**CONSUMER BUYING BEHAVIOR TOWARD MALAYSIA MADE PRODUCTS**

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## III. ABSTRACT

In the current scenario of marketing, Consumer Buying Behavior has come to be relevant for the study. The purpose of this analysis is to research on the Consumer Buying Behavior Toward Malaysia’s Made Products.

The study is designed to be quantitative analysis, which come to be descriptive in nature to perform investigation on the correlation among the programmed factors to the Consumer Buying Behavior Toward Malaysia Made Products. The designed questionnaire of the study was planned for a sampling size of 400 participants who are considered as consumers residing in Malaysia using SPSS software, version (23) for the descriptive statistics of data collected.

The instrument used in this study for gathering information is a survey composes of three sections: section A, as the analysis of demographic of the participants. Section B, Consumer Buying Behavior attains the Dependent Variable of the study; and the last section, C, Social Network Influences. As it is discussed in this study, Consumer Buying Behavior is a set of consumer’s assertiveness, preferences, targets and choice concerning to the behavior of the consumer once deciding to buy a service or product in the market place. In order to develop a suitable marketing strategy, there are various dimensions added to the independent variable selected to this study, which are implemented to differentiate and illustrate the several perceptions global and local toward Consumer Buying Behavior.

The overall finding of the study suggested a huge connection between Social Networks and Consumer Buying Behavior, which came to be the principal recommendation of the research to marketers and manufactures in Malaysia.

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# Chapter 1 Literature Review

## Overview

The introductory chapter contains a literature review of all the literatures to enhance further understanding on the Consumer Buying Behavior Toward Malaysia’s Made Products. The purpose of the research and the designed questions will be extracted from the research objective in order to provide a wider attention to the study. And finally, the operational definition shall be provided to explain and describe clearly the parameters of the research.

## 1.1 Background

Several literatures from different researches (Boujlaber et. al., 2017; Keyvanpour and Pourkazemi, 2017; Wattanasupachoke, 2016) concluded that social networks have become an important factor for the purchasing behavior of the consumers globally. According to Singh (2015), Consumer Buyer Behavior is the individual purchasing decision-making on the products, which involve consumer attitude, preferences, and even intention when purchasing products. Now days, consumers from all over the world are engaged on the social network due to the technological development (Venkatesh and Zhang, 2013). Internet connection has become a facilitator channel that mobilizes and permits individuals from the actual society in the worldwide to come together (Dietel, 2017). Social networks have enlarged its high population among the consumers due to its accessibility and availability to which consumers find on it to communicate each other as well as to purchase products (Boujlaber et. al., 2017). The future assumptions regarding to the social network, it is estimated that the Internet in the year 2020 will be the device connection channel for the communities in the hearth (Idarrou et. al., 2017). Therefore, since the world is transforming into a digital place, the advance of social networks has become the primary focus of the researchers (Mammass et. al., 2017).

The radical transformation experiencing the world today is due to the advancements and the integration of the new technology (Singh, 2015). Consumer’s needs and wants are willing to be met products’ providers given the accessibility of the internet connection, to which buyers are able to receive primary information and feedbacks by just a simple click on the web (Boujlaber et. al., 2017). In the actual, with the implementation of the Internet and the use of new technology, the social networks have become a factor with a huge attraction to people (Keyvanpour and Pourkazemi, 2017). According to Diete ( 2017), the interaction for both marketers and consumers in today market has become very simple, due to the technological improvement and the use of Internet. Preview research shows that social networks have become a platform of mutual interaction and communication among consumers as well as consumers and marketers (Wattanasupachoke, 2016). In order to meet the previous objective, it is due to the accessibility of the social network added to the lifestyle of this generation, which facilitate consumer’s finding and inquires (Boujlaber et. al., 2017).

In Malaysia, Consumer Buying Behavior has extremely changed, due to the improvement in the education system implemented by the government in the country (Yazdanifard et. al, 2015). Therefore, it is a challenge for marketers in today Malaysia’s market, given the fact that consumers will focus on the products’ quality and its features rather than its availability (Hung et. al. 2015). However, the advancement on the Malaysian’s industries is obvious, due to it high competitive market environment and the emergence market presented by ASEAN region (Chahal and Kamil, 2017). Therefore, it is important to continue to study about social network’s influences in the Consumer Buying Behavior in Malaysia. However, the focus will be on Malaysian made products as researches on such a product is still limited.

## 1.2 Problem Statement

## 

One of the popular and regular places for consumers in today is in the social networks (Dastane, et. al., 2017). Globally, customers are the main target market for marketers in today’s business activities, since consumers are the drivers of business for today and tomorrow (Yazdanifard et. al. 2015). Without consumers there is not success for business (Mansory et. al. 2016). With the ultimate equivalence of legacy and a revolutionized renovation discussion, Malaysia is unquestionably a location of a huge innovative manufactures (Sulaiman et. al., 2016). Thus, Malaysia’s Made products are gaining important value on consumer purchase decisions (Hung et. al. 2015).

The development in the Malaysian’s manufactures is very obvious, and even new businesses rising up in the country with new innovative products (Wahid et. al., 2017). It is a complex task for marketers to allocate loyal customers since there is an increase in the local production (Dastane, et. al., 2017). Thus, it is essential for business to be engaged on the study of Consumer Buying Behavior (Naseem, 2017).

Previous study shows that there are factors influencing Consumer Buying Behavior, such as social net works (Boujlaber et. al., 2017). Therefore, business failure can be obviously predicted, if an organization does not pay attention on the fact of social network; because that will limit the company’s interaction to its consumers (Paryan et. al., 2015).

Although there are many studies (Chgan et. al., 2016; Hung et. al. 2015 and Mehta et. el., 2016;), discussing Consumer Buying Behavior in Malaysia, however, there still limited literatures that focused on Malaysian’s Made Products. Hence, this study aims to re-verify whether buying factors like social networks will influence Consumer Buying Behavior toward Malaysian’s Made Products.

## 1.3 Research Objectives

According to Fu, Lu, Yu and Zhang et. al. (2017), research objective is essential, because it describes the specific purpose to which the research in conducted and fixed instruction during the analysis. As it is shown previously, the important of the social networks is clear worldwide; therefore, it would be fascinating to find out the Consumer Buying Behavior Responses toward the social networks influence in Malaysia (Chgan et. al., 2016). Thus, the main objective of this research is:

1. RO1: To determine whether social network factors influence Consumer buying Behavior in Malaysia
2. RO1a: To verify whether social network dimension of social network EWOM influence Consumer Buying Behavior in Malaysia
3. RO1b: To determine whether social network dimension of social media platforms influence Consumer Buying Behavior in Malaya

## 1.4 Research Questions

Bron, Gorp and Rijke (2016) described research question as the an responsible request to a particular matter or concern, to the extent to which assemblies in the research project it initial step. Therefore, to obtain the research objective described above, this research intends to response the following question:

1. RQ1: Will social network factors influence Consumer buying Behavior in Malaysia?
2. RQ1a: Will social network dimension of social network EWOM influence Consumer Buying Behavior in Malaysia
3. RQ1b: Will social network dimension of social media platforms influence Consumer Buying Behavior in Malaya

## 1.5 Significant of the Study

There are various questions that have been inquired to the corporations (Paryan et. al., 2015). The customers’ insightful and choices over a particular product is important, due to it attempt to suggest solutions on the social interests (Wattanasupachoke, 2016). However, despite of the numerous researches, journals, books, etc., in figuring out important factors that influence consumers purchase decision, there are still limited finding in Malaysia (Rahman and Hassan, 2017). Concerning to that method, a significant contribution from this study will be suggested to the academia, industry and population in Malaysia, which will be expanded in the following section.

## 1.5.1 Significant of the Academic

The interest of the researcher in identifying the actual tendency of the social net works in marketing and the knowledge acquisition toward the purchasing decision making of the consumer on Malaysian’s Made Products was the based of this research. In fact, from the previous literatures, the main focus is on the social network influences from the individual outlook. It is established a research GAP between social network and Consumer Buying Behavior in Malaysian’s Made Products. Thus, the influence of this research over the academia is obviously projected, since it satisfies the GAP’s research has influence on Consumer Buying Behavior in Malaysian’ s Made Products. But, further study can be described as below.

## 1.5.2 Significance of the Industry

The literature illustrates that Social networks play an important role in the Consumer Buying Behavior (Abdullah, et. al., 2017). Since lot customers are willing to spend time on social networks searching for products of choice, literatures of this research highlighted social networks influence on Malaysian’s Made Products consumers (Paryan et. al., 2015).

## Scope of the research

This analysis tends to explore Consumer Buying Behavior influenced by social networks toward Malaysian’s Made Products. Rahman and Hassan (2017), Social networks have enhanced it influence on the consumer behaviors from all over the world and in Malaysia as the focus environment of this research, which research sample size are consumers living in Malaysia. For the accomplishment of this, the statistic analysis will be provided through out the SPSS Software.

## Limitation of the Study

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This research as any other, there are several limitations to point out:

Firstly, a research on the dimension of Consumer Buying Behavior in Malaysia could deserve more time than the four (4) months given to get done it analysis. Based on that time limitation, there is less possibility to perform a deeper investigation on the research’s scope. However, despite of this limitation, there is enough information collected to fulfill the objective and the desired goal.

