consumer Behaviour

It is a noticeable fact that the footwear industry is a fundamental aspect of the Malaysian footwear industry. It has been found that it has a fair market share in the real estate market and exports. In this competition, from a business point of view, managers have learned a lot about the needs and expectations of customers. The process of buying customers is enormous and emphasises the importance of customers in the entire universe. Footwear fashion also plays an important role in the design of shopping shoes. As life changes, fashion in Malaysia along with other countries is becoming more and more diverse. Technology, ideas, and lifestyles move at the same time and move fast. Over the years, companies and brands that provide unique and exciting products have expanded their product lines to various fashion brands and styles and offer these products every season.

### Factors Influencing the Consumer Buying Decision

According to the study conducted by Ramya, and Ali (2016), various factors influence a consumer's buying decision. For instance, income, innovation, cost-effectiveness, personal, social, and cultural factors.

- Income Expectations

One of the prime factors found in economic aspect is income expectation that influences a consumer's buying behaviour. If an individual is expecting an increase in his income, he or she expected to spend more money on shopping or luxury goods. Whereas, if the consumer is expecting a decline in his or her income, then she might consider cutting off expenditures on luxury or shopping products. This also has a direct association with the savings.

Notably, saving among consumers also tend to play a crucial role in influencing the overall buying behaviour. In this way, the overall savings of consumers depicts that they have enough financial resources to do shopping. Therefore, it becomes evident that the consumer's financial and/or socioeconomic status affects their overall competence and proficiency to buy certain products and services.

- Cost-Effectiveness

Notably, Generation Y has turned out to be one of the most crucial customers in the retailing sectors. In this concern, it has been considered that the demand of this generation is required to be fulfilled. One of the demands is interlinked to the cost-effectiveness of the products or services. An investigation led by Sudha and Sheena (2017), indicated that

customers today look for cost-effective products. Therefore, retailing corporations are focusing on the integration of low operational cost to ensure the provision of low-cost products or services in the market to entice Generation Y.

- Innovation and Creativity

In recent times, consumers, particularly belonging to Generation Y, are greatly influenced by the concept of innovation and creativity. The notion of innovation and creativity is required to be originated on the notion of design and characteristics of products or services offered to them. In the case of apparel and sports shoes, it is believed that Generation Y typically look for the design of shoes, which are innovative and creative. In this concern, it is believed that retailing corporations are required to focus on the inclusion of innovative and creative products or services. Apart from this, innovation should also be added in the process of selling as it is considered fundamental for corporations to comply with the social trend of online shopping, which has gained significant value among customers. Hence, all retailing corporations are indebted to focus on the inclusion of online retailing websites to increase product sales.

- Cultural and Personal Factor

Al-Salamin, and Al-Hassan (2016), believed that human behaviour is rooted in the learning process. Therefore, individuals develop learning, understanding, interest, and moral values due to family relationships and other institutional processes. As a result, brands have established a set of values that can determine and guide moral values to a large extent. Also, personal affairs can affect a buyer's behaviour. The most important personal factors that affect consumer behaviour are age, work, money, and life.

A person's age is one of the most important factors that affect customer behaviour. People buy different products at different stages of the cycle. Their interests, preferences, etc. will also change with the life cycle (Quoquab et al., 2017). On the other hand, a person's work will affect their shopping habits. In life, consider different plans and decisions according to the project. For example, buying a healthcare service may be different from hiring a lawyer, teacher, company secretary, owner, etc.

In other words, business managers need to propose different business strategies suitable for purchasing the same service. Consumer's income level is another factor that may affect their purchasing behaviour. Therefore, how people buy things from different people depends on the level of their income. Similarly, living for a person's values or lifestyle is reflected in his work, interests, and opinions. In this concern, the current marketers are considering different marketing strategies to enable customers to achieve this goal.

### *Engel, Kollet, Blackwell (EKB) Model*

The EKB models expand rational behaviour theory and outline the five-step process that consumers use when purchasing. The first step is for consumers to digest most of the marketing materials they see on TV, newspapers, or online (Osei and Abenyin, 2016). When the consumer collects the data, the information will continue to be processed, as

the consumer compares the input data with previous experience and expectations. Afterwards, consumers choose to buy their desired product, based on reasonable information, and then go into the decision stage (Osei and Abenyin, 2016). Consumers are affected by process variables and external influences in the decision-making stage, such as consumer thoughts after purchase.

In the early stages of this model, the marketers need to provide consumers with adequate information about their products and keep them intact with the product. In the external influence stage, marketing becomes a factor again (Osei and Abenyin, 2016). Lifestyle brands such as shoes are good at inculcating consumers' desire to look at and try out specific products, even if the brand's products are not materially different from competitors.

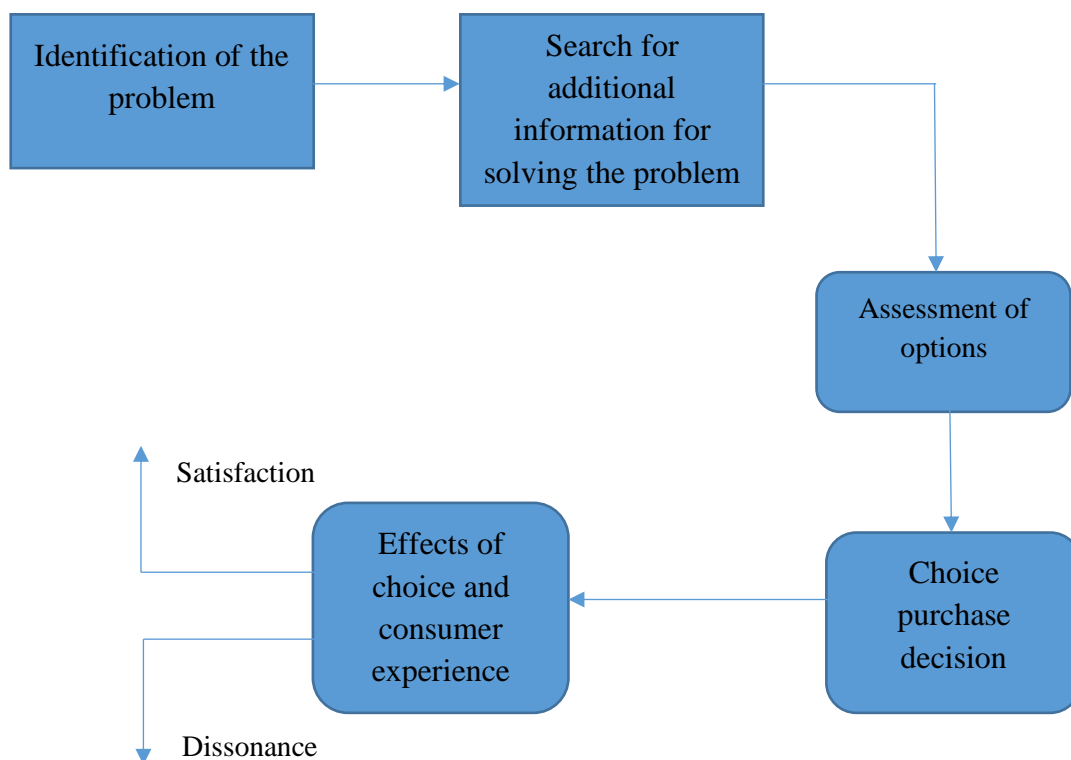


Figure 1. EKB Model  
Source: Wu and Zheng (2016)

### *Hawkins Stern Impulse Buying*

Although most consumer behaviour theories focus on rational behaviour, Hawkins Stern strongly believes in the concept of impulsive behaviour. Stern believes that the sudden urge to buy aligns with a reasonable purchase decision so that ordinary consumers have everything (Ittaquallah, Madjid and Suleman, 2020). Impulse buying is primarily motivated by external stimuli and has nothing to do with the traditional decision-making process.

Impulse buying theory provides many opportunities for marketers, from the striking way of packaging to how the product is displayed in the store, all aspects of the product



influence consumer impulse control. Ittaqullah, Madjid, and Suleman (2020) have stated that marketers who capture impulsive ideas and complete sales are more successful.

