

Consumers' Shopping Behaviour Pattern on Selected Consumer Goods: Empirical Evidence from Malaysian Consumers

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In this paper, a framework which integrates several dimensions affecting consumer decision making (attributes importance, demographic variables, interpersonal influence) and repurchase intention as well as the possible relationship among variables is developed. The framework is tested using standard multiple regression analysis to determine the linear relationship among all these variables. A cross-sectional survey was conducted and 1000 consumers were interviewed through mall intercept of which only 500 were useable for the analysis of the findings. The results of this research support the complexity of consumer buying behaviour. Consumers' preference differs on which attributes they emphasize more as compared to the others and the issue of how significantly others influence their buying decisions and repurchase intention. The findings revealed that purchasing high involvement products was regarded as a very important decision in comparison to purchasing low involvement products. Second, quality, price, brand name and product information had significant direct relationship on repurchase intention for high involvement products. While for low involvement products, price and brand name significantly predict consumers' repurchase intention. Third, the influence of significant others (spouses, siblings, family members, friends, and the like) did not significantly affect repurchase intention regardless of whether the products are low involvement products or high involvement products. In conclusion, the implications of this research: 1) contributes to the body of knowledge and exploratory model building on consumer purchase behaviour; and 2) the research model will provide an important input to the marketing decision-making process and management decision, such as marketers, product managers and/or brand managers to streamline their marketing plan and strategies.

Field of Research: Marketing and Consumer Behaviour

1. Introduction

Consumer behaviour theorists generally believe that consumer behaviour theories can be applied globally but consumer preferences and tastes are influenced by their cultural background (Schutte and Ciarlante, 1998). Therefore, marketers and business practitioners have to recognize that consumers' attitudes and beliefs, preferences, needs and tastes towards certain products or services are greatly influenced by their culture and the society they belong to. For instance, consumers in other parts of the globe may consider price as the most important determinant in their decision to buy food items, whereas, in others, they may consider quality as the most important factor that may affect their

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choices. Other factors that may surface could also be the influence of significant others, such as spouses, siblings, family members, friends, salespersons, relatives or neighbours (on consumers' purchase decisions and/or repurchase intentions), and even the marketing stimuli triggered by the marketers. Despite all these uncertainties, marketers or businesses still invest a lot of money in their marketing plans to indulge consumers to buy their products or services. This is an on-going process that they have to deal with in order to meet consumers' specific needs and preferences. It is not enough to offer a variety of products, but the true gain in business platform is how to sustain profit and survive in the marketplace by satisfying consumers' needs and wants relative to the value of the offerings. Hence, this paper empirically investigates the consumers' shopping behaviour pattern on selected consumer goods and addresses the issues on what they buy, why they buy, when they buy, where they buy, how much and how often do they buy, who influence their buying decisions, and the determinants that influence consumers' repurchase intention.

Specific research questions addressed by the research:

- a) What are the general shopping behaviour patterns of consumers when they decide to buy selected consumer goods (high and low involvement products)?
- b) Is there any relationship between products' attributes importance, selected consumers' demographic variables, interpersonal influence and consumers' repurchase intention?

Specific objectives of the research:

- a) To determine consumers' general shopping behaviour patterns when they decide to buy selected consumer goods (high and low involvement products).
- b) To examine the relationship between product attributes' importance, selected consumers' demographic variables, interpersonal influence and repurchase intention.

2. Literature Review

This section reviews past studies on various factors, such as quality, price, brand name, product information, demographic variables and interpersonal influence that might influence consumers' purchase decision and how these factors in turn affect their repurchase intention.

2.1 Brief Review on Past Literature

Prior to choice decision or repurchase intention, consumers place a number of attributes in his or her choice sets, in order of importance and relevance. Among these attributes are price and quality, and consumers tend to use price as a