Secondly, unavailability of the necessary resources to fulfill the requirement of the research has been another limitation. Nevertheless, the school library electronic resources have been good enough to this research and helpful to allocated and manage the data accordingly.

Thirdly, the fundamental limitation of accessibility sample size could only present the consumer buying behavior concern to products made in Malaysia, instead of generating consumer buying behavior on products made in other countries. Thus, will be better for the future researches to generate the sample size and it analysis

## Organization of the chapter

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The study will display and structure this research into details in order to be clearer on the research procedures. Consequently, this research comprises of five chapters, which will be explained as follow.

Chapter 1. Introduction

The introduction provides an overview of the study concerning to Consumer Buying Behavior. The chapter covers the background of the research, research questions, objectives, Significance, scope and limitation as well as the problem statement of the research.

Chapter 2. Literature Review

The main emphasis of this chapter is to provide literatures and secondary data, which include theories, model, and analysis concerning to Consumer Buying Behavior. The main sources for that information are Google Scholar, library database, etc.

Chapter 3. Research Method

The research methodology using in this chapter emphasizes more ways, approaches and technique implemented to collect information. This involves the limitation of the research, which at the mean time would be a factor probably to overcome to over come in this research.

Chapter 4. Data Analysis and Finding

The focus in this chapter will be more about providing graphical presentation of the analysis by using several softwares for descriptive statistics.

Chapter 5. Conclusion

This will provide the final comments, recommendations and future research suggestions.

# CHAPTER 2. LITERATURE REVIEW

## 2.0 OVERVIEW

This chapter contains a literature review of all previous and current literature to additional understanding the evolvement of the consumer buying behavior as a perception both generally and precisely. The analysis focused on the independent variables and dependent variables, which are extracted from several articles, wrote by other analyzers. In addition, this correspondence research generated a conceptual framework on the Consumer Buying Behavior Toward Malaysia Made Products to provide more resources on the specific factors to attend in other to create the hypothesis for the correspondence research. Through the analyses conducted, the theories and the view of the academic will be utilized to relate the Consumer Buying Behavior Toward Malaysia Made Products.

## 2.1 Consumer Buying Behavior (DV)

## Definition

Several researchers have been conducting investigations on Consumer Buying Behavior (Ahmed, Ahuja, Mehta and Chgan, 2016; Paryan and Seedani, 2015; Singh, 2015). According to Naseem, (2017), the description of Consumer Buying Behavior is known as the behavior that an individual present in searching, analyzing and purchasing a product or service (Paryan and Seedani, 2015). Consumer Buying Behavior can be as well defined as the set of the whole consumer’s approaches, favorites, resolutions and targets concerning to the buyer's behavior in the market environment at the purchasing time of a good or service (Mehta et. el., 2016). Understanding Consumer Buying behavior, according to Singh, (2015) and Paryan et. al. (2015) is a complicated matter given the multiple factors that influence customers on purchasing decision, such as price, brand, social, culture, including psychological effects that would determine the mindset of a consumer purchasing decision.

## 2.1.1 Global Perspectives of Consumer Buying Behavior

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Over the last few decades, numerous variables and theories on Consumer Buying Behavior for global perspective have been conducted in the marketing’s field by various researchers (Naseem, 2017). The global point of view on the purchasing behavior of the consumer has made the world an unusual place and a high competitive environmental market (Dunn, 2016). Looking at Consumer Buying Behavior in the common sense, according to Payan et. al. (2015), there are several factors influencing the behavioral purchasing of the consumer, such as: Social, Culture, psychological, etc. Therefore, examining the global perspectives of the Consumer Buying Behavior is compounded (Singh, 2015). However, this research will get to analyze Consumer Buying Behavior in different segments or regions and targeting for further understanding and better explanation.

**Europe**

European perspective on Consumer Buying Behavior is not global on the European Union, given the multiple differences presented among it market segmentations and targeting (Negricea and Edu, 2015-2016). According to Solomon (2015), it is reviewed that Consumer Behavior Buying in the region looks like action a scheme; each consumer will set up a plan for goods that will be continuously purchased from time to time and that will be just a small part of the market. Therefore, organizations need to shape suitable strategy for their marketing plan to the extend to which they consider the factors influencing the behavioral purchasing in the market and each particular segment in Europe Union (Edu et. al., 2016). Because, Consumer Buying Behavior can be affected by external factors, as the features of globalization, such as information, interface and communication; and also by internal factor resulting from the environmental culture (Dunn, K., 2015). To understand better Consumer Buying Behavior in the global perspective, this research will analyze different factors in European market, which will involve segment, target, culture, etc. Based on a research conducted over a total of 17 thousand consumers in 17 different nations which include Spain, France, UK, Germany, Hungary, Sweden from Europe; Attia and Farrag (2018) concluded that personal value and life style come to be the leading factors of the Consumer Buying Behavior in most of the European market segmentation.

**America**

Numerous analyses on the global Consumer Buying Behavior’s perspective have been conducted in the global market including America (Naseem, 2017). Based on the investigation completed by Egyptian’s Universities analyzers, Attia and Farrag (2017) over the American’s markets, such as Canada, Mexico, Argentina, Brazil and USA they highlighted the value and the lifestyle of the consumers as the leading purchasing decision. National products in America have a huge positive impact in the consumer behavior (Naseem, 2017).

**African**

A research, Abimnwi and Kinyuru (2015), on Consumer Buying Behavior in Africa, the focused was on the store image and how it can influence the purchasing decision of the customers; store ambiance, accessibility, brand disposal and service qualities should be the point of attention for markers in Africa and South-Africa specially. Peyper (2016), in South Africa understood Consumer Buying Behavior as the value insight; consumers consider that the price of a product must link with it benefit. Therefore, it is suggested that marketers need to explore the behavior influences of the difference groups segments in the African’s market for a better incorporation (Kinyuru, 2015).

**Asian**

Sarakamu and Roa (2014) stated that Asia as well has been included as context in the study of the Consumer Buying Behavior. In Japan, consumers’ preferences on the changes and introduction of new products are remarked on the Japanese market (Naseem, N., 2017). The privilege on the product’s innovation in the Japanese market has become a challenge for western businessmen (Bruwer and Burller, 2012). According to Huysveld (2015), Japanese’s purchase behavior, it is proved that, new products, which include new brads or new technology, will be on the high interest of the Japanese consumer careless of the price and cost of it. In India, according to Sravan, Sampathrushi, Sarakamu and Rao et. al. (2014), the life style and attitude are coming to be the most influencing aspects of Consumer Buying Behavior in the market. Marketers would find it hart to handle, because they need to understand each particular group or segment’s attitude in order to success on their market strategy (Arya, 2016). In China same as in India and other Asian markets, brand loyalty, especially foreign brands, would lead the CBB on their purchase decision, as they perspective it as the best and high quality (Sun, Zheng, Su, and RobinKeller et. al. 2017).

## 2.1.2 Malaysia’s Perspectives of Consumer Buying Behavior

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Studies (Ariffin, Sallam and Wahid, 2017; Chahal and Kamil, 2017; and Hung and Yazdanifard, 2015) have been conducted on Malaysian’s perspectives to Consumer Buying Behavior. The improvement in the education system in Malaysia has facilitated changes in the mindset of the citizens; the live is getting to be highly valued by the consumers (Yazdanifard et. al, 2015). In the used of products, consumers tend to be vigilant especially for long duration goods, which include guarantee and high cost (Hung et. al. 2015). In fact, this section will examine the Consumer Buying Behavior on Malaysian’s perspectives in different market segmentation and targeting accordingly.

Consumers are willing to purchase local car brands such as Proton; Malaysian’s consumers (Yazdanifard et. al, 2015) consider Proton as a high quality product in the Malaysia’s market, given the fact that Malaysia is part of the ASEAN, which has come to be one of the largest markets in Asia (Hung et. al. 2015). The high competency in the ASEAN market has led to the innovation in many of the Southeast Asia industries including Malaysia (Yazdanifard et. al, 2015). Therefore, the number of consumer on automobile in Malaysia is high, because the product provides features, such as security system to which influence the behavioral buying of the consumers (Hung et. al. 2015).

Numerous scholars (Ahmad, Mahiyuddin, Mohamad, Ling, Daud, Hussein, Abdullah, Shaharudin and Sulaiman et. al. 2016; Lian, Safari and Mansori et. al. 2016; Ong, Kassim, Peng and Singh et. al. 2014) have been studying Consumer Buying Behavior on Malaysian’s food. An approximation of 90 percent of the respondents were undisputable on purchasing serviceable foods; whereby the experience on the food, healthy and availability were highlighted as influencing factors to the Consumer Buying Behavior (Singh et. al. 2014). In Malaysia, consumers will look at the quality and the newness, and the food that will contribute for good nutrition of the body and healthiness; therefore, the connection between the product and the consumer value is extremely important (Mansory et. al. 2016). A relevant discussion maintained in one of the researches on the perspective of Malaysian’s seafood consumers (Abdullah et. al. 2016). Notwithstanding of the multiple cultures, ethnics and religions compose the peninsular of Malaysia population, Seafood is one of the more consuming food in the local market (Sulaiman et. al. 2016). According to Mansory et. al. (2016) the high number of the seafood consumers in Malaysia depends on it common acceptance among the locals. Seafood, compared to meat-based protein nourishment as for example beef and pork, which are not eaten by the Hindus and Muslims accordingly (Abdullah et. al. 2016).