Consumer behaviour theory can predict how consumers will make purchasing decisions and show marketers how to get the most out of expected behaviour. Impulse buying is an important part of the consumer buying model, but rational decision-making dominates consumer behaviour and influences marketing theory.

### *Conceptual Framework*

The study involves the investigation of the buying behaviour of Generation Y and in this concern, the researcher has selected cost effectiveness, income level, innovation and creativity, and cultural and personal factors as independent variables, whereas buying decision of Generation Y is considered as a dependent variable.

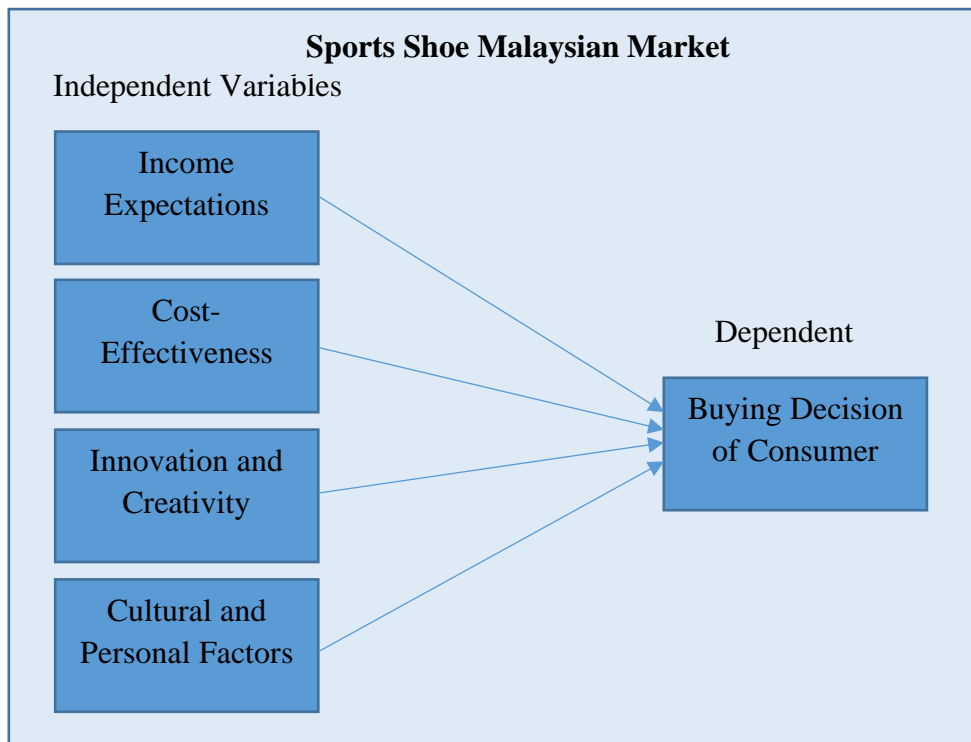


Figure 2. Conceptual Framework for the study

### **Research Methodology**

A research methodology is a set of specific techniques or processes that is used to classify, process, and examine information about the discussed matter of the study. In the current research, this section allows readers to critically evaluate the relevance and overall credibility of the research. This section mentioned the research approach, strategies, data collection and sampling methods. The researcher has also elaborated about the research design and framework including the ethical guidelines and reliability and validity. In the end, the researcher has discussed the limitations faced while conducting the research.

### *Research Paradigm*

A research paradigm in a methodology is the process regarding how data related to the researched issue is collected, analysed and used. The academic literature confirms three major research philosophies: positivism, interpretivism and pragmatism. The first approach, i.e. positivism is the belief that reality is constant and can be objectively observed and interpreted, that is, it does not conflict with the phenomenon under study (Al-Ababneh, 2020). In addition to this, the interpretivism philosophy, it is believed that only through self-interpretation and intervening can researchers fully understand reality. The study of phenomena in the natural environment is the key to explaining philosophy. They admit that there can be many explanations for reality, but they believe that these explanations are themselves part of the scientific knowledge they are seeking. The last type is the pragmatism which is the combination of both positivism and interpretivism.

The current study has chosen the positivism philosophy due to its research design i.e. quantitative. It has been indicated by Marsonet (2019) that positivism philosophy is best suited to collect quantitative data. As mentioned earlier, positivist thinking is the belief that reality is constant, and it does not conflict with the phenomenon under study. Correspondingly, the study on consumer behaviour and sports shoes has the same phenomenon. Hence, the researcher has studied the same phenomenon i.e. consumer behaviour and studied it objectively.

### *Research Approach*

The research approach discusses the path of the study on how the research will be conducted. The chosen approach to the style of the study from beginning to end. Azungah (2018) has defined two research approaches used widely in studies, deductive and inductive. The study by Azungah (2018) has defined the deductive approach in which a hypothesis is developed based on an existing theory and then a research strategy is designed on its basis. The same study has concluded that the deductive approach is concerned about inferring conclusion from premises.

While on the other hand, the inductive approach is defined by McFarland et al (2018) as a study that starts with theories and observations. The pattern of an inductive approach begins from observation to the development of explanations of theories. Also, inductive research does not include any hypothesis. It relies on the existing data to find a pattern and build a theory.

The main differences between inductive and deductive are, deductive follows a 'top-down' approach, while inductive follows a 'bottom-up' approach. In this concern, this current study has selected the deductive approach. The main reason for selecting this approach is that researcher is exploring a known phenomenon but only in a different market condition. Archer (2018) has indicated that the deductive approach tends to stick to logic and identified patterns and the hypothesis is tested in the end. Similarly, in this study, consumer behaviour which is a known behaviour is being researched with new variables. Hence, a new hypothesis has been tested in the end.

### *Sampling Methods*

Sampling methods are the procedures to take a sample from a population. When conducting a primary study, a population is selected specifically to study and collect data (Etikan and Bala, 2017). For instance, if a study is concerned about consumer behaviour, then only consumers will be selected. If a study is more specific, for instance, consumer behaviour in the retail sector, then only those consumers who shop for retail products will be selected. As the study becomes specific, the population becomes limited.

Due to the limitations of the study, the researcher cannot consider collecting data from the entire population. Instead, a small sample is selected, which in this case, 100 participants are selected. However, to select this sample, appropriate methods are used including probability and non-probability techniques.

In probability techniques, all participants are given an equal chance of being selected for the study, whereas in non-probability, all participants are not given an equal chance. Probability techniques consists of stratified sampling, simple random sampling, and systematic sampling. On the other hand, convenience sampling, purposive sampling, and snowball sampling are non-probability sampling.

For this research, the non-probability technique is selected due to the large sample size and hence, every respondent cannot be given an equal chance to participate (Etikan and Bala, 2017). In non-probability technique, the researcher has selected convenience sampling. As per (Etikan and Bala, 2017), this sampling method considers the willingness and availability of participants to take part. It was mentioned above that the current pandemic situation lays certain restrictions and hence, the survey was taken online. Due to similar reasons, every participant was not willing to take part. Hence, the convenience method was used, so that each respondent can join as per own ease.

### *Research Strategies*

The research strategy decides how a researcher would approach the participants and collect data. It has been indicated earlier that this study is using a survey as a data collection method. This means a primary quantitative approach is used. The selected participants are the consumers of sports shoes in Malaysia. The researcher has selected 100 sports shoe consumers in the Malaysian market. By keeping the current limitations of the pandemic in mind, the survey was taken online by using Google Questionnaire.

The questionnaire was explicitly made for sports shoe consumers. These 100 participants who agreed to participate were then approached online for the survey by sending them the google survey questionnaire. Hence, by this approach, the data was gathered for the current study. After the data is gathered, the data will be analysed using SPSS statistical tools focusing on Pearson Correlations Analysis and Multiple Regressions Analysis.

### *Data Collection*

The data collection method states the procedures of how the data will be collected from the participants. As per the study by Ruggiano and Perry (2019), there are two types of

data collection procedures which are primary and secondary. Ruggiano and Perry (2019) have defined secondary data as the old and second-hand data being used before by other researchers in a different context. This data is gathered from previous research, articles, magazines etc. While on the other hand, the primary data collection method is defined by Apanasevic (2018) as the collection of new and raw data. This data is mostly collected through surveys, interviews, focus groups, online polls etc. However, the choice of data collection approach is dependent upon the nature of the research.