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proxy to quality (Dodds, Monroe, and Grewal, 1991; Ofir, 2004). However, studies also reveal that, besides price and quality, other cues that are also considered as more important to assess the product's worth, are attributes such as brand, store name, past experience, attitude and product information (Curry and Riesz, 1988; Zeithaml, 1988; Tellis and Geath, 1990; Dodds, Monroe, and Grewal, 1991). Brand name, for example, often signals as a cue or as a surrogate of product quality use by consumers in their evaluation of goods or services before they decide to purchase. Some researchers argue that the effect of price tends to be stronger when it is presented alone as compared when it is combined together with brand name (Dodds and Monroe, 1985; Dodds, Monroe, and Grewal, 1991). On the other hand, Bristow, Schneider, and Schuler (2002), contended that if consumers believed that there are differences among brands, then the brand name becomes the center piece of information in the purchase decision or repurchase intention and the dependence on the usage of brand name in the search information will likely increase. Another branch of consumer behaviour research related to brand, is that, consumers use brands to create or communicate their self-image or status (Escalas and Bettman, 2003; O' Cass, and Frost, 2002). Consumers, sometimes, associate themselves to a given brand when they make brand choice, and also make their brand choice based on associations with manufacturer's brand name (Aaker, 1997; Fugate, 1986). Besides, brand names contribute value to the consumer's image, as well as the economic success of the businesses, and it also can affect preference, purchase intention and consequently, sales (Alreck and Settle, 1999; Ataman and Ulengin, 2003).

An economic theory of information was first proposed by George Stigler in 1961. Accordingly, this theory assumes that the markets are characterized by price dispersions and both seller and buyer has little information about this dispersion of prices. As such, consumer has to engage in search activity in order to obtain information about the products and price at cost. According to Avery (1996) rational consumers are assumed to search for product information/price information to a point where the marginal benefits of search are equal to the marginal costs of search. The search for product information varies in accordance to price and quality perception on products or services to be purchased. If consumers perceived that there is a high level of price and higher quality variability in the market then they should be more willing to engage in search activities for price and quality information (Avery, 1996). Consumers purchase/repurchase intention or purchase decision for a product and/or service is driven by various reasons, which can be triggered by rational or emotional arousal (Schiffman and Kanuk, 2004). For example, consumers use brands to communicate their self-image or status, and the brand images chosen must be congruent to their own and match to groups they aspire to establish an association with (Burnkrant and Cousineau, 1975; Bearden, Netemeyer, and Teel, 1989; Escalas and Bettman, 2003; O' Cass and Frost, 2002). Similarly, consumers will seek for others who are significant to them for information or wish to associate or bond with, that is, the group social norms with whom consumers

aspire to establish a psychological association or bonding, such as friends, neighbours, and the like (Bunkrant and Consineau, 1975; Park and Lessig, 1977; Bearden, Netemeyer, and Teel, 1989; Murali, Laroche, and Pons, 2005; Kropp, Lavack, and Holden, 1999; Kropp, Lavack and Silvera, 2005). Besides, other factors, such as price, income, education, and other attributes also contribute to purchase decision/repurchase intention (Andaleeb and Conway, 2006; Al-Hawari and Ward, 2006; Jamal and Naser, 2002).

2.2 Research Conceptual Framework and Hypotheses

For the purpose of this research the following conceptual framework was developed as depicted in Figure 1 below. The framework of this research was developed based on stochastic models of brand choice and purchase incidence as modified by Jones and Zufryden (1980). Jones and Zufryden's model used demographic variables (household income and the number of children in a household) and marketing mix (price dimension) as explanatory variables to predict brand choice or purchase (criterion variable). Jones and Zufryden's model was tested using logit model estimation. The explanatory variables were categorical data and the criterion variable was metric data. Jones and Zufryden's (1980) modified model was adapted due to its flexibility. It was suggested by the authors who developed the model that, "in terms of its use, the model involves relatively straightforward parameter estimation procedure and one that is adaptable to exploratory model building" (Jones and Zufryden, 1980: 332). However, in the current research framework, besides household income, number of children and price, additional explanatory variables of product attributes importance such as quality, brand name, product information and interpersonal influence variables were added to the model. For the criterion variable, instead of purchase incidence, repurchase intention variable was used. In contrast to Jones and Zufryden's model, the current research framework was tested using standard multiple regression procedures to determine the linear relationship among all sets of variables used in the research. This was because the data used in the research were metric for both the explanatory variables and the criterion variable. Based on the above argument and discussions in the literature, the following hypotheses were developed:

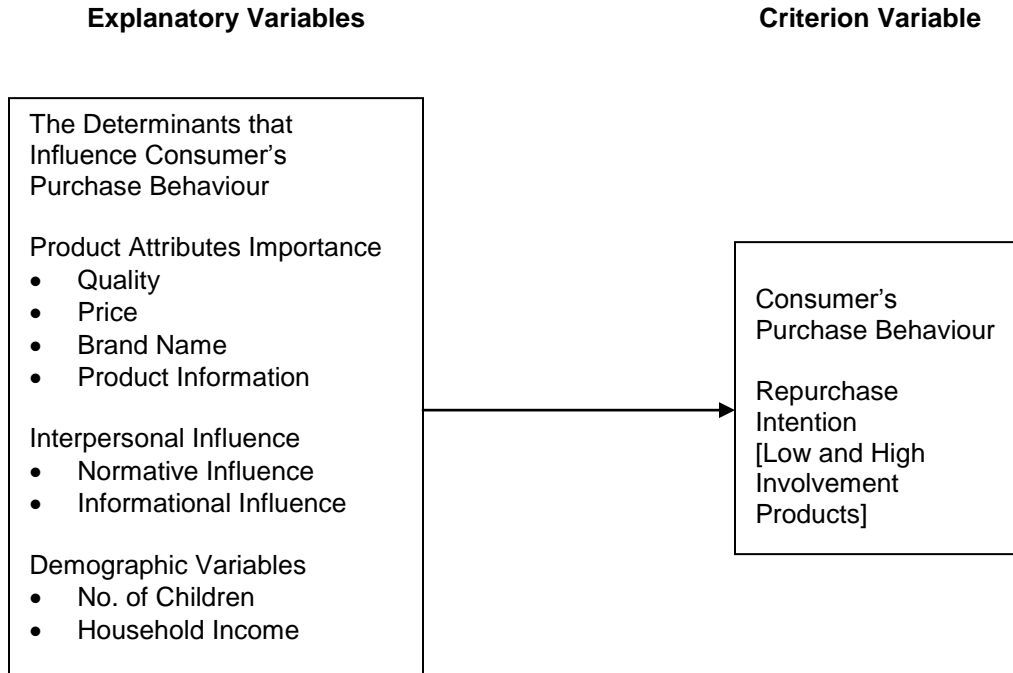
- H1a:** There is a relationship between quality attribute importance and a consumer's repurchase intention.
- H1b:** There is a relationship between price attribute importance and a consumer's repurchase intention.
- H1c:** There is a relationship between brand name attribute importance and a consumer's repurchase intention.
- H1d:** There is a relationship between product information attribute importance and a consumer's repurchase intention.
- H1e:** There is a relationship between normative influence and a consumer's repurchase intention.
- H1f:** There is a relationship between informational influence and a consumer's

repurchase intention.

H1g: There is a relationship between a household income and a consumer’s repurchase intention.

H1h: There is a relationship between the number of children in a household and a consumer’s repurchase intention.

Figure 1: The Research Framework



3. Research Methodology

This section briefly describes the research design, population and sample size, data collection procedure as well as data analysis procedure.

3.1 Research Design and Sampling Procedure

A cross-sectional survey was conducted. A non-probability sampling approach was employed and a quota sampling technique was applied to draw the sample. This approach was employed because the sample frame was not easily available and difficult to draw from and the target population cannot be reached and identified effectively and efficiently by other means of sampling (Clarke, 2006). Kinnear and Taylor (1996) reported that about 86 percent of businesses used quota sampling in business research practice. Further, Kress (1988) contended that samples, if properly selected, are sufficiently accurate in most cases and even when the data has considerable heterogeneity, large samples provide data of sufficient precision to make most decisions (Zikmund, 2000).

3.2 Target Population and Sample Size

The target population for the research comprised consumers residing in one of the city in East Malaysia, that is, Kuching City, the capital state of Sarawak, Malaysia. The total population of the city is 422,240, consisting 210,034 male and 212, 205 female (Department of Statistics, Malaysia, 2004: 34). Approximately 1000 consumers were targeted and divided proportionately by gender, that is, about 50 percent male and 50 percent female. This composition closely exhibited the population parameter of the chosen city based on statistical report drawn from the Department of Statistics, Malaysia (2004). The sample size was considered as adequate, since the minimum sample to determine sample size from a given population is 384 (Krejcie and Morgan, 1970) for every one million population.