Previews studies (Dastane, Haba and Hassan et. al. 2017; Husain and Rahman et. al. 2014; Kadir, Jaffar and Selamat et. al. 2013 and Kitchen, Martin and Che- Ha, 2015;), have been conducted on the new technology implementation in Malaysia. A Study (Bolong et. al. 2016), on the Consumer Buying Behavior on the perspective of Malaysian’s made products, which include the new technology, the performance and quality of the services provided are in the preference on the consumers (Hassan, et. al. 2017). Careless of the consistency of the price and other cost, performance and the service quality in the new technology is perceived as important factor for maintaining and keeping loyal and moneymaking customer (Husain, et. al. 2014).

There have been limited empirically founded researches on the new technological implementation in the context of Malaysia (Muhammad et. al. 2016). However, the arrived of the new technology has brought a significant benefit in the market sector as well as a change in the lifestyle of the consumers (Haba et. al. 2017). Several researches (Che- Ha et. al. 2014; Shaffri et. al. 2016 and Selamat et. al. 2013) from previews literature supported the efficacy of the new technology on the growth of the small business and the accessibility provided to the consumer in Malaysia (Martin et. al. 2015). According to Husain, et. al. (2014) the parching behavior of the local consumers have been extremely modified on the perspective toward Malaysian made products. Therefore, the e-commerce and the innovation of the social media have come a major factor on leading Consumer Buying Behavior Toward Malaysia Made Products (Abdullah et. al., 2016).

## 2. 2 Specific Concepts

## 2.2.1 Social Network Influences (IV).

## Definition

Many scholars (Boujlaber, Idarrou and Mammass et. al. 2017; Dietel, 2017; Keyvanpour and Pourkazemi, 2017; and Venkatesh and Zhang, 2013), have chosen social network as the research focus. Social network, according to Mammass et. al. (2017), is defined as a structure in the society which is commonly displayed as a diagram with the purpose of describing entities and liking individual as well as group in the community. (Venkatesh and Zhang, 2013), defined social networks as a exclusive set of associations which is maintained among a demarcated set of individuals, with the extra property that the features of these connections as a whole could be used to understand the community behavior of the individual involved. Social network in today business activities play significant functions as influential media for dissemination and gathering information (Keyvanpour and Pourkazemi, 2017). The components of the society, which comprehend member of the families, reference’s groups, responsibilities and prestige, have been found under the influence of the social network (Boujlaber et. al. 2017). The purchase behavior can be influenced from the relationship consumers maintain each other through the social network (Dietel, 2017). Therefore, understanding the social network Influence can improve the marketer’s efficiency (Keyvanpour and Pourkazemi, 2017).

## 2.2. 1.1 Global Perspectives

Social network can be a subjective influence on the Consumer Buying Behavior as well as a powerful influencing factor for families, group socials and people in power including governments (Mammass et. al. 2017). Previews studies conducted by pass scholars (Boujlaber, Idarrou and Mammass, 2017; Dietel, 2017; Keyvanpour and Pourkazemi, 2017; and Venkatesh and Zhang, 2013) supported that the purchasing behavior of the consumers around the world are influenced through the relationship maintained each other on the social network. Based on the experimental research Wattanasupachoke (2016), revealed the population around the world in today’s live are transforming they lives from the traditional way of living to digital world. The way of living of the global population is totally different compare to the past decades living styles (Boujlaber et. al. 2017). Therefore, organizations both publics and privates are required to adapt their manner of making business in order to match with the environmental changes and create suitable marketing strategies (Wattanasupachoke, 2016).

### 2.2.1.1.1 Social Media EWOM

Several literatures (Gremler, Gwinner, Henning-Thurau and Walsh et. al. 2014), Electronic world mouth (EWOM) has extensive been contemplated an influence in marketing tool. Social networks EWOM can be well defined as interaction among buyers on goods and service industries of brands. It is considered as one of the most influencing factors in marketing concerning to consumer buying behavior (Ajzen and Sexton, 2012). Bruyn and Lilien (2016) stated that social networks are contemplated as rightly suitable podium for EWOM. As it was discussed in previous studies, (Chevalier and Mayzlin, 2014; Hung and Li, 2017 and Walsh et. al. 2017), social network pages are described as debased services to which wish to provide Internet consumers the opportunity to provide and form personal data, which include profile and personal friend’s lists. EWOM as a social network platform, it has brought a new way of interaction among consumers (Dwyer, 2917). Therefore, now days, consumer are able to interact and exchange ideas and experience about good and services a long with friends toward social networks (Holmes and Lett, 2012).

(Goldsmith and Horowitz, 2016), pointed that with the advancement of EWOM, it is challenging for marketers in today’s market to have fully control over the consumers (Ajzen and Sexton, 2012), given the fact that consumers have started to communicate each other on the companies and its services and products. Nevertheless, the development of the EWOM as a social network platform has provided various advantages to the marketers (Dwyer, 2017). Through EWOM, marketing messages con be delivered and reach to a huge larger numbers of consumers in a short time (Walsh et. al. 2014). Consequently, that is an advantage for marketers to increase brand awareness toward customers with less cost and less necessity to using traditional promotional channels as television, radio’s stations and etc., (Gremler et. al. 2014).

Previous research, Ajzen and Sexton, (2012), which has reviewed that the current EWOM investigation conducted on the social media, stated that EWOM’s influence was depended on both the consumer and information provided. Therefore, marketers who are targeting on consumers allocated on EWOM in social networks need to comprehensively assess the communication in order to embrace consumer-purchasing decision (Gwinner et. al. 2014). Jeong and Jang (2013) showed that with technological advancement and Internet implementation, EWOM has gained a new standpoint. Previously, EWOME was limited on individual conversation between consumers; however, now-days, with Internet advancement this social network platform has increase to the extend to join larger audiences globally for the exchanging of the products and services’ ideas and experience (Escalas and Bettman, 2015). Consequently, EWOM has come to improve the interaction for both sellers and buyers, which include purchase decision and market’s offers (Gremler et. al. 2014).

### 2.2.1.1.2 Social Network Platform

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Previous studies (Flannery, 2013; Jackson and Wang, 2013 and Xu et. al., 2012) in recent years, the use of social media platform as for example Twitter, Facebook, and Instagram has converted widespread in the global, given the fact that it has become the daily routine of many people. Although many people are engaged in it as well other than entertainment, but for the information seeking’s purpose (VanAuken, 2015). Social network platform can be understood as the collection Internet constructed applications that are based on the technological and philosophical industry of the 2.0 (Guesalaga, 2016). Within this industry 2.0, the various social medias existents such WhatSapp, WeChat, Skype, Blogs, Twitter, Facebook, Instagram and MySpace are willing to be the most widespread among the youth generation (Solem and Pederson, 2016). According to VanAuken, (2015) in previous research the population members registered on Facebook were not less that three million Nigerians and not less than 27 million Africans (Kozinets, 2014).

Studies conducted in recent years, (Dehghani et al. 2016; Solem and Peterson, 2016 and Xu et al. 2015). considered and increase population on social network platforms in the global scale, and it has catch up the attention of a larger online community around the world including consumers and information seekers through the Internet (Wozniak, 2013). Social network platform, in addition, it has been an important field to research consumer buying behavior for further understanding on the use of social networks (Wu, 2016).

**

*Figure 1: Social Network Platform.*

*Source: Dehghani et al. (2016)*

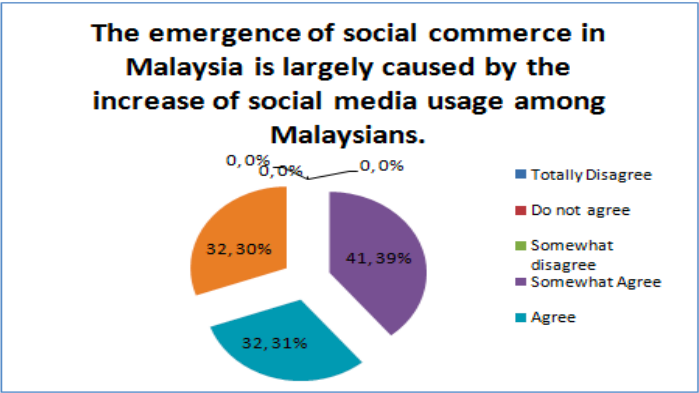
## 2.2.1.2 Malaysia’s Perspectives Toward Social Network Influence

In Malaysia, the growth of the social network social network has overtaken the attention of the local residences, in special the creation of Facebook, Twitter, YouTube, LinkedIn, WeChat, WhatSapp and many more (Rahman and Hassan, 2017). Social network can be a factor with a high influence on the Consumer Buying Behavior within families, group socials and people in power including governments (Boujlaber et. al. 2017). Previews findings conducted by pass researchers (Abdullah, Hashim and Wok et. al. 2017; Hamid, Hamdan and Rantai, 2014; and Rahman and Hassan, 2017) reinforced that the purchasing behavior of the consumers in Malaysia’s peninsula are influenced through the connection preserved respectively on the social network. Based on the experimental exploration, (Rahman and Hassan, 2017) revealed that Malaysian’s population are transforming they lives nowadays from the conventional way of living to digital area. The manner of living of the population in Malaysia is totally different compare to the past years living styles (Wok, 2017). Therefore, institutes are required to adapt their manner of commercializing in order to pair with the environmental transformations and create suitable advertising and strategies (Abdullah, Hashim and Wok et. al. 2017).