In this current research, primary data collection method is selected. The reason for choosing this approach is, as mentioned-above the nature of the research. This study involves the analysis of Generation Y buying behaviour and this behaviour cannot be predicted or examined based on past data (Ali et al., 2018). Hence, new data is required to know the current buying behaviour of Generation Y towards sports shoes in Malaysia. Mall et al (2019) has indicated that trends change after a short period and so do the buying behaviour. In this sense, past data would not provide eligible information for the study; it will be outdated. Therefore, the primary method is selected to gather new data.

### *Research Design*

The research design of the study indicates the structure of the data, whether it will be qualitative or quantitative. Like the data collection method, it is also based on the nature of the study. Mihas (2019) has defined qualitative data to be used when doing in-depth research requiring descriptive data. This type of data is mostly collected from executives or managers through interviews, or from journal articles. Although this data provides an in-depth analysis, but it is descriptive and holds no logical evidence.

While on the other hand, the quantitative data is opposite and involves numeric values and logical information. Although it is not descriptive, but it holds scientific value and it can also be used as logical evidence (Mertens, Pugliese and Recker, 2017). This type of data is collected from surveys, online polls, and financial reports of companies.

In this study, the researcher has selected quantitative design for data collection and has chosen survey as the desired approach. The reason for choosing this design was the aim of the study. This research is revolving around the buying behaviour of Generation Y. Hence, the data required cannot be collected from past articles and similarly, it cannot be gathered via interviews as there are many participants (Boddy, 2016). Also, the research required logical and scientific results. In this concern, a quantitative approach is the most suitable approach for this study.

### *Research Framework*

The research framework for this study is based on secondary and primary sources. The secondary sources are used in the literature review, whereas the primary sources i.e. survey of the Generation Y has been used for findings and analysis of the study. The current study is based on the buying behaviour of Generation Y in the Malaysian sports shoe market. Hence, it intends to take online survey via Google questionnaire from 100 individuals belonging to Generation Y.

On the other hand, the literature of the study is based on the elaboration of research questions and the proposed variables. The secondary sources used in the literature review are related to the studies based on consumer behaviour of millennial, sports shoe market in Asia and Malaysia, and factors affecting consumer behaviour. Nonetheless, the comparison findings of the literature and the survey data has been used to answer the research questions and the main objective of the study.

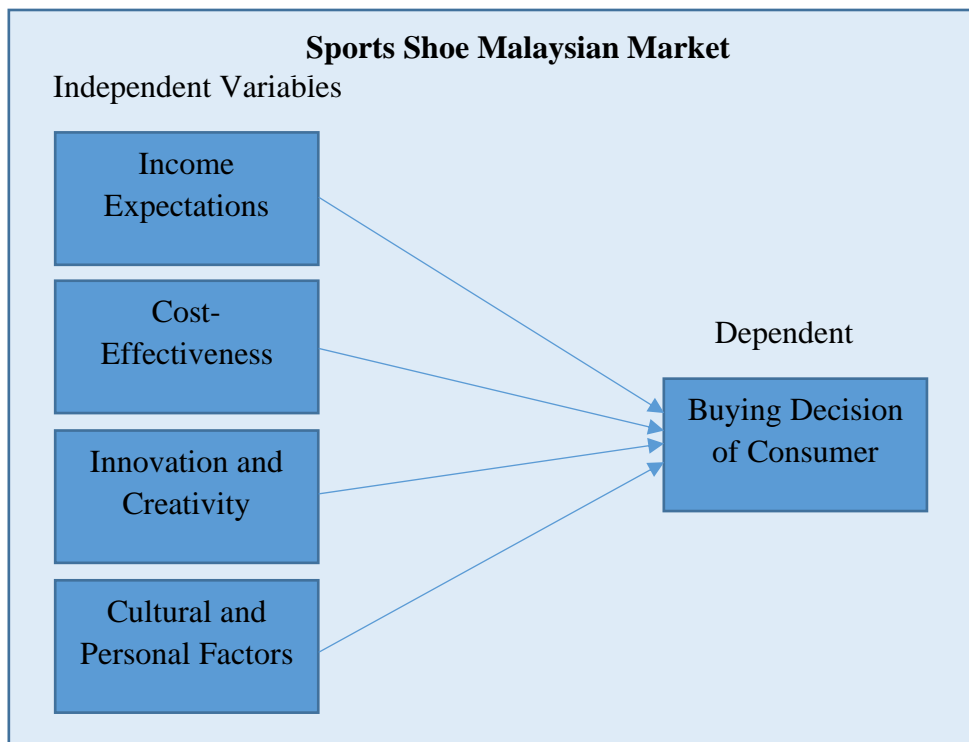


Figure 3. Research Conceptual Framework

### Research Hypotheses

**Null Hypothesis:** There is an insignificant relationship between buying behaviour of Generation Y and cost effectiveness, income level, innovation, and cultural factors.

**Alternative Hypothesis:** There is a significant relationship between buying behaviour of Generation Y and cost effectiveness, income level, innovation, and cultural factors.

### *Research Ethics*

As per the study by Brennen (2017), ethical considerations are a set of guidelines and policies that researchers must follow to make the research credible and reliable. These guidelines enable the researcher to stay within the ethical circle and practically conduct the research process. However, the ethical guidelines change as per the research design. In the context of the current research, the quantitative design is used; hence, respondents who are selected to participate are asked to first give their consent before providing their answers for the survey. Also, all the respondents are free to skip any question that may

be offensive to the investigation process or they can also leave their survey if they wanted to.

Moreover, each respondent's information is classified as confidential and cannot be disclosed without permission. Also, this information will not be shared with any third-party institution and will strictly be used for research purpose. On the other hand, as per the study by Fleming and Zegwaard (2018), secondary data collected for the review of the literature must include the author's name, as it requires to cite the information obtained from ancillary sources. It must also be cited in the bibliography as well to give proper credit to the original author. Also, the investigation data will be disposed of once it has served its purpose in the research.

### *Reliability and Validity*

Reliability or accuracy of the instrument is defined as the second measure of quality in quantitative research (Mohajan, 2017). Reliability is related to consistency in the measurement of the collected data. In other words, when research equipment is reused under the same conditions, the degree of consistency of the results is consistent. Participants who complete the test stimulus device should react in the same manner each time the test is completed. However, the research instrument i.e. the survey questionnaire should provide similar results if reused under the same conditions. As per Mohajan (2017), it is impossible to accurately calculate reliability, but estimating reliability can be done in several ways. The reliability of the current study can be tested through homogeneity, stability, and equivalence. For this research, the tests used for reliability are Leven's test of homogeneity, pilot testing by frequency and Cronbach's alpha test of reliability.

On the other hand, validity is defined as the degree to which concepts are precisely measured in quantitative research. For instance, research aimed to study depression, but measuring anxiety is not considered a valid research. There are four different types of validity tests namely construct validity, content validity, face validity and criterion validity and each are described as follows:

- **Construct Validity**

Construct validity defines whether the research instrument used able to accurately measures all the aspects of a construct.

- **Content Validity**

Content validity is used for assessing whether the test meets the main aim of the research.

- **Face Validity**

Face validity explains about the content of study whether it suits the research aim.

- **Criterion Validity**

Criterion validity is used for checking the results whether the research instrument used relates to other instrument measures and correspond to the same variables.

To examine the validity of this research, the two validity tests selected are the content validity and criterion validity. For content validity, Leven's test is used where else criterion validity is validated via pilot testing.

## Research Results and Findings

### *Descriptive Analysis*

Descriptive statistics is one of the best measures for assessing the nature of data. It allows the researcher to get deep into the distribution to which the data is based. For this study, following is the descriptive statistics considered for understanding the nature of data used by the researcher. The mentioned statistics in Table 1 are the mean, skewness and standard deviation of the questions asked to the participants. Mean and standard deviation are used to assess the nature of data. The responses were based on the Likert scale from 1 to 5, where 1 indicated strongly disagree and 5 is for strongly agree, the mean values are interpreted according to these responses. It can be seen from Table 1 that for all the variables, the average is close to 5.