3.3 Data Collection Procedure

A total of 1000 questionnaires were distributed using mall intercept at six selected retail outlets located at one of the cities in East Malaysia, that is, Kuching City. The retail outlets included supermarkets, small retail stores, departmental stores, specialty stores, hypermarkets, and malls. The selected units of analysis were interviewed personally. If the sample units were unable to complete the questionnaires, they were requested to send them by mail using a paid stamped-self-address envelop provided by the researcher or to return them personally the following day to the interviewers stationed at the selected retail outlets. The interviews were conducted daily from 10.30 a.m to 9.30 p.m for three months from September 2008 to November 2008.

3.4 Instrument

In order to address the research questions and objectives, a set of structured questionnaire was prepared consisting of four sections, namely section A, B, C and D. Section A captured the consumers' general shopping behaviour pattern. Section B which included questions on attributes importance and interpersonal influence consists of 39 items using a 7-point Likert Like Scale anchored with "1" as strongly disagree and "7" as strongly agree. These items included price (7 items), quality (7 items), brand (7 items), product information (6 items) and interpersonal influence (12 items). The items used in section B were adapted from various authors related to the research such as Aliman's (2007) product information scales, Lichtenstein, Ridgway and Netemeyer's (1993) price - quality scales, Sproles and Kendall's (1986) consumer decision making styles scales, Bearden, Netemeyer and Teel's (1989) 12-items consumer susceptibility to interpersonal influence scales (CSII), and Bristow, Schneider and Schuler's (2002) brand dependence scales. Section C captured the questions on the consumer's repurchase intention consisting of eight items adapted from Levesque and McDougall's (1996) and Gill, Byslma and Ouschan (2007) repurchase intention scales using a 7-point Likert Like Scale anchored with "1" as

strongly disagree and “7” as strongly agree. Finally, section D required the respondents to state their personal information regarding their gender, age, income, education, family size/household size, number of children in a household, marital status, religion, employment sectors, occupation, religious orientation, involvement level and a presence of at least one child in a household. Six types of product category selected for the research were personal computer, branded perfume, and fashion clothing which represented high involvement products category, while detergent, instant noodles, and instant coffee were low involvement products.

3.5 Analysis Procedure

The data was analyzed using Statistical Package for Social Sciences (SPSS) version 12.0. Descriptive statistics such as mean and standard deviation were generated to provide an overview of the data. Frequency distribution was used to describe the characteristics of the consumers' general shopping behaviour pattern as well as to profile the respondents' personal information. The standardized multiple regression analysis was used to examine the linear relationship between the explanatory variables (quality, price, brand name, product information, normative influence, informational influence, household income, number of children) and the criterion variable (repurchase intention). Correlation coefficient test and significant levels were conducted to check the strength of the linear relationships between pairs of variables. The determinant of correlation matrix was generated to provide the information on the multicollinearity. Kaiser's criterion (KMO) and Barlett's Test of Sphericity was performed as a check to substantiate the appropriateness of conducting a factor analysis and also to examine the sampling adequacy. Cronbach's alpha coefficient was conducted to determine the items reliability and internal consistency (Nunally, 1978; Malhotra, 2004).

4. Findings and Discussions

4.1 Respondents' Profile

Out of 1000 respondents interviewed through mall intercept, only 500 sets of the questionnaires were fully completed and useable in the analysis which yielded a response rate of 50 percent. The research findings revealed that 259 (51.8%) of the respondents were female and 241 (48.2%) were male. The research also indicated that 366 or 73.2% of the respondents were young people aged between 25 to 34 years and most of them (326 or 65.2%) earned an average monthly household income between RM2000 to RM6999. Most of the respondents, that is, 312 or 62.4% of them had college diploma and university degree level of education. Essentially, the majority of the respondents, that is, 246 (49.2%) were single, 167 (33.4%) of them were married with children, 80 (16%) of them were married without children, and seven (1.4%) of them were divorced/widowed or single-parents. Majority of the respondents had 3 to 4

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children in their household (223 or 44.6%), 145 (29%) had 5 to 6 children, 82 (16.4%) of them had between 1 to 2 children, and 50 (10%) of them had 7 or more children. On average most of the respondents were religious people, that is, 411 (82.2%) of them stating that their strength of religious orientation were between average and strong and the majority of them were Christians (248 or 49.6%) followed by Muslims (168 or 33.6%) and the other 84 (16.8%) of them were from other faiths (Hindu, Buddhist/Taoist). While the other 89 (17.8%) of them stated that they were not religious. In conclusion, most of the respondents were young executive, educated and single people with an average income of RM2000 to RM6999 and were strongly religious people.