### 2.2.1.2.1 Social Media EWOM

Baker (2016), in line with development of technology, individuals are becoming more adapted to electronic communication in Malaysia. Manufactures companies should be more interested to the factors that determine consumers’ satisfaction in Malaysia (Vanhuele and Wright, 2017). Since the majority of the interaction among consumers is conducted now days digitally, it is a prove that companies must design a positive EWOM for meeting consumer’s satisfaction (Wolny and Mueller, 2015). According to Keller (2012) it is critical for marketers in today’s global market and in Malaysia specially, the advancement of the new technology (Smith and Zook, 2017). EWOM has come with challenges as well as opportunities to markers who selling in the actual market including Malaysia (Akar and Topcu, 2013). The easy communication among consumers would expand either positive or negative information toward the product or services provided, facts that need careful consideration from marketers in Malaysia (Schindler and Bickart, 2015).

Goldsmith and Horowitz (2016), discussed social network influence in Malaysia. The implementation of EWOM in the market has change the method of interaction among consumers in Malaysia (Vanhuele and Wright, 2017). Previous study has focused with this on the features of new generation’s Internet engagement in Malaysia, which purchasing decisions provide limited assumptions from marketers (Keller, 2012). However, this group of associates is weightily active on the social networks apps with a great impression of finding information (Wolny and Mueller, 2015). Baker (2016) stated that it is not necessary to have presence in the social medias as it is done by many companies in Malaysia, nonetheless, fail to do so will provide limited opportunity to the competitive advantage. The opinion provided by customer through Internet is a crucial aspect to care about (Weber, 2018). Previous study concluded that a huge lager number of consumers in Malaysia would review products information including comments given by others before purchasing process (Baker, 2016). Therefore, will be good enough to marketers to provide effective use of the new technology in order to create positive relationship with consumers and social media users in Malaysia (Keller, 2012).

*Figure 2.1: Social media’s in Malaysia*

*Source: Wolny and Mueller (2015)*

### 2.2.1.2.2 Social Network Platforms

Various literatures from previous researches have been discussing social network platform in Malaysia (Jackson and Wang, 2013 and Xu et al. 2012). More than 20 academy’s entities in Malaysia, which include public and private universities, collages have been conducting investigations on social applications (Alarcón-del-Amo et al. 2016). Guesalaga (2016) stated that as the social media platforms have become an embraced element that is necessary globally for the societies in todays’ live, Malaysia has done the same too. Previous literature concluded that the responsibility for social networks platform in Malaysia has been established for two reasons (Solem and Pederson, 2016); which are dissemination of the information for education support and to guide the media industries according to the government polices (VanAuken, 2015). Regarding to marketing and promotions, it shown that traditional channels of advertising still on top of advertising strategy in Malaysia; however, there is also an increase of advertising throughout social networks in Malaysia (Kozinets, 2014).

According to Solem and Pederson (2016), almost 90 percent of the users of internet in Malaysia have registered and have an account in social network platforms. Guesalaga (2016), pointed that Malaysians are considered very sociable on the social network platforms. Although Malaysians have among the maximum average number of contacts on social network platforms compare to other Internet users worldwide (Wozniak, 2013). Therefore, marketers need to give a significant attention on the social networks platforms in Malaysia to improve relationship with consumers in Malaysia’s market (Couldrey, 2015).

## 2.3 Linkage Between Consumer Buying Behavior and Social network Influences

The terms Consumer Buying Behavior and social network influences have been the focus of the analysis of many researches (Mammass et. al. 2017; Mehta et. el. 2016; Paryan et. al. 2015). Several scholars have been conducting investigations on Consumer Buying Behavior (Dietel, 2017; Keyvanpour and Pourkazemi, 2017; Mammass et. al. 2017; and Venkatesh and Zhang, 2013) as well as on social network influences (Boujlaber et. al. 2017; Dietel, 2017; Keyvanpour and Pourkazemi, 2017; and Venkatesh and Zhang, 2013).

The description of Consumer Buying Behavior is known as the behavior that an individual present in searching, analyzing and purchasing a product or service, which include the decision procedures involved in the purchase decision-making (Mehta and Chang, 2016). Consumer Buying Behavior can be as well defined as the set of the whole consumer’s approaches, favorites, resolutions and targets concerning to the buyer's behavior in the market environment at the purchasing time of a good or service (Mehta et. el. 2016). In other hand, social network influences, according to Mammass et. al. (2017) is defined as a structure in the society which is commonly displayed as a diagram with the purpose of describing entities and liking individual as well as group in the community. Venkatesh and Zhang, (2013) defined social network as a exclusive set of associations which is maintained among a demarcated set of individuals, with the extra property that the features of these connections as a whole could be used to understand the community behavior of the individual involved.

Understanding Consumer Buying behavior, according to Singh, (2015), Paryan et. al. (2015) is a complicated matter given the multiple factors that influence customers on purchasing decision, such as price, brand, social, culture, including psychological effects that would determine the mindset of a consumer purchasing decision. Consumer buying behavior as well as the social network influences is crucial in the marketing activities (Venkatesh and Zhang, (2013). Social network in today business activities play significant functions on the Consumer Purchasing decision (Keyvanpour and Pourkazemi, 2017). The purchase behavior can be influenced from the relationship consumers maintain each other through the social media EWOM and platfomrs (Boujlaber et. al. 2017).

Consumer Buying Behavior and social network influences, over the past few decades, various literatures and theories on the global perspective have been conducted in the marketing’s field by various researchers (Keyvanpour and Pourkazemi, 2017; Naseem, 2017 and Paryan et. al. 2015). The global point of view on the purchasing behavior of the consumer has made the world an unusual place and a high competitive market environment as well as the transformation of the traditional world into digital world (Kathryn Dunn, 2016). Looking at Consumer Buying Behavior and the social network influence in the common sense, according to Payan et. al. (2015) there are several factors influencing it, such as: Social, Culture, psychological, personal etc.

Social network platforms furthermore social media EWOM can be an independent influence on the Consumer Buying Behavior as well as a powerful influencing factor for families, group socials and people in power including governments (Mammass et. al. (2017). Previews studies conducted by pass scholars (Boujlaber et. al. 2017; Idarrou and Mammass, 2017 and Venkatesh and Zhang, 2013) supported that the purchasing behavior of the consumers around the world are influenced through the relationship maintained each other on the social network. Based on the experimental research, Wattanasupachoke (2016), revealed the population around the world in today’s live are transforming they lifestyles from the traditional way of living to digital world. The way of living of the global population is totally different compare to the past decades living styles (Boujlaber et. al. 2017). Therefore, organizations both publics and privates are required to adapt their manner of making business in order to match with the environmental changes and create suitable marketing strategies (Wattanasupachoke, 2016).

According to Solomon, (2015), it is reviewed that Consumer Buying Bevavior in the region looks like action a scheme; each consumer will set up a plan for goods that will be continuously purchased from time to time and that will be just a small part of the market. Therefore, organizations need to shape suitable strategy for their marketing plan to the extend to which they consider the factors influencing the behavioral purchasing of the local market and each particular segment in Europe (Edu et. al. 2016). Because, Consumer Buying Behavior can be affected by external factors, as the features of globalization, such as information, interface and communication; and also by internal factor resulting from the environmental cultures (Dunn, 2015).

To understand better Consumer Buying Behavior in relation to the social network influences in the global perspective, this research will analyze different factors in the global market, which will involve segment, target, culture, etc. Based on a research conducted over a total of 17 thousands consumer over 17 different nations which include Spain, France, UK, Germany, Hungary, Sweden, etc., Samaa Attia and Mayar Farrag (2018), concluded that personal value and life style come to be the leading factors of the Consumer Buying Behavior in most of the market segmentation worldwide.

In Malaysia, Consumer Buying Behavior concerning to the social network influences has presented enormous changes in the pass few years Studies (Ariffin, Sallam and Wahid, 2017; Chahal and Kamil, 2017; and Hung and Yazdanifard, 2015). The improvement in the education system in Malaysia has facilitated changes in the mindset of the citizens; the live is getting to be highly valued by the consumers (Yazdanifard et. al. 2015). In the used of products, consumers tend to be vigilant especially for long duration goods, which include guarantee and high cost (Hung et. al. 2015). The growth of the social network social network has overtaken the attention of the residences in Malaysia, in special the creation of Facebook, Twitter, YouTube, LinkedIn, WeChat, WhatSapp and many more (Rahman and Hassan, 2017).

Baker (2016), In line with development of technology, individuals are becoming more adapted to electronic communication in Malaysia. Manufactures companies should be more interested to the factors that determine consumers’ satisfaction and the behavior of consumers buying decision in Malaysia (Hung et. al. 2015). Since the majority of the interaction among consumers is conducted now days in the social network platforms, it is proved that companies must design a positive EWOM for meeting consumers’ satisfaction (Walsh et. al. 2014). According to Bruyn and Lilien (2016), it is critical for marketers in today’s global market and in Malaysia specially, the advancement of the new technology (Dwyer, 2917). EWOM has come with challenges as well as opportunities to markers who selling in the actual market including Malaysia (Ajzen and Sexton, 2012); the easy communication among consumers would expand either positive or negative information toward the product or services provided, fact that need careful consideration from marketers in Malaysia (Dwyer, 2917).