Table 1. Descriptive Analysis

Descriptive Statistics					
	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Cultural trends affect your buying decision of sports shoes	100	4.0100	1.01995	-.778	.241
You are more inclined towards purchasing sports shoes as compared to your adults	100	3.9900	.96917	-.795	.241
Social trends influence the knowledge regarding the purchase of sports shoes	100	4.0400	.98391	-.925	.241
Sustainability of shoes affect the purchase decision of yours	100	4.0200	.96379	-.800	.241
Your financial and/or socioeconomic status affects the purchasing decision	100	4.1400	.91032	-1.185	.241
You make a purchase decision based on the income level	100	4.2100	.85629	-1.603	.241
The cost of a brand plays a vital role in making a purchase decision	99	4.0606	.98787	-1.096	.243
Innovative shoes attract you	100	4.1500	.86894	-1.146	.241
Service quality of brands influence you to buy from that particular brand	100	4.0900	.95447	-.965	.241
You prefer shoes which satisfy both, athletic and fashion category	99	4.1111	.91349	-.962	.243
Valid N (listwise)	98				

The dataset indicates that most of the participants were agreeing with the questions related to explain associated factors. If any of them marked strongly agree, it provides evidence for the fact that they are strictly in favour of the question they were asked. On the other hand, if any of them selected ‘agree’ this indicates their slight inclination and towards the restaurant because of the selected or given factor. For example, the average of answers for the question, your financial and/or socioeconomic status affects the purchasing decision is 4.14, which can be rounded up to 4. This indicates that on average, people were intended to agree the fact that their buying decision relies on socioeconomic status. However, all the 100 respondents answer each question related to the selected for assessing the buying behaviour of Generation Y preferences for shoes. Furthermore, descriptive information of the data can be best provided by assessing the frequency associated to each of the responses.

Following are the frequency table that can help to understand the buying patterns of the millennials for selection of shoes brand.

Table 2. Cultural Trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	5	5.0	5.0	7.0
	3.00	24	24.0	24.0	31.0
	4.00	28	28.0	28.0	59.0
	5.00	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Cumulatively, 69% of the people were in favour of the fact that cultural trends influence their buying decisions for selecting shoes.

Table 3. Financial and Socioeconomic Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	3	3.0	3.0	5.0
	3.00	14	14.0	14.0	19.0
	4.00	41	41.0	41.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Cumulatively, 81% of the people were in favour of the fact that financial and/or socioeconomic status affects the purchasing decision.



Table 4. Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	3.00	10	10.0	10.0	13.0
	4.00	47	47.0	47.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Cumulatively, 87% of the people were in favour of the fact that income levels influence their buying decisions for selecting shoes.

Table 5. Cost of Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	3	3.0	3.0	6.1
	3.00	18	18.0	18.2	24.2
	4.00	36	36.0	36.4	60.6
	5.00	39	39.0	39.4	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

Cumulatively, 75.8% of the people were in favour of the fact that cost of brand influences their buying decisions for selecting shoes.

Table 6. Service Quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	3	3.0	3.0	5.0
	3.00	20	20.0	20.0	25.0
	4.00	34	34.0	34.0	59.0
	5.00	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Cumulatively, 84% of the people were in favour of the fact that service quality influences their buying decisions for selecting shoes.

Table 7. Innovative and Creativity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	1	1.0	1.0	3.0
	3.00	16	16.0	16.0	19.0
	4.00	42	42.0	42.0	61.0
	5.00	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

Cumulatively, 81% of the people were in favour of the fact that innovative shoes influence their buying decisions for selecting shoes.

### *Demographic Information*

Following frequency distribution helps to evaluate the age groups that were being focused by the researcher along with the gender preferences. The table explains about the demographic distribution by age and gender wise. In addition, the pie chart provides ease for studying the aspect of age and gender in an appropriate way.

Table 8. Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-22	27	27.0	27.0	27.0
	23-31	37	37.0	37.0	64.0
	32-39	36	36.0	36.0	100.0
	Total	100	100.0	100.0	



Figure 4. Age Group

The proportion between the three age groups indicate that most of the participants were belonging to the millennial group that starts from 23 years and ends at 40 years. The proportion of people belonging to ages 15 to 22 is 27%, while 37% of people aged between 23 and 31 years were present, and 36% were between 32 and 39. Nonetheless, cumulative percentage indicates that 73% of them were belonging to the age bracket of millennials (Generation Y) that starts from 23 to and ends on 39.

Table 9. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	43	43.0	43.0	43.0
	Male	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

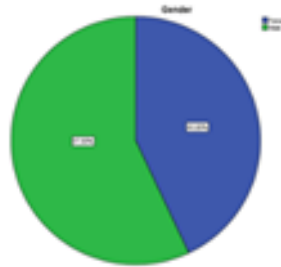


Figure 5. Gender

The proportion of gender is seen clearly from the pie chart with a proportion of 57% male and 43% female.

*Impacts of Independent Variables on Buying Decision of Generation Y*

In this section, individual impact of each of selected independent variables are evaluated by using correlation and regression outcomes. Following output is the linear regression from SPSS based on buying behaviour as dependent and rest of the variables as independent.

Table 10. Linear Regression Output

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.620	.352		4.605	.000
	Cost Effectiveness	.663	.073	.674	9.044	.000
2	(Constant)	.636	.328		1.940	.055
	Cost Effectiveness	.192	.093	.196	2.061	.042
	Income Level of Individuals	.671	.101	.633	6.667	.000
3	(Constant)	-.882	.351		-2.511	.014
	Cost Effectiveness	.196	.077	.199	2.540	.013
	Income Level of Individuals	.584	.084	.551	6.945	.000
	Innovation and Creativity	.397	.058	.357	6.787	.000
4	(Constant)	-.885	.362		-2.449	.016
	Cost Effectiveness	.196	.078	.199	2.508	.014

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
	Income Level of Individuals	.585	.086	.552	6.824	.000
	Innovation and Creativity	.395	.076	.355	5.211	.000
	Cultural and Personal Factors	.002	.060	.002	.037	.970

a. Dependent Variable: Buying Decision of Generation Y

Table 11. For Cost Effectiveness

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.620	.352		4.605	.000
	Cost Effectiveness	.663	.073	.674	9.044	.000

a. Dependent Variable: Buying Decision of Generation Y

Table 12. For Income Level of Individuals and Family

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.799	.323		2.472	.015
	Income Level of Individuals	.828	.067	.781	12.376	.000

a. Dependent Variable: Buying Decision of Generation Y

Table 13. For Innovation and Creativity

Coefficients <sup>a</sup>						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.039	.468		4.356	.000
	Innovation and Creativity	.568	.096	.512	5.895	.000

a. Dependent Variable: Buying Decision of Generation Y

Table 14. For Cultural and Personal Factors

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	3.667	.414	8.865	.000
	Cultural and Personal Factors	.238	.087	2.728	.008

a. Dependent Variable: Buying Decision of Generation Y

### Reliability and Validity Test Results

#### Leven's Test of Homogeneity

Leven's test of homogeneity is based on assessing the equality of variances. This tells about the reliability of data whether it is suitable for running regression or not. The test also addresses the content validity of the study and explains whether the content succeeded in meeting aims of the research. Following is the output for Leven's test calculated on SPSS. The data is grouped according to the age groups. It can be seen from the following table that all the variables are significant except cultural and personal factors. The significant values associated with each of the selected variables are less than 0.05. This indicates that all the variances for the groups considered in this study do not have equal variance. Nonetheless, inequality of variances evidenced for the reliability of dataset and all items are reliable and valid to measure the Generation Y buying decision towards sport shoes.