4.2 Respondents' Shopping Behaviour Pattern

In terms of buying decision, the research indicated that a majority of the respondents ranked buying fashion clothing as their most important purchase decision, followed by personal computer, branded perfume, instant noodle, instant coffee, and stated buying detergent as the least important purchase decision. This finding seems to be consistent with past studies that contended any purchase which is used publicly such as fashion clothing (rank 1, mean - 1.72) is considered as an important decision by consumers (Clarke and Belk, 1979). Buying personal computer (Rank 2, mean - 1.88) was also considered as an important decision. This could be due to its expensive price which requires the consumers to search for information and opinion from others. The next important purchase decision is buying branded perfume (rank 3, mean - 2.43), but its usage is invisible to the public as compared to fashion clothing. In conclusion, the results of the findings were consistently in line with the notion that consumers tend to be more involved when they decide to purchase expensive items and the products that they purchase display social visibility in comparison to purchasing inexpensive, frequently purchased items and if the usage of the product is not publicly visible (Lamb, Hair, and McDaniel, 2000; Kotler, 2003; Blackwell, Miniard, and Engel, 2001; Business World, 2001; Asseal, 1987; Clarke and Belk, 1979).

Table 1: Most Important Purchase Decision Ranked According to Products' Category

No.	Products' Category	Mean Score	Rank
1.	Fashion Clothing	1.72	1
2.	Personal Computer	1.88	2
3.	Branded Perfume	2.43	3
4.	Instant Noodle	4.84	4
5.	Instant Coffee	5.03	5
6.	Detergent	5.11	6

Note: Most important given rank "1" and least important rank "6"

In terms of place, a majority of the respondents stated that they purchased high involvement products in departmental stores, followed by specialty stores, malls, small retail shops and other shops in that order. However, for low involvement products such as detergent, instant noodle and instant coffee, most of the

respondents stated that they preferred to go to supermarkets to purchase them. For most high involvement products, a majority of the respondents preferred to purchase them during special occasion, for example, during sales or promotion periods throughout the year. For low involvement products, the respondents preferred to buy them either weekly or monthly. On average most of the respondents spent between RM1000 to RM3000 to purchase a personal computer. For fashion clothing and branded perfume, the majority of the respondents stated that they spent between RM100 to RM200 to buy them.

In contrast, for low involvement products such as instant noodle, instant coffee and detergent, most of the respondents spent on average between RM10 to RM21 to purchase them. For high involvement products, most of the respondents stated that they purchased them only once in the past 12 months. In contrast, most of the respondents purchased low involvement products more than six times in the past 12 months. The opinion of significant others (such as family members, friends, spouses, siblings, children, salespersons and the like) that influenced on the decisions of the respondents to purchase or not to purchase a personal computer were influenced by friends, followed by family members and salespersons. Decisions on fashion clothing and branded perfume were influenced by friends, spouses, family members and salespersons. While for low involvement products such as instant noodle, instant coffee, and detergent, their decisions were influenced by their spouses, followed by family members and lastly, friends. They purchased both products category mainly for own use.

4.3 Standard Multiple Regression Analysis - Testing the Relationship between Explanatory Variables and Criterion Variable and Estimation of Model Fit

To determine which of the explanatory variables (quality, price, brand name, product information, household income, number of children and interpersonal influence) included in the model contributed to the prediction of the criterion variable (repurchase intention), a standard multiple regression analysis using enter method was conducted for the different products categories used in the research. The detailed results of the tested models are explained and provided in Table 2 and Table 3 below.

Column (i) depicts the product category used in the research and column (ii) shows the sets of explanatory variables. Column (iii) shows the beta value which indicates the importance of each explanatory variable in terms of the contribution of each variable in predicting the criterion variable, when the variance explained by all other variables in the model is controlled for. Column (v) shows the significant value of the relationship between the explanatory variables and the criterion variable. This column shows whether or not each of the explanatory variable, is making a statistically significant unique contribution to the equation. Column R-squared (R^2) shows how much of the variance in the dependent

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variable is explained by the model. This R-squared (R^2) multiplied by 100 will yield the percentage of the variance.