Social network can be a factor with a high influence on the Consumer Buying Behavior within families, group socials and people in power including governments (Boujlaber et. al. 2017). Previews findings conducted by pass researchers (Abdullah et. al. 2017; Hamdan and Rantai, 2014; Hassan and Rahman, 2017 and Solem and Pederson, 2016) reinforced that the purchasing behavior of the consumers in Malaysia’s peninsula are influenced through the connection preserved respectively on the social network platforms. Based on the experimental exploration, (Rahman and Hassan, 2017) revealed that Malaysian’s population are transforming they lives nowadays from the conventional way of living to digital area. Therefore, Social network influences and Consumer buying Behavior should be a fact of further understanding for suitable marketing strategies in the global market and in Malaysia’s market as well.

## 2.4 Grounded Theory

The theory of Planned Behavior model (TPB) was projected by Icek Ajzen to develop on the expectation power of the individual habit and behavior intentions that lead an individual (Payan et. al. 2015). Previous researches, (Brown and Levinson, 1987; Fiske and Macrae, 2012; and Vaughan and Hogg, 2013), concluded that intention is an alternative degree for perform and designates an individual’s enthusiasm in the sense of conscious strategy or choice to act on certain behavior, and conventionally the greater the intention remains, the more likely the behavior will be performed.

According to Mohammad and Al Zoubi (2011), three psychosocial factors are set up as the guidance of the human behavior, which are comprehended as normative beliefs: this is about the typical normative expectancies of others; behavioral beliefs: this is about the possible significances of the behavior; control beliefs: this is the beliefs about the subsistence of the features that influence the behavior’s performance of beliefs on the existence of the behavior. Thus, these three aspects determine the human behavior intention Rossiter and Smidts (2012). Psychosocial factors, in addition, is defined as the attitude to which a human’s overall estimation of an element, place or another human and has a essential influence on the behavior and intention by helping others to identify the favorable and unfavorable behaviors, subjective customs are societal or peer force that are often inflicted by individuals closer to others, which include family and friends who are considered as people able to influence the decision of human behavior (Choudhury and Mukherjee, 2014).

Hogg (2012), an important contribution for the studies of the environment has been given by the Theory of Planned Behavior. The analysis diverses pro environment performance, as it provides a huge flexibility to analyzers by offering additional variable components for use of the study, such as demographic, moral norms and pass experience to add in the research (Khong and Wu, 2013). The Theory of Planned Behavior has also been a useful technique in the research of Consumer Buying Behavior and come out with additional theories such as Theory of Change Behavior and Theory of Interpersonal Behavior (Payan et. al. 2015).

## 2.5 Gaps in the literature

Planned Behavior Theory in line with it fundamental theories that comprehend Reason Action Theory, both theories are a model of predictions on the individual behavior based on variety of principles (Payan et. al. 2015). However, people may not performance on the criteria predicted accordingly (Hogg, 2012). Consequently, the Theory of Planned Behavior displays an inability to bridge the GAP between the intention of behavior and the concrete behavior reviewed of the time the GAP was with the human behavior, which become a matter to change (Muda and Musa, 2012).

Some analyzers (Brown and Levinson, 2017; Fiske and Macrae, 2012; and Vaughan and Hogg, 2013), subject the limitation and capability to explain the social behavior of individual, to which agreed that the social behavior of individual are determined by unconscious psychological process and inherent attitudes, which raise the uncertainty on the significance of coconscious as a unpremeditated component (Payan et. al. 2015). Consequently, Hogg (2012), there are limited researches conducted on the social network influences in Malaysia, there is also limited researches on the Consumer Buying Behavior Toward Malaysia’s Made Products and it relationship with social networks influences.

From the research stage, several gaps were found by the scholars, which come out with limitations to the analysis (Vaughan and Hogg, 2013). Many researches on the Consumer Buying Behavior (Boujlaber et. al. 2017; Dietel, 2017; Keyvanpour and Pourkazemi, 2017; and Venkatesh and Zhang, 2013), have been done in different countries including developed and developing nations. However, one of the certainties was limited literatures regarding to the factors influencing Consumer Buying Behavior (Dietel, 2017). On the other hand, there were limited studies conducted on Consumer Buying Behavior Toward Malaysia Made Products. Despite of the advancement of the new technology in Malaysia, their still limited studies have been completed to comprehend the influence of social networks on Consumer Buying Behavior Toward Malaysia Made Products, which created this gap.

## 2.6 Conceptual Framework

Table 2.1 DV and IV

**IV**

**DV**

|  |
| --- |
| **Social Networks Influences** |

H1a) Social media EWOM

H1b) Social network platform

H1

**Consumer Buying Behavior Toward Malaysian’s Made Products.**

*Source: Cooper and Schindler (2013).*

## 2.7 Hypotheses

1. H1: Social network factors influence Consumer buying Behavior in Malaysia?
2. H1a: Social network dimension of social network EWOM influence Consumer Buying Behavior in Malaysia
3. H1b: Social network dimension of social media platforms influence Consumer Buying Behavior in Malaya

## 2.8 Conclusion

The literature gaps of this research will focus on the planned behavior’s theory for the improvement of the research's framework and exploration in order to advance the understanding of the Consumer Buying behavior. As this research is quantitative, descriptive correlational exploratory analysis that investigates the purchasing behavior of the consumers toward Malaysia made products.

# Chapter 3 Literature Review

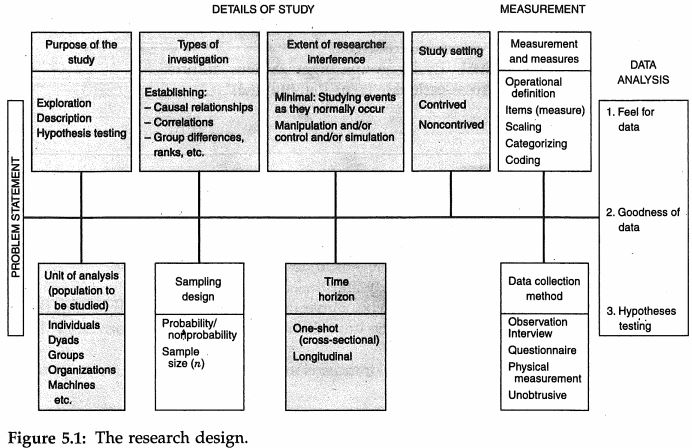
## 3.0 Overview

## 

In the analysis of this chapter, the quantitative, descriptive, correlation design method for this study shall be explained and describe as shadowing. Primary, the research analysis will be debated according to the accomplished research framework conducted in the chapter two. Thus, to make sure that the methodical principles and theories, questions and analyze tools that match for this research. This chapter also analyzes the assessed analysis approach and sample design. In addition, the procedure for this section will include descriptive analysis, external and internal validity, preliminary test and hypotheses analysis.

## 3.1 Research Design

Research Design is defined as a scheme for conducting an analysis with a high control over the aspects that would delay within the validity of the research (Wright and Sweeney, 2016). This fact will help to identify systematically the specific problem of the finding (Ridder, 2017). Research design can be explained as the plan that helps to figure out when, how and where to gather and analyze the information (Cooper and Schindler, 2013).

 *Figure 3.1: Research design*

*Source: Wright and Sweeney (2016).*

This research analysis is a quantitative, descriptive, correlation design method, which is conducted to further understanding throughout the social network’s influences on the Consumer Buying Behavior Toward Malaysian’s Made Products. In fact, for the purpose of the study, the extent of the researcher interference is minimal, as the researcher is not interfering into the normal work of the respondents. The ideal setting, which refers to the environment whereby the research is conducted (Ridder, 2017). In this research, the study setting is non-contrived as it is made in a natural environment which litter or non-interference with the researcher.

The purpose of the research is to determine the reason why is the analysis done (Gregorio, Da Silva, Lapāo, 2017). Purposely, this study is to find out whether there is a relationship between social network’s influences and Consumer Buying Behaviors Toward Malaysian’s Made products.

The research design of this study will include a constructive survey questions to contribute for the data gathering of the research, which comprise of dependent and independent variables of the Consumer Buying Behavior and its relationship with the social network’s influences as well as social media EWOM and social network platform in Malaysia. The structured survey designed for this research composes of three subdivisions. In the first place, there will be personal data including age, gender and education level. In the second place, will be included all the Consumer Buying Behavior assessing implements covering the selected influencing factors on Consumer Buying Behavior. In the third place, will include the measurement toward social network’s influences on the purchasing behavior of the products made in Malaysia.

This research will adopt the non-probability randomly sampling methods and for the data gathering, it will be throughout the residential consumers in Malaysia. Therefore, data collection will be selected randomly.

## 3.2 Unit of analysis

The unit of analysis discusses the main object willing to be analyzed in a research (Bell and Bryman, 2013); this includes individual, group or cross section, which may be selected, based on the researcher’s pretention. Accordingly, the research will focus on individual level, more precisely; since the study evaluates Consumer Buying Behavior Toward Malaysia’s Made Products, thus, the unit of the analysis is individual consumers in Malaysia.