Table 15. Leven's Test of Homogeneity

	N	Mean	Std. Deviation	Std. Error	95% Confidence		Minimum	Maximum	
					Lower Bound	Upper Bound			
Innovation and Creativity	15-22	27	4.8148	.39585	.07618	4.6582	4.9714	4.00	5.00
	23-31	37	4.8919	.31480	.05175	4.7869	4.9969	4.00	5.00
	32-39	36	4.8056	.40139	.06690	4.6697	4.9414	4.00	5.00
	Total	100	4.8400	.36845	.03685	4.7669	4.9131	4.00	5.00
Cultural and Personal Factors	15-22	27	4.5926	.50071	.09636	4.3945	4.7907	4.00	5.00
	23-31	37	4.8378	.37368	.06143	4.7132	4.9624	4.00	5.00
	32-39	36	4.6667	.47809	.07968	4.5049	4.8284	4.00	5.00
	Total	100	4.7100	.45605	.04560	4.6195	4.8005	4.00	5.00
Income Level of Individuals	15-22	27	4.9259	.26688	.05136	4.8204	5.0315	4.00	5.00
	23-31	37	4.7568	.43496	.07151	4.6117	4.9018	4.00	5.00
	32-39	36	4.8056	.40139	.06690	4.6697	4.9414	4.00	5.00
	Total	100	4.8200	.38612	.03861	4.7434	4.8966	4.00	5.00
Cost Effectiveness	15-22	27	4.7778	.42366	.08153	4.6102	4.9454	4.00	5.00
	23-31	37	4.7568	.43496	.07151	4.6117	4.9018	4.00	5.00
	32-39	36	4.8056	.40139	.06690	4.6697	4.9414	4.00	5.00
	Total	100	4.7800	.41633	.04163	4.6974	4.8626	4.00	5.00

Table 16. Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Innovation and Creativity	2.568	2	97	.082
Cost Effectiveness	12.197	2	97	.000
Income Level of Individuals	8.085	2	97	.001
Cultural and Personal Factors	.503	2	97	.606

### Pilot Testing

Pilot testing is done by using frequency analysis. The test is best suited for understanding the reliability and validity of the report. This test is in line with addressing the criterion validity for checking the results whether they correspond with another test. The pilot test is shown as follows:

Table 17. Pilot Test on Cost of Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	2.00	3	3.0	3.0	6.1
	3.00	18	18.0	18.2	24.2
	4.00	36	36.0	36.4	60.6
	5.00	39	39.0	39.4	100.0
	Total	99	99.0	100.0	
Missing	System	1	1.0		
Total		100	100.0		

It was asked that the cost of a brand plays a vital role in making a purchase decision. In response to this, the result from SPSS revealed that 39.39% were strongly in favour of this while 36.36% were agreed.

Table 18. Pilot Test on Innovative

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	1	1.0	1.0	3.0
	3.00	16	16.0	16.0	19.0
	4.00	42	42.0	42.0	61.0
	5.00	39	39.0	39.0	100.0
	Total	100	100.0	100.0	

It was asked that innovative shoes attract them. In response to this, 39% were strongly in favour of this while 42% were agreed. On the other hand, 16% were neutral in this aspect whereas 1% marked disagree and 2% of the 100 were strongly disagreed at this point.

Table 19. Pilot Test on Cultural Trends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	2.0	2.0	2.0
	2.00	5	5.0	5.0	7.0
	3.00	24	24.0	24.0	31.0
	4.00	28	28.0	28.0	59.0
	5.00	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

It was asked that cultural trends affect the buying decision of sports shoes. In response to this, 41.4% were strongly in favour of this while 28.3% were agreed. On the other hand, 23.2% were neutral in this aspect and few of them marked negative responses.

Table 20. Pilot Test on Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	3.0	3.0	3.0
	3.00	10	10.0	10.0	13.0
	4.00	47	47.0	47.0	60.0
	5.00	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

It was asked that they make a purchase decision based on the income level. In response to this, the result from SPSS revealed that 40% were strongly in favour of this while 47% were agreed.

From the frequency analysis, it is evidenced that the reliability and validity of the research meets and corresponds to the same variables.

### Cronbach's Alpha

The test of Cronbach's Alpha is used to assess the reliability of the entire dataset to assess the accuracy associated with results and outcomes. The output for reliability test from SPSS is displayed in Table 21. Generally, as the value of Cronbach's Alpha comes closer to 1, it speaks for the strongest and highest reliability of the data taken into consideration. The following table explains that the value of Cronbach's Alpha is greater than 0.7, which speaks for the strong reliability of the entire dataset. However, following table is designed in a way that describes that how the reliability levels can be increased by the exception of any item in the dataset.

Table 21. Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	N of Items
.772	.778	5

As seen in the following table, for the cultural and personal factors, the associated value of Cronbach's Alpha becomes 0.816 on excluding this item. Therefore, if the

variable of cultural and personal factors is excluded from the data, the dataset becomes more reliable.

Table 22. Cronbach's Alpha Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Buying Decision of Generation Y	19.1500	1.280	.788	.747	.640
Innovation and Creativity	19.1000	1.566	.517	.556	.739
Cultural and Personal Factors	19.2300	1.613	.308	.404	.816
Income Level of Individuals	19.1200	1.460	.610	.727	.708
Cost Effectiveness	19.1600	1.449	.555	.604	.726

### *Results from Google Response*

This section is based on defining and discussing the results obtained from the responses of the Google questionnaire. The difference between this section and above section is different usage of software. Following are the responses to every question, calculated by the Google Forms:

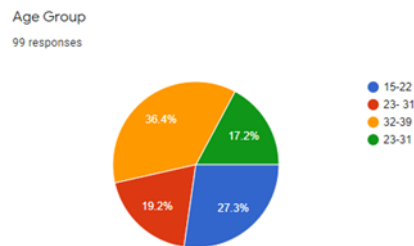


Figure 6. Age Group

From the pie chart, it indicates that the largest respondents are from the age group of 32 to 39 with 36.4%, the second largest is within age 15 to 22 with 27.3%, the third largest is within age 23 to 31 with 19.2% and the smallest number of respondents are from the age group of 23 to 31 with a percentage of only 17.2%.



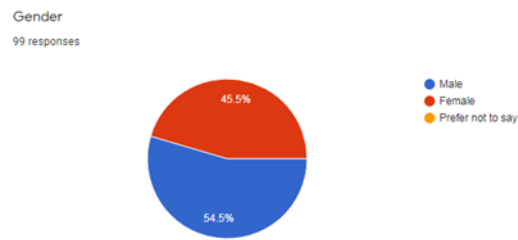


Figure 7. Gender

The pie chart displayed by Google indicated the male female proportion of gender preferences. The dataset considered by the researcher is based on 54.5% of males whereas female proportion is 45.5%

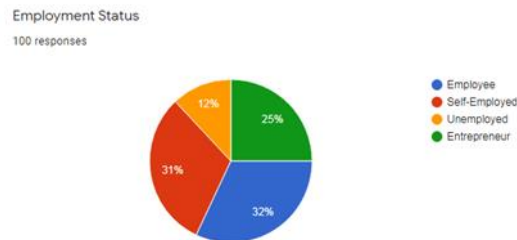


Figure 8. Employment Status

While looking at the employment status, 25% of the people being surveyed was entrepreneur, 32% was employee, 31% of them were self-employed, and only 12% of them were unemployed.

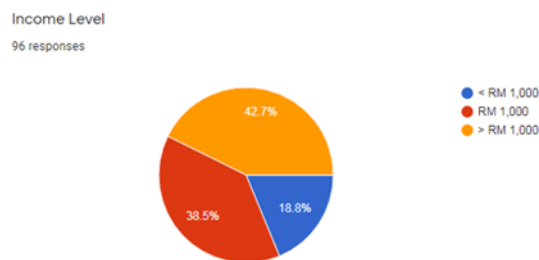


Figure 9. Income Level

Considering the income level, 18.8% were earning less than 1,000 Malaysian Ringgit, 38.5% was earning 1,000 Malaysian Ringgit and 42.7% greater than 1,000 Malaysian Ringgit.