The resulted standardized multiple regression in Table 2, as shown in the model, in terms of consumers' repurchase intention on high involvement products, generally, there was a significant relationship between the explanatory variables (quality, price, brand name, and product information) and the criterion variable (repurchase intention), indicating that these variables made a unique, statistically significant contribution to the prediction of repurchase intention. However, for certain product such as personal computer, price did not contributed significantly to the prediction of repurchase intention but informational influence, that is, seeking information from others was significantly contributed to the prediction of repurchase intention. This finding is consistent with past studies which contended that consumer will be highly involved (actively seeking information from others) when they decide to purchase/repurchase expensive products/items and the decisions are considered as important and relevant (Lamb, Hair and McDaniel, 2000; Kotler, 2003; Blackwell, Miniard and Engel 2001; Business World, 2001; Asseal, 1987).

On the other hand, for other products such as fashion clothing, household income was also significantly contributed to the prediction of consumers' repurchase intention. The other variables such as normative influence and number of children made less contribution and did not statistically have a significant contribution in explaining repurchase intention. Hence, for high involvement products, the hypotheses H1a, H1b, H1c, H1d, H1f and H1g were supported and the other hypotheses were not supported (H1e and H1h).

In terms of low involvement products, as depicted in Table 3, there was a significant relationship between the explanatory variables (price and brand name) and the criterion variable (repurchase intention), indicating that these variables made a unique, statistically significant contribution to the prediction of repurchase intention, except for instant noodle, besides price and brand name, quality and number of children in a household also significantly contributed to the prediction of repurchase intention. The other variables such as informational influence, normative influence, product information and household income did not contributed significantly to the prediction of repurchase intention for low involvement products. Hence, hypotheses H1b and H1c were supported particularly for instant coffee and detergent except for instant noodle which showed hypotheses H1a and H1h were also supported. The other hypotheses (H1a, H1d, H1e, H1f, H1g and H1h) were not supported (instant coffee and detergent). Therefore, since F-values are well above 1 and at least one of the explanatory variables is significantly related to the criterion variable, standardized regression coefficients models estimation as shown in Table 2 and Table 3 below can be considered as valid and fit (Hair, Black, Babin, Anderson and Tatham, 2006; Pallant, 2007).

Table 2: Standardized Regression Coefficients Model

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Products Category	Variables	Standardized Coefficients			Collinearity Statistics	
		Beta	t-value	Sig. p-value	Tolerance	VIF
Fashion clothing	Quality	0.192	4.319	0.000**	0.659	1.517
	Price	0.096	2.170	0.031*	0.670	1.493
	Brand Name	0.280	4.873	0.000**	0.396	2.528
	Product Information	0.208	4.873	0.000**	0.522	1.918
	Normative Influence	-0.046	-2.933	-0.933	0.546	1.831
	Informative Influence	-0.067	-1.421	0.156	0.580	1.724
	Household Income	0.082	2.225	0.027*	0.959	1.042
	Number of Children	0.017	0.474	0.635	0.989	1.011
	R-squared = 0.599 (59.9%)		F-value=34.372			
Products Category	Variables	Standardized Coefficients			Collinearity Statistics	
Personal Computer	Quality	0.235	5.126	0.000**	0.569	1.758
	Price	0.033	0.712	0.477	0.561	1.784
	Brand name	0.239	4.488	0.000**	0.423	2.364
	Product Information	0.238	4.680	0.000**	0.463	2.160
	Normative Influence	0.056	1.267	0.206	0.635	1.574
	Informative Influence	0.239	5.464	0.000**	0.629	1.591
	Household Income	0.048	1.381	0.168	0.974	1.027
	Number of Children	0.000	0.002	0.999	0.981	1.019
	R-squared = 0.641 (64.1%)		F-value=42.908			
Products Category	Variables	Standardized Coefficients			Collinearity Statistics	
Branded Perfume	Quality	0.120	2.879	0.004*	0.812	1.231
	Price	0.153	3.439	0.001*	0.710	1.483
	Brand Name	0.301	5.443	0.000*	0.462	2.166
	Product Information	0.119	2.222	0.027*	0.531	1.885
	Normative Influence	0.059	1.135	0.257	0.552	1.812
	Informative Influence	0.056	1.110	0.268	0.678	1.474
	Household Income	0.059	1.289	0.198	0.968	1.033
	Number of Children	0.043	1.119	0.264	0.958	1.043
	R-squared = 0.553 (55.3%)		F-value=27.097			