### 3.2.1Time Horizon

Time Horizon for this study is contemplated to be cross-sectional study since the data gathering is collected at once from the respondents. According to Cooper and Schindler (2015), the study of cross sectional is carried out once and symbolizes a picture of one fact in time. In fact, the bellow table explains the progressive of the research process.

Table No 3.1: Time Horizon

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Time Horizon | May | | | | Jun | | | | | July | | | | | August | | | | |
| W  1 | W  2 | W  3 | W  4 | | W  5 | W  6 | W  7 | W  8 | | W  9 | W  10 | W  11 | W  12 | | W  13 | W  14 | W  15 | W  16 |
| Identify research tittle |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Research outline |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Literature review |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Research chapter |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Research method |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Questionnaire design |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Revision |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |
| Submission |  |  |  |  | |  |  |  |  | |  |  |  |  | |  |  |  |  |

*Source: Thornhill et. al. (2017)*

## 3.3.0 Sampling design

According to Cooper and Schindler (2013), sampling design is the outline or road drawing, which serves as the basic for the selection of the survey sample and influence many other significant features of a survey questions. Sampling design, in addition, provides information on the sampling frames as well as the description of the simple size, units, probability of selection, and the stages of the sampling (David, Kraemer and Leon et. al. 2013). The sampling population under the study is identified as consumers residing in Malaysia, since the research is conducted on Consumer Buying Behavior Toward Malaysia’s Made Products; thus, the sampling selection is the whole consumers in Malaysia.

## 3.3.1 Sampling Plan

According to Bell and Bryman (2015), sampling plan is a described outline that is to determine which measurement shall be taken, on which time, the kind of material, methods and by whom data will be gathered. Sampling plan helps to create the data gathering process in the simplest way (Lemeshow, Levy-I and Levy-II et. al. 2014). According to Bell and Bryman (2015), there are two main kind of sampling methods: Probability sampling and non-probability sampling. It is known as probability sampling when in the sample population every single element posses equal opportunity to be selected. However, non-probability sampling the elements in the population has not equal opportunity to be selected (Lewis, Saunders and Thornhill et. al. 2017). Consequently, this study will use the probability sampling method, since all the elements in the sample population have equal opportunity to be selected; therefore, the sampling population, which is consumers in Malaysia, will not be selected intentionally, as all consumers can equally participate in the research questionnaire.

## 3.3.2 Sampling Size

Determining sample size in a research is crucial (Krejcie and Morgan, 2012). According to Cooper and Schindler (2013), sample size refers to the part of the population selected to accomplish an analysis. For the sample size of this study, the purpose is to make sure that there is a sufficient sample in order to have enough power for statistical significance.

Table 3.2: Sample size

*Figure 3.2: The determination of sampling size.*

*source: Krejcie and Morgan (1970).*

Krejcie and Morgan (1970) stated that in a singular framework, when there are four independent variables and is estimated to be substantial with a population of 1 million, it is suggested that 384 should be the sample size as it is reviewed in the table above, a total number of 400 distributed questionnaires with focus on individuals, referred as users of Internet who are currently residing in Malaysia.

The data gathering is to be collected from each of the individual residing in Malaysia, whereby the indication of sampling is given. Sample represents to a subgroup of individuals, objects, items, etc., of a superior population which researchers method to gather and examine data (Pallant, 2013).

## 3.4 Questionnaire design

Cooper and Schindler (2013) defined questionnaire design as a multistage procedure that demands consideration to many facts at once. The study will implement quantitative method as questionnaire of data collection, as the analysis tents to test detailed hypotheses that have been generated earlier (Farrugia, 2014). The questionnaire design will be adopted and adapted based on the need of the study in order to fulfill research’s purpose. Therefore, in the survey, there will be three different subdivisions, which include the independent variable, dependent variable and the demography of the sample size (Roh, Schuldt and Schwarz et. al. 2015). For the adoption and adaption of the questionnaire, references from the previous researchers will be relevant as it is suggested academically in this module, and modification of the facts will be obvious in order to suit with the topic of the study.

Consequently, the whole questionnaire will provide Likert scales of five point, which will be applied on the survey criterion: Strong disagree as starting point or number 1 throughout the last point, strong agree as number 5, to measure the responses of the participants by each component. Likert scales will be used for the measuring of the responses.

Table 3.3: Questionnaire design

|  |  |  |  |
| --- | --- | --- | --- |
| Section | Area | No of Items | Source |
| A | Demography | 4 | Ariffin, Sallam and Wahid et. al. (2017) |
| B: (DV) | Consumer Buying Behavior | 5 | Paryan and Seedani (2015) |
| C(IVs) | 1. Social Networks Influences | 5 | Keyvanpour and Pourkazemi (2017). |
| 2. Social Media EWOM | 5 | Hung and Li (2017) |
| 3. Social Network Platform | 5 | Xu et. al. (2012) |

*Source: Questionnaire design (*Cooper and Schindler, 2013)

## 3.5 Pilot Test

According to Cooper and Schindler (2013), pilot test is implemented to examine the suitability of the questionnaire piloted. A total number of participants who are users of Internet in Malaysia will be included as well in the pilot test (Roh et. al. 2015). To reveal whether the applicants are able to comprehend the items involved in the questionnaire, pilot test will be used. The SPSS system will be used for analyzing the reliability and validity of data collected from the pilot test. In fact, the questionnaire attained for the research can be not appropriate if the results given come to be negative. The items and structure of the survey shall be modified and an innovative pilot test shall be shepherded until the SPSS calculation meets the required guideline.

### 3.5.1 Factor Analysis

Bell and Bryman (2015) stated that factor analysis is a data reduction tool that help to summarize the data contained in a sizable quantity of variable into reduced quantity of factors. Factor analysis denotes to a number of various methods used to distinguish the fundamental dimensions or symmetry in phenomena. According to Cooper and Schindler (2013) data collected in the study shall use factor analysis; KMO Bartlett’s test of Sphericity which is to check whether the collected data from the survey are correlated and appropriated for future study or not. Lewis et. al. (2017) recommended that Sampling Adequacy, which is the one measurement of the factor analysis, is appropriate for the analysis if the range is from 0 to 1, that is to confirm that the greatest is the value of the measurement of the sampling adequacy, the more suitable for the consequent dimension.

The study will also perform on the component matrix, which is reduction of data method that supports researchers to eliminate data that are not appropriate for the subsequent analysis (Bi and Dang, 2013). According to Bell and Bryman (2015), the data that displays component matrix of less than 0.6 from subsequence analysis shall be eliminated, as those that are 0.6 above only should be integrated in the subsequence analysis.

The factor analysis also includes detecting the eigenvalues of the data (Werner, 2014). The variability of the whole variables accounted for a factor is measured by eigenvalues (Kasprzyk and Montano, 2013). The ratio of eigenvalues identifies the essential of one element with regard to other alterable (Bi and Dang, 2013). It was suggested that the factors that are less than 1.0 with eigenvalues should be dropped under the Criterion of Kaiser (Thornhil, 2017).

The research performs communality, which is to identify how much a variable has in similar with all factors. The communality value is 0.6 above (Lewis et. al. 2017). Hence, factor analysis will be conducted in the study before performing the reliability test to verify whether factors should be eliminated or not.

### 3.5.2 Reliability Test

Bell and Bryman (2015), defined reliability test as the degree to which a test is stable and consistent in assessing what it is projected to measure. Reliability test is the first step to give after the gathering of data, since it helps to verify whether the data collected is suitable for making conclusion in the research study (Crowder and Lane, 2014), Consequently, the present study has as well conducted the reliability test to make sure on the reliability of the information collected, given that if the survey responses collected are too much contracted, it means that respondents had less understanding on the questionnaire’s statement or the responses were given with less attention toward the survey questions (Lewis et. al. 2017).

In fact, this research will use Cronbach’s Alpha to analyze the reliability of the factors in the survey (Eisinga, Grotenshuis and Pelzer et. al. 2013). Cooper and Schindler (2013) stated that the satisfactory range for concepts are suitable for further study is between 0.7 and 0.95; however, the value which is more than 0.95 or less than 0.7, it means that the data collected is not reliable, thus, it is not suitable to continue further to research decision (Pelzer et. al. 2013).

Table 3.4: Pilot test guideline

|  |  |
| --- | --- |
| Cronbach’s Alpha | Internal Consistency |
| &>0.9 | Excellent |
| 0.9>&>0.8 | Good |
| 0.8>&>0.7 | Acceptable |
| 0.7>&>0.6 | Questionable |
| 0.6>&0.5 | Poor |
| 0.5>& | Unacceptable |

*Source: Eisinga et. al. (2014)*

### 3.5.3 Correlation Matrix

### 

Cooper and Schindler (2013) defined the correlation matrix as the normal form of reporting correlation results. It may be paralleled to a between-cities range table, excluding that instead of cities the variables of the study are exchanged and instead of range a coefficient of correlation is replaced (Pelzer et. al. 2013). Correlation matrix in the research study presents the correlation coefficients between numerous variables. This style of matrix will materialize in hypothesis testing research studies, which are planned to test the correlation between variables (Eisinga et. al. 2013). Bell and Bryman (2015), explained as the statistical measurement of an association between two variables. The correlation matrix ranges from 1.0 to -1.0. Therefore, if the value of ranges is 1.0, there is a perfect positive linear relationship designated. In the other hand, if the value of range is -1.0, there is a perfect negative relationship indicated. However, if the range =0, there is not relationship indicated between the variables (Bi and Dand, 2013).