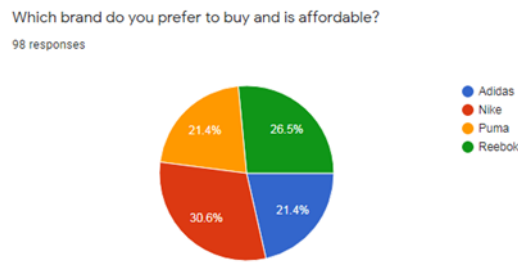


Figure 10. Brand Preference

It has been seen from the pie chart about the brand preferences of people belonging to Generation Y. 26.5% prefer Reebok, 21.4% prefer Adidas, 30.6% selected Nike and 21.4% of them prefer Puma for fulfilling their shoe preferences.



Figure 11. Attractiveness

On questioning about attractiveness, the data explains that 32% of the participants consider brand that can attract them to purchase sport shoes. However, 8% of them says, packaging attracts them while 19% were in the favour of price. On the other hand, for the style and design, 41% supported this facet that style and design were the primary factors that can trigger their purchase intention towards the sports shoes.

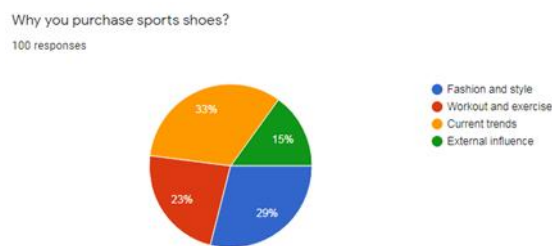


Figure 12. Specific Reason

On asking about the specific reason for purchasing sports shoes, 15% says they buy because of external factors, 33% marked that current trends were the major reason. While 23% said for workout and 29% marked the reason for buying sports shoes for fashion and style.

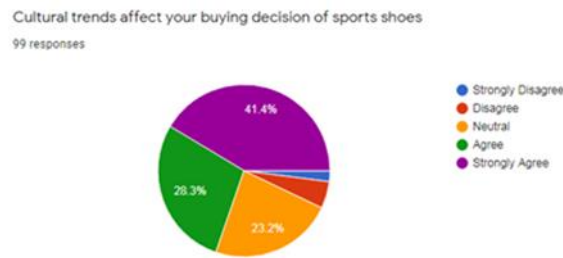


Figure 13. Cultural Trends

It was asked that cultural trends affect the buying decision of sports shoes. In response to this, 41.4% were strongly in favour of this while 28.3% were agreed. On the other hand, 23.2% were neutral in this aspect and few of them marked negative responses.

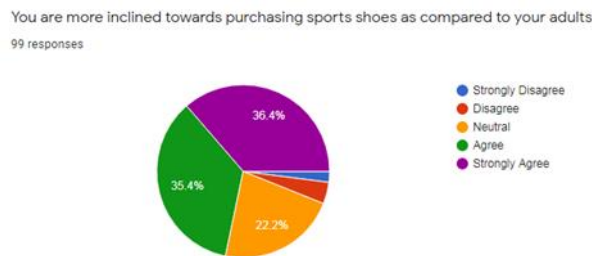


Figure 14. Purchase Interest

It was asked that they are more inclined towards purchasing sports shoes as compared to them adults. In response to this, 36.4% were strongly in favour of this while 35.4% were agreed. On the other hand, 22.2% were neutral in this aspect and few of them marked negative responses.



Figure 15. Social Trends

It was asked that social trends influence the knowledge regarding the purchase of sports shoes. In response to this, 39% were strongly in favour of this while 35% were agreed. On the other hand, 19% were neutral in this aspect and few of them marked negative responses.

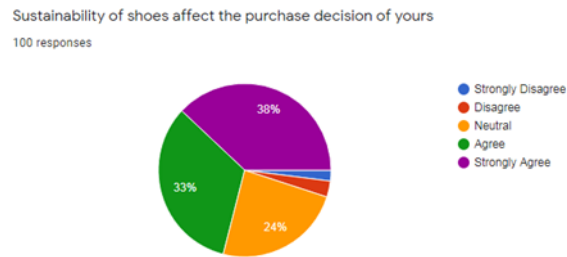


Figure 16. Sustainability

It was asked that sustainability of shoes affect the purchase decision of them. In response to this, 38% were strongly in favour of this while 33% were agreed. On the other hand, 24% were neutral in this aspect and few of them marked negative responses.

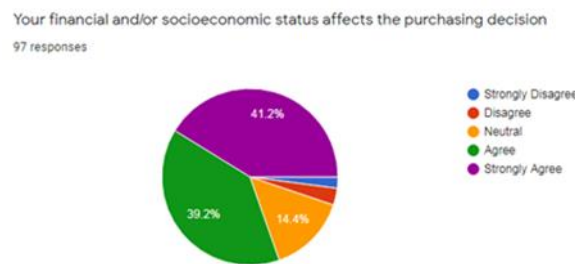


Figure 17. Financial and/or Socioeconomic Status

It was asked that the financial and/or socioeconomic status affects the purchasing decision. In response to this, 41.2 % were strongly in favour of this while 39.2% were agreed. On the other hand, 14.4% were neutral in this aspect and few of them marked negative responses.

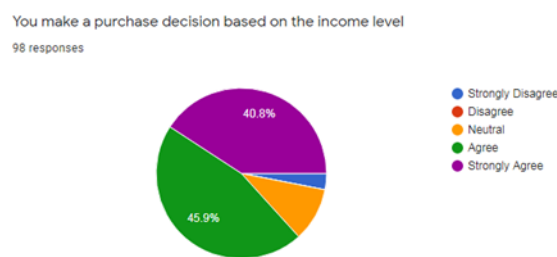


Figure 18. Income Level

It was asked that whether they make a purchase decision based on the income level. In response to this, 40.8% were strongly in favour of this while 45.9% were agreed. On the other hand, 23.2% were neutral in this aspect and few of them marked negative responses.



Figure 19. Cost of Brand

It was asked that the cost of a brand plays a vital role in making a purchase decision. In response to this, 39.8% were strongly in favour of this while 35.7% were agreed. On the other hand, 18.4% were neutral in this aspect and few of them marked negative responses.

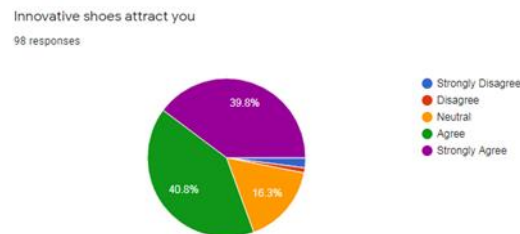


Figure 20. Innovation

It was asked that innovative shoes attract them. In response to this, 39.8% were strongly in favour of this while 40.8% were agreed. On the other hand, 16.3% were neutral in this aspect and few of them marked negative responses.

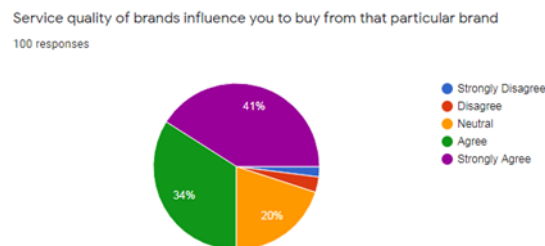


Figure 21. Service Quality

It was asked that service quality of brands influence them to buy from that particular brand. In response to this, 41% were strongly in favour of this while 34% were agreed. On the other hand, 20% were neutral in this aspect and few of them marked negative responses.

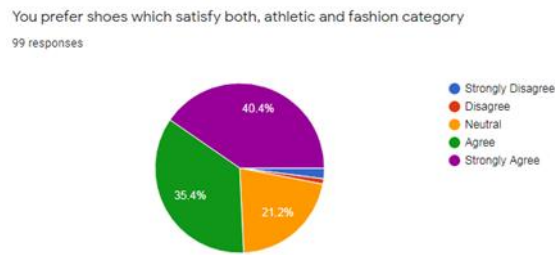


Figure 22. Athletic and Fashion Fulfillment

It was asked that they prefer shoes which satisfy both, athletic and fashion category. In response to this, 40.4% were strongly in favour of this while 35.4% were agreed. On the other hand, 21.2% were neutral in this aspect and few of them marked negative responses.