*Dependent variable - repurchase intention; ** Significant at <0.01; * Significant at <0.05

Table 3: Standardized Regression Coefficients Model

Products Category	Variables	Standardized Coefficients			Collinearity Statistics	
		Beta	t-value	Sig. p-value	Tolerance	VIF
Instant Noodles	Quality	0.165	3.115	0.002*	0.495	2.022
	Price	0.183	2.740	0.006*	0.311	3.216
	Brand Name	0.293	4.906	0.000**	0.388	2.578

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	Product Information	-0.014	-0.261	0.794	0.489	2.045
	Normative Influence	-0.081	-1.287	0.199	0.353	2.835
	Informative Influence	0.077	1.179	0.239	0.326	3.072
	Household Income	0.051	1.359	0.175	0.970	1.031
	Number of Children	0.96	2.554	0.011*	0.982	1.018
	R-squared = 0.565 F-value=28.854 (56.5%)					
Products Category	Variables	Standardized Coefficients			Collinearity Statistics	
		Beta	t-value	Sig. p-value	Tolerance	VIF
Instant Coffee	Quality	0.066	1.168	0.243	0.458	2.183
	Price	0.222	3.321	0.001**	0.325	3.076
	Brand Name	0.272	4.334	0.000**	0.368	2.720
	Product Information	0.040	0.732	0.465	0.487	2.054
	Normative Influence	-0.099	-1.462	0.145	0.316	3.168
	Informative Influence	0.082	1.232	0.218	0.329	3.041
	Household Income	0.041	1.074	0.283	0.981	1.019
	Number of Children	0.050	1.304	0.193	0.988	1.013
	R-squared = 0.536 F-value=24.699 (53.6%)					
Products Category	Variables	Standardized Coefficients			Collinearity Statistics	
		Beta	t-value	Sig. p-value	Tolerance	VIF
Detergent	Quality	0.076	1.751	0.081	0.804	1.243
	Price	0.172	3.749	0.000**	0.730	1.371
	Brand Name	0.340	6.461	0.000**	0.552	1.810
	Product Information	0.019	0.390	0.697	0.638	1.567
	Normative Influence	-0.084	-1.541	0.24	0.517	1.934
	Informative Influence	-0.010	-1.176	0.860	0.465	2.151
	Household Income	0.008	0.194	0.846	0.969	1.031
	Number of Children	0.012	0.300	0.765	0.967	1.034
	R-squared = 0.499 F-value=20.383 (49.9%)					

*Dependent variable - repurchase intention; ** Significant at <0.01; * Significant at <0.05

5. Conclusion, Implication and Limitation

Essentially, it can be concluded that when a consumer decides to repurchase high involvement products, quality, price, brand name and product information are important attributes to be considered. In contrast, in terms of low involvement products the most important factors that influenced a consumer's repurchase decision are price and brand name, besides quality. Interpersonal influence and demographic variables did not significantly influence consumers repurchase intention, regardless of whether the products are high or low involvement products, except for personal computer and fashion clothing. This finding is found to be inconsistent with Jones and Zufryden (1980) in which demographic variables were reported to significantly contribute to the prediction of brand choice or purchase. This could be due to the limited number of explanatory variables entered in their model equation and also the criterion variable investigated, that is, purchase incidence. While the current research using a

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consumer's repurchase intention behaviour as a criterion variable. Nonetheless, there is an indication that this research supports the general conception that consumers pay less attention to price if: (1) other alternatives such as brand names, quality and other more influential attributes are available (Dodds and Monroe, 1985; Dodds, Monroe, and Grewal, 1991); and (2) they consider the importance of seeking others' opinion in their choice decisions and/or repurchase intention which depending on the types of products to be purchased and/or repurchased. In conclusion, the findings of this research has potential input to management and marketing decision process as well as contribute to the body of knowledge in terms of exploratory model building, consumer purchase behaviour and marketing management. As such, it is imperative for marketers and managers to understand consumer behaviour beyond the marketing stimuli but at the same time should also consider the consumers' cultural diversity, customs and norms.

However, the main limitations of this research are manifested by its research design in terms of survey method used and the sampling procedure employed. Therefore, caution must be exercised in generalizing the results of this research because the sample respondents were limited to consumers residing in one of the cities in one of the states in Malaysia which might not be reflective of other consumers in other parts of Malaysia.

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