## 3.6 Measurement

Bell and Bryman (2015), measurement instruments are approaches that are used the study to measure and analyze the objects and participants, and the tools are used to gather information on the variety of variables from substantial performing to psychosocial security, and conventionally the tools’ types include surveys, interviews, catalogs, methodical clarifications and many other techniques (Schuldt et. al. 2015). Quantitative study requirement for statistical significance will be used in the study (Werner, 2014). The tests will be further implement additional tools.

### 3.6.1 Descriptive information

### 

According to Cooper and Schindler (2013) descriptive information, it is acquired from all the individual data or cataloging variables to define the profile of the participants. In this study, descriptive information can be implemented to examine the demographic interrogations, which are gender, age, income, occupation since descriptive information are conventionally used for précising frequency or methods of central predisposition (Schuldt et. al. 2015).

### 3.6.2 Preliminary test

Bell and Bryman (2015) indicated that preliminary test is the objective questions with penalty. In the preliminary test this study will use factor analysis, which is a data reduction tools that help to summarize the data contained in a sizable quantity of variable into reduced quantity of factors. Factor analysis denotes to a number of various methods used to distinguish the fundamental dimensions or symmetry in phenomenon (Schuldt et. al. 2015). According to Cooper and Schindler (2013), data collected in the study shall use factor analysis; KMO Bartlett’s test of Sphericity which is to check whether the collected data from the survey are correlated and appropriated for future study or not. Schuldt et. al. (2015) recommended that Sampling Adequacy, which is the one measurement of the factor analysis, is appropriate for the analysis if the range is from 0 to 1, that is to confirm that the greatest is the value of the measurement of the sampling adequacy, the more suitable for the consequent dimension.

The factor analysis also includes detecting the eigenvalues of the data (Bi and Dand, 2013). The variability of the whole variables accounted for a factor is measured by eigenvalues (Werner, 2014). The ratio of eigenvalues identifies the essential of one element with regard to other alterable (Lewis et. al., 2017). It was suggested that the factors that are less than 1.0 with eigenvalues should be dropped under the Criterion of Kaiser (Schuldt et. al. 2015).

### 3.6.3 Hypotheses testing

Cooper and Schindler (2013), the measurement is to define which of the two hypothesis is appropriate. The technique of the hypothesis provides testing marginally more complex than appraising parameters, since the study will make decision between two hypotheses (Werner, 2014). In fact, the following test will be used in the study. One sample t-test, which is to test whether a sample mean is differed significantly from the hypothesis’s values (Lewis et. al. 2017). Chi-square goodness of fit; this is to test whether the proportions observed for a categorical variable differ from hypothesized proportions (Eisinga et. al. 2013). Chi-square test; is to verify whether there is a relationship between two categorical variables or not (Werner, 2014). One-way ANOVA, it is used once the test differs between two independent variables and normally distributed interval dependent variable (Schuldt et. al. 2015). Multiple regression, it is only having a little difference compare with simple regression, except that in multiple regressions have more than one predictor variable in the equation (Lewis et. al. 2017).

### 3.6.4 Beta Coefficient

Bell and Bryman (2015) stated that the beta coefficient is the level of variation in result variable for each of the 1-unit of the variations in the forecaster variable (Sekaran and Bougie, 2016). Beta coefficient needs to be assessed by the t-test in order to verify whether it is drastically different from zero. Consequently, if the beta coefficient is not statistically significant, it proves that the variable does not meaningfully forecast the results (Schuldt et. al. 2015). However, the beta coefficient will examine the beta’s sign if is significant (Sekaran and Bougie, 2016). In the other hand, if the beta coefficient remains positive, it can be concluded that each of the 1-unit have an increase in the forecaster variable, the result variable shall have an increase toward the value of the beta coefficient (Sekaran and Bougie, 2016). However, with negative values in the beta coefficient, it shall be concluded that, each of the 1-unit have an increase in the forecaster variable but the result variable of the beta coefficient shall decrease (Schuldt et. al. 2015).

## 3.7 Ethical Consideration

Bell and Bryman (2015), ethical consideration is recognized as the preceding condition to do any techniques. This research study will ensure the participant wellbeing and privacy. Regarding to the part of privacy data, all data will be maintained in the private database of the analyzer. Thus, the information shall be kept more than two years to collaborate the study from University UH along with INTI University. In the other hand, concerning to the wellbeing of the respondents, it is under consideration the emotional aspect of the participants contributed to this research, because to provide responses to the survey questions of this study is time consuming and use of energy.

## 3.8 Conclusion

This chapter explained the research design, which has been used in this study with the main purpose of studying the factors influencing Consumer Buying Behavior Toward Malaysia’s Made Products. The survey questions were disseminated to 400 respondents who are residing in Malaysia and are considered as online users. There are various statistical methods used in the study such as pilot test, Hypotheses analysis, factor analysis and others.

# CHAPTER 4. RESEARCH FINDING

## 4.1 Overview

This chapter principally focused on evaluating the collected data from research questionnaire; by using the study methodology projected in Chapter 3 that is to examine the hypothesis develop in Chapter 2. This chapter shall cover essential descriptive statistics on the demographic of the participants, factor analysis, and reliability test on the data that was gathered from the survey using SPSS software. Finally, the interferential indicators that were derived from various linear regression analyses shall also be provided.

## 4.2 Descriptive Statistics/ Demographics of Respondents

In the demographic of the respondents, the study designed several questions to collect personal data from the participants. Therefore, to protect the confidentiality of the respondents, the questions in this aspect were intentionally kept to a few reserved. Thus, some of the demographic information that was same to be significant for the purpose of the study was collected only.

Besides age, education level, income and occupation are important demographic data that was collected. As it is presented in the Chapter 3, proportion sample is practiced in order to improve resemble the demographic characteristic of Malaysia as well as demonstrate more unpretentious feedback from consumers in Malaysia.

The descriptive statistics acquired from SPSS are provided via frequency tables for description as it is presented below.

### 4.2.2 Age

Concerning to the age of the participants in the survey, 30.40% of the respondents are from the age group of below 18 years old. 33.90% of the respondents are from age 19 to 30, which mean that consumers in Malaysia age of 19 to 30 are actively looking to buy Malaysian’s products in the next 3 weeks to a month. In the other hand, consumers from the age of 31 to 40, 41 and above represent a percentage of 27.80% and 7.70 % correspondingly.

Table 4.1: Age of the Respondents

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | below 18 | 115 | 30.4 | 30.5 | 30.5 |
| 19 to 30 | 128 | 33.9 | 34.0 | 64.5 |
| 31 to 40 | 105 | 27.8 | 27.9 | 92.3 |
| 41 and above | 29 | 7.7 | 7.7 | 100.0 |
| Total | 377 | 99.7 | 100.0 |  |
| Missing | System | 1 | .3 |  |  |
| Total | | 378 | 100.0 |  |  |

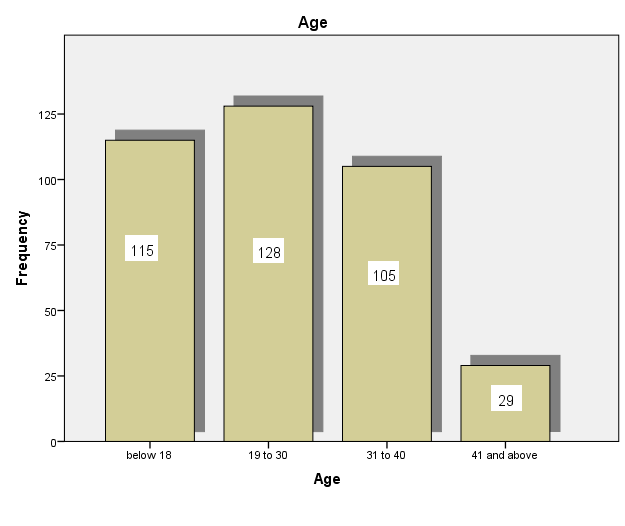


Figure 4.1: Age of the Respondents

### 4.2.3 Education Level

From the outcomes obtained, the largest education level of the respondents is Bachelor Degree with a score of 57.40% of the 377 participants, followed by Diploma with 22.80%, PhD with 10.30%, High School with 6.10% and lastly Master Degree with a total of 3.20% of the participants’ education level. Enhance, the results are extremely closed to the education level of the consumers in Malaysia, which could still be able to reveal a more accurate picture concerning to how respondents from the different level of education are willing to react on purchasing Malaysian’s made products.