The reliability and validity of the data considered for the study which has been gathered from the survey responses. It has also been found that the specific reason to buy sports shoes is current trends. The dataset indicates that most of the participants were agreeing with the questions related to explain associated factors of cost effectiveness, income level, innovation and creativity, and cultural and personal factors. This chapter concludes that the selected data is reliable and valid for meeting the main aim of the research.

## Research Analysis

### Graphical Analysis

Following are the variables considered for assessing the buying behaviour of people for shoes purchase in Generation Y.

### Cost Effectiveness

Following is the frequency result for the factor of cost effectiveness that the people perceive for making a purchase decision.



Figure 23. Cost Effectiveness

It was asked that the cost of a brand plays a vital role in making a purchase decision. In response to this, the result from SPSS revealed that 39.39% were strongly in favour of this while 36.36% were agreed. On the other hand, 18.18% were neutral in this aspect and cumulatively 6% marked negative responses. These findings were in line with the study of Sudha and Sheena (2017), which indicated that customers today look for cost-effective products. Therefore, retailing corporations are focusing on the integration of low operational cost to ensure the provision of low-cost products/services in the market to entice Generation Y

### Income Level of Individuals and Family



Figure 24. Income Level

It was asked that they make a purchase decision based on the income level. In response to this, the result from SPSS revealed that 40% were strongly in favour of this while 47% were agreed. On the other hand, 10% were neutral in this aspect and only 1% marked negative responses. The findings collide with the results of Ramya, and Ali (2016), which highlighted the fact that if the consumer is expecting a decline in his/her income, then she might consider cutting off expenditures on luxury or shopping products. This also has a direct association with the savings.

### Innovation and Creativity

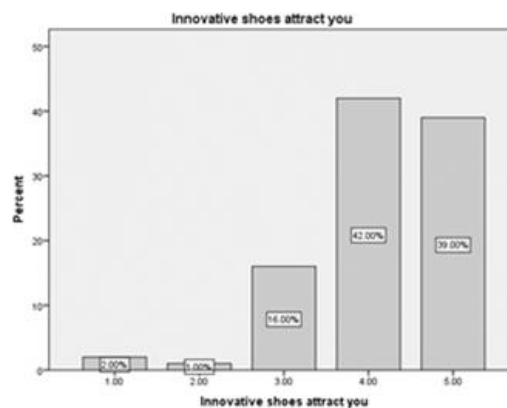


Figure 25. Innovation and Creativity

It was asked that innovative shoes attract them. In response to this, 39% were strongly in favour of this while 42% were agreed. On the other hand, 16% were neutral in this aspect whereas 1% marked disagree and 2% of the 100 were strongly disagreed at this point. In the case of apparel and sports shoes, was found from literature that Generation Y typically look for the design of shoes, which are innovative and creative. In this concern, it is believed that retailing corporations are required to focus on the inclusion of innovative and creative products or services.

### Cultural and Personal Factors



Figure 26. Cultural and Personal Factors

It was asked that cultural trends affect the buying decision of sports shoes. In response to this, 41.4% were strongly in favour of this while 28.3% were agreed. On the other hand, 23.2% were neutral in this aspect and few of them marked negative responses. These responses collide with the findings of Quoquab et al. (2017), which indicated that a person's age is one of the most important factors that affect customer behaviour. People buy different products at different stages of the cycle.

### *Inferential Statistics*

#### Pearson Correlation Analysis

Pearson Correlation is used to look for relationship between two or more variables. However, for more than two variables, multiple correlation is used. Here, in this study, it is required to assess impact of all the selected variables for the buying behaviour of Generation Y for sports shoes. Therefore, linear correlation is used, the SPSS output for Pearson Correlation is given as follows:



Table 23. SPSS Output for Pearson Correlation

		Buying Decision of Generation Y	Innovation and Creativity	Cultural and Personal Factors	Income Level of Individuals	Cost Effectiveness
Buying Decision of Generation Y	Pearson Correlation	1	.512**	.266**	.781**	.674**
	Sig. (2-tailed)		.000	.008	.000	.000
	N	100	100	100	100	100
Innovation and Creativity	Pearson Correlation	.512**	1	.623**	.222*	.163
	Sig. (2-tailed)	.000		.000	.027	.105
	N	100	100	100	100	100
Cultural and Personal Factors	Pearson Correlation	.266**	.623**	1	.045	.086
	Sig. (2-tailed)	.008	.000		.658	.394
	N	100	100	100	100	100
Income Level of Individuals	Pearson Correlation	.781**	.222*	.045	1	.757**
	Sig. (2-tailed)	.000	.027	.658		.000
	N	100	100	100	100	100
Cost Effectiveness	Pearson Correlation	.674**	.163	.086	.757**	1
	Sig. (2-tailed)	.000	.105	.394	.000	
	N	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

The highlighted cells are mainly taken into consideration for reading the impact of each of the variables for buying behaviour. Firstly, it can be seen from the table that the correlation coefficient for innovation and creativity is 0.512. This indicates a moderate relationship between buying behaviour and innovation in shoes. In other words, innovation and creativity has 51.2% impact on the buying behaviour of Generation Y for sports shoes. Next is the cultural and personal factor, it can be seen from the table that the correlation coefficient associated to this factor is 0.266. This indicates a weak relationship between buying behaviour and cultural and personal factors. In other words, cultural and personal factors impacted 26.6% on the buying behaviour of Generation Y for sports shoes. Furthermore, it can be seen from the table that the correlation coefficient for income level of individuals is 0.781. This indicates a moderate relationship between buying behaviour and the level of earning of people. In other words, income level of individuals has 78.1% effect on the buying behaviour of Generation Y for sports shoes. Lastly, it can be seen from the table that the correlation coefficient for cost effectiveness is 0.674. This indicates a moderate relationship between buying behaviour and cost effectiveness in shoes' brand. In other words, cost effectiveness has 67.4% impact on the buying behaviour of Generation Y for sports shoes.

These results indicate that income level is the major factor that affects buyer decision-

making for any sports shoes. However, literature enlightened the same findings that one of the prime factors found in economic aspect is income expectation that influences a consumer’s buying behaviour. If an individual is expecting an increase in income, he or she expected to spend more money on shopping or luxury goods. Whereas, if the consumer is expecting a decline in his or her income, then he or she might consider cutting off expenditures on luxury or shopping products. This also has a direct association with the savings. Other than this, the second most influential factor is cost effectiveness of any shoe brand that collides with the study of Sudha and Sheena (2017) that customers today look for cost-effective products.

### Multiple Regressions Analysis

Following is the multiple regression output displayed by the SPSS, which is interpreted as per following table:

Table 24. Multiple Regression Output

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.865 <sup>a</sup>	.747	.737	.21002

a. Predictors: (Constant), Cost Effectiveness, Cultural and Personal Factors, Innovation and Creativity, Income Level of Individuals

This above table expressed that the model explained variation is 0.747 or simply saying, the regression model explained 74.7% variation of the entire data. On the other hand, value of R expressed that the multiple correlation between the selected independent variables is 0.865 times stronger. In other words, the correlation between independent variables is 86.6%, which evidences for the strong correlation.

Table 25. ANOVA Output

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.400	4	3.100	70.280	.000 <sup>b</sup>
	Residual	4.190	95	.044		
	Total	16.590	99			

a. Dependent Variable: Buying Decision of Generation Y  
 b. Predictors: (Constant), Cost Effectiveness, Cultural and Personal Factors, Innovation and Creativity, Income Level of Individuals

The ANOVA output in the regression explains whether the regression model fits the data. This can be decided by looking at the significant level of the F test. As seen in the above table, the F test gives a significant result (sig < 0.05). Therefore, it can be interpreted that the regression equation fits the data well.

Table 26. Coefficients of Regression

Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.885	.362		-2.449	.016
	Innovation and Creativity	.395	.076	.355	5.211	.000
	Cultural and Personal Factors	.002	.060	.002	.037	.970
	Income Level of Individuals	.585	.086	.552	6.824	.000
	Cost Effectiveness	.196	.078	.199	2.508	.014

a. Dependent Variable: Buying Decision of Generation Y

Based on coefficients of regression above, the following shows the regression equation for this study:

$$Y = -0.885 + 0.395X_1 + 0.002X_2 + 0.585X_3 + 0.196X_4 + \epsilon \quad (1)$$

Here,  $X_i$  = Innovation and Creativity, Cultural and Personal Factors, Income Level of Individuals, and Cost Effectiveness, respectively. The regression equation is interpreted in a way, if the innovation and creativity is associated with any shoe brand then consumer buying behaviour is increased 0.39 time positively by keeping rest of the variables constant. Similarly, if the cultural and personal factors are considered while selecting any shoe brand then consumer buying behaviour is increased 0.002 times by keeping rest of the variables constant. On the other hand, if the income level of individuals increased it will increase the consumer buying behaviour by 0.585 times by keeping rest of the variables constant. Lastly, if the cost effectiveness is associated with any shoe brand then consumer buying behaviour is increased 0.196 times by keeping rest of the variables constant.

The research findings collide with the results in literature review. It has been found that the two most influential factors for consumer decision-making process for buying sports shoes are cost effectiveness and income levels. Nonetheless, literature defined a direct impact of cultural and personal factors, but this study failed to provide any significant or strong relationship of these factors with buying behaviour. Therefore, two kinds of environmental factors that affect the purchase intention of Generation Y are cost and income associated with brand and individuals, respectively. For hypothesis testing, as per ANOVA, there is not enough evidence for the acceptance of null hypothesis, which can be concluded in a way that there may be a significant relationship between buying behaviour of Generation Y and cost effectiveness, income level, innovation, and cultural factors.

## Conclusion and Recommendation

Shopping has changed its role since the past decade from just fulfilling basic needs to impulse buying. Retail promotions and store environment have resulted in an increment in unintended and unnecessary purchases. Hence, current retailers are modifying their stores selling practices to attract more customers. This pattern constitutes of several

products including footwear as well. In the same way, sports market is also affected by these trends significantly. By keeping all these things in mind, this research was based on evaluating the purchasing behaviour of individuals, specifically Generation Y towards the sports shoes in the Malaysian market. This chapter concludes the entire research which was done based on primary data collection using quantitative research design.

### *Summary of Findings*

Rapid urbanisation and arrival of shoe brands in the Malaysian market have made the marketers highly competitive. In this concern, marketers need to understand and analyse specific consumer behaviours to, formulate the right marketing strategies and allocate the right marketing budgets. In order deep dive into it, this research was designed for assessing consumer buying behaviours toward sports shoes. Although previous studies have examined the impact of consumer shopping behaviour, but the sports shoe market was not investigated by any scholar. Hence, this research was conducted to study and amend this research gap and identify certain factors to be applied for evaluating consumer buying behaviour of millennials.

Multiple regression and Pearson correlation were used to meet the research objectives. The variables selected for the research were cost effectiveness, income levels, innovation and creativity, and cultural and personal factors. Google questionnaire results were also used to answer research question that was based on finding specific reason to buy sports shoes. It has been found from the survey responses that current trends were the major reason behind buying sports shoes. The answers obtained from the research questions were intended to find out the environmental factors for the sport shoes purchase. These environmental factors specifically studies on cultural and personal beliefs, innovation and creativity, income, and cost effectiveness of the brand.

From the research, it has been found that the primary factors behind the consumer purchasing decision regarding sports shoes in Malaysia were cost effectiveness and the income level of consumers. These findings were based on the survey responses analysed by using correlation and regression. The mentioned factors have a significant relationship with the buying behaviour for sports shoes. On the other hand, rest of the variables were insignificantly connected or correlated to each other.

It has been seen from the pie chart about the brand preferences of people belonging to Generation Y, most of the participants' first affordable brand preference was Nike, second preference was Reebok and third ranking consist of two brands which are Adidas and Puma. Moreover, income expectations, cost-effectiveness, innovation, and cultural and personal factors are the key factors taken into consideration by this study. These factors were analysed through primary data collection. It has been found that the two most influential factors for consumer decision-making process for buying sports shoes are cost effectiveness and income levels.

It has also been found that Malaysia's sports' shoe market is expanding, and the trend continues to drive demand for sports-inspired products in 2019. It was found that Malaysians are health conscious and hence, it directly affects the sports apparel market. As the incidence of non-communicable diseases continues to rise, Malaysians are

increasingly adopting a healthy lifestyle and exercising regularly. This study concludes that the Malaysian sports shoe market is expanding at a good rate and expected to exceed more by 2024. This demonstrates that Malaysian consumers are taking interest in buying their favourite brands from the Malaysian market. This increase in the purchasing trend of the Malaysian audience has also attracted foreign players like H&M, Max Fashion, Nike, Adidas, Puma etc. to establish their markets in Malaysia.

### *Implication of Study*

#### Theoretical Implication

The main findings of this research are based on addressing the consumer perception related to purchase of sports shoes. These findings are in line with the consumer behaviour that a consumer perceive while deciding to buy any certain product. Therefore, this research forms the foundation for studying influential factors toward the buying behaviour of individuals specifically in sports shoes market. Other than this, the findings can also be used in a generalised way that it can answer the questions for understanding the main consumer buying behaviour.

#### Managerial Implication

The managerial relevance of this study relates to the executives working in the local and international markets. The expansion of the sports shoe market in Malaysia has attracted many local and foreign brands. This expansion and the trends of sports shoes has provided opportunities for numerous companies dealing in sport's shoes; they are seeing a huge potential in this sector. Moreover, managers of these companies are taking full advantage of this opportunity and are opting to expand their brands in the Malaysian market. The results can be used by shoes brands to enhance their customer service by following the identified factors in this study.

### *Recommendation for Business Strategy for Sports Shoe Market*

It is recommended that the sports shoe companies should introduce budget friendly products that appeals also to the middle-class customers. This allows them to increase their customer base. Furthermore, sport shoes companies can stand out further by providing customised shoes to entice the market. This will create competitive edge. Other than this, the research findings revealed that people are tended to follow the current trends for buying shoes. Therefore, shoes companies are recommended to introduce updated variety of shoes that completely collides with the current trends in sports shoes industry.

### *Limitation*

Due to the time constraint and deadline of this research, it was impossible to carry out a larger dataset. Asides, due to the pandemic condition and budget constraint, sample size collected only represented 100 people from both Selangor and Kuala Lumpur. Therefore, the result of this research may not be able to represent all the Generation Y sport shoes buyers from Selangor and Kuala Lumpur.

### *Future Research*

This study is based on understanding the buying decision ways and processes for Generation Y. The research method selected was only based on quantitative method, however, the research can also be carried out through qualitative means. Therefore, in future research, the researchers can implicate this study by switching the research design from quantitative to qualitative. This will enhance the research further on the buying behaviour of consumers for sports shoes. In addition, future researchers can utilise both primary and secondary means instead of only using primary data alone to further meet the aim of the research.

### *Conclusion*

It is concluded from the study that primary research results collide with the findings in literature review. It has been found that the two most influential factors for consumer decision-making process for buying sports shoes are cost effectiveness and income levels. Notably, Generation Y has turned out to be one of the most crucial customers in the retailing sectors and the demand of this generation is required to be fulfilled. One of the demands is interlinked to the cost-effectiveness of the products or services. This study indicated that customers today look for cost-effective products. Therefore, retailing corporations are focusing on the integration of low operational cost to ensure the provision of low-cost products or services in the market to entice Generation Y. Another prime factor found in economic aspect that has a major impact on the buying behaviour is income expectation that influences a consumer's buying behaviour. If an individual is expecting an increase in his income, he or she expected to spend more money on shopping or luxury goods. Nonetheless, literature defined a direct impact of cultural and personal factors, but this study failed to provide any significant or strong relationship of these factors with buying behaviour.

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**HOW TO CITE THIS ARTICLE**

Yap, L., Yazdanifard, R. (2021). An Investigation on Malaysian Generation Y Shopping Resolution on Sports Shoes. *International Journal of Management, Accounting and Economics*, 8(4), 237-278.

DOI: 10.5281/zenodo.4884938

URL: [http://www.ijmae.com/article\\_131272.html](http://www.ijmae.com/article_131272.html)