Table4.2: Education Level of the Respondents

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Education Leve** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | High School | 23 | 6.1 | 6.1 | 6.1 |
| Diploma | 86 | 22.8 | 22.8 | 28.9 |
| Degree | 217 | 57.4 | 57.6 | 86.5 |
| Master | 12 | 3.2 | 3.2 | 89.7 |
| PhD | 39 | 10.3 | 10.3 | 100.0 |
| Total | 377 | 99.7 | 100.0 |  |
| Missing | System | 1 | .3 |  |  |
| Total | | 378 | 100.0 |  |  |

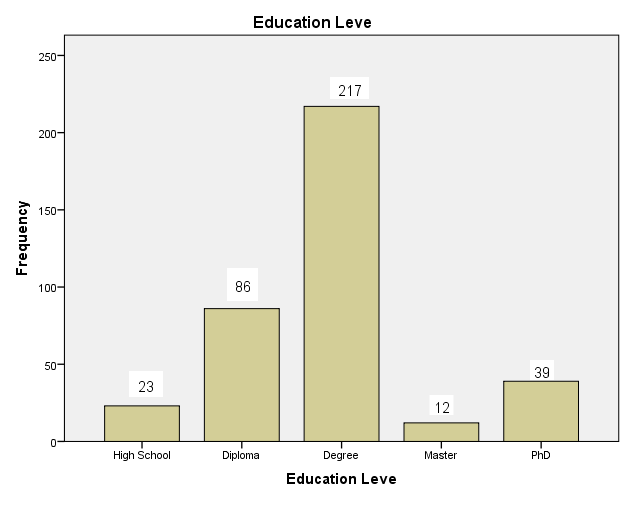
****

Figure 4.2: Education Level of the Respondents.

### 4.2.4 Income Level

Concerning to the monthly income of the respondents, 11.10% of the respondents are from the earning below from RM1000, where by 30.70% of the participants’ income are between RM1001 to RM5000, and lastly, about 57.90% of the participants are from RM5001 and above.

Table 4.3; Income Level

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Income Level** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Below RM1000 | 42 | 11.1 | 11.1 | 11.1 |
| RM1001-RM5000 | 116 | 30.7 | 30.8 | 41.9 |
| RM 5001 and Above | 219 | 57.9 | 58.1 | 100.0 |
| Total | 377 | 99.7 | 100.0 |  |
| Missing | System | 1 | .3 |  |  |
| Total | | 378 | 100.0 |  |  |

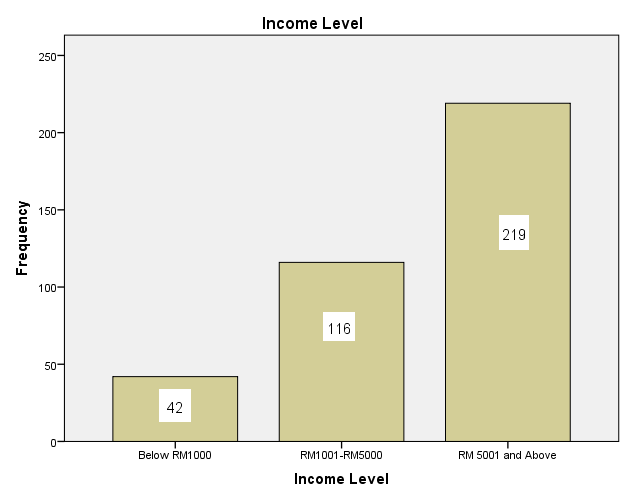


Figure 4.3: Income Level

### 4.2.5 Occupation

Moving to the occupation of the respondents, about 21.40% are students, 14.00% are employees, 28.00% are involved in business activities, and a total of 36.20 shown be occupied in others.

Table 4.4: Occupation

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Occupation** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Student | 81 | 21.4 | 21.5 | 21.5 |
| Employee | 53 | 14.0 | 14.1 | 35.5 |
| Business | 106 | 28.0 | 28.1 | 63.7 |
| Others | 137 | 36.2 | 36.3 | 100.0 |
| Total | 377 | 99.7 | 100.0 |  |
| Missing | System | 1 | .3 |  |  |
| Total | | 378 | 100.0 |  |  |



Figure 4.4: Occupation

## 4.3 Results of Preliminary Data Analysis

This section further analyzes the data that was gathered and it is evaluated further on its reliability and validity through factors analysis as well as reliability test. The study used pilot test in the first 15 questionnaires gathered, which was to verify whether the contracted questionnaire is appropriate, reliable and valid enough for further analysis. Despite of that, the pilot test implemented is as well to figure out the level respondents level of understanding toward the questions provided in the questionnaire.

### 4.3.1 Descriptive Analysis of Variables

The descriptive analysis was conducted on both variables; dependents and independents. Thus, the outcomes obtained from SPSS shall be given through the table of frequency for further explanation as it can be reviewed below.

### 4.3.1.1 Dependent Variable: Consumer Buying Behavior

Table 4.5. Descriptive Statistics

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | | |
|  | N | Minimum | Maximum | Mean | | Std. Deviation | Skewness | | Kurtosis | |
| Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| C B B | 377 | 1.00 | 5.00 | 3.4854 | .04047 | .78579 | -.750 | .126 | 1.779 | .251 |
| Valid N (listwise) | 377 |  |  |  |  |  |  |  |  |  |

The above table represents scores of the Dependent Variables: Consumer Buying Behavior, which is ranking from 1.00 to 5.00. The average score regarding to Consumer Buying Behavior is 3.4854, the spread score cover 0.78579, skewness of -0.750, which indicate that the distribution for Consumer Buying Behavior is moderately skewed to the left. The Kurtosis’s score for Consumer Buying Behavior is 1.779, which determine that the spreading of Consumer Buying Behavior is mesokurtic, since the kurtosis for normal distribution values is 3. However, any value of could be acceptable and considered for mesokurtic (Bryman and Bell, 2011).

|  |  |
| --- | --- |
| Between -0.5 to 0.5 | Fairly Symmetrical |
| Between -1 to -0.5 or between -0.5 to 1 | Moderately Skewed |
| Less than -1 or greater than 1 | Highly Skewed |

Source: Cooper and Schindler (2013)

Table 4.5: Summary of Descriptive Statistic for Independent Variables

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | | | | |
|  | N | Minimum | Maximum | Mean | | Std. Deviation | Skewness | | Kurtosis | |
| Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Social Network Influences. | 377 | 1.00 | 5.00 | 3.3740 | .04999 | .97067 | -.158 | .126 | 0.457 | .251 |
| Social Media EWOM | 377 | 1.00 | 5.00 | 3.6870 | .05033 | .97722 | -.594 | .126 | 0.722 | .251 |
| Social Network Platform | 377 | 1.00 | 5.00 | 3.4589 | .04551 | .88368 | -.756 | .126 | 0.548 | .251 |
| Valid N (list wise) | 377 |  |  |  |  |  |  |  |  |  |

The above table provides the Descriptive Statistic’s summary of the Independent Variables.

The score for Social Networks Influence range from 1.00 to 5.00, the average score is 3.3740, the spread score is 0.97067, skewness of -0.158 that demonstrates that the distribution for the Social Networks Influence is skewed to the left. And, kurtosis of 0.457 specifies that the distribution of Social Networks Influence is mesokurtic.

The score for Social Media EWOM (Electronic World of Mouth) rage from 1.00 to 5.00, with average sore of 3.6870 and spread score of 0.97722. Skewness of -0.594, which indicate that the distribution for Social Media EWOM is skewed to the left, and the kurtosis score of 0.722 indicates that the distribution of Social Media EWOM is mesokurtic, and, since the kurtosis is near to 0.00 and normal distribution is often assumed.

And finally, the score for Social Networks Platforms rage from 1.00 to 5.00, with average sore of 3.4589 and spread score of 0.88368. Skewness of -0.756, which indicate that the distribution for Social Media Platforms is skewed to the left, and the kurtosis score of 0.251 indicates that the distribution of Social Media Platforms is mesokurtic.

Generally, the values of all the variables are likely to be with the same range from 1.00 to 5.00, while for the average score of the Independent Variables, the highest is the Social Media EWOM with a total score of 3.6870 and it has the highest spread score as well with total of 0.97722. Social Network Platforms has the lowest spread score with total score of 0.88368. The distributions for all the Independent Variable are same to be skewed to the left. However, the Social Network Platforms has the highest skewness with a total score of 0.756, and for th kurtosis, the highest score with 0.722 is Social Media EWOM. All the distributions were mesokurtic as the kurtosis is likely to be closer to 0.00 and normal distribution is often expected.

## 4.3.2 Validity Test Result

Factor analysis was implemented on the Independent Variables (IV) identified, which may be named: Social Networks Influence, Social Media EWOM and Social Network Platforms to test for their constituent validity and liability. As it is mentioned previously, the study used pilot test in the first 15 questionnaires composed. The outcomes for the pilot test as well validity test on the current data will be offered following.

### 4.3.2.1 Validity Test Results for Pilot Test

Table 4.6: Factor Analysis on Pilot Test: Communalities Test for Ind. V.

|  |  |  |
| --- | --- | --- |
| **Communalities** | | |
|  | Initial | Extraction |
| I am an active social networks user in Malaysia. | 1.000 | .372 |
| The impact of social networks affect my purchase decision toward Malaysian is made products. | 1.000 | .455 |
| Social networks impacts guide my buying behavior on the products made in Malaysia | 1.000 | .674 |
| I use social networks in Malaysia to discus with friends the features of the products made in Malaysia. | 1.000 | .655 |
| I use social networks in Malysia to share my experience on Malaysia made products. | 1.000 | .619 |
| Malaysian's products online forums and blogs are users kindly | 1.000 | .561 |
| The social networking site for Malaysian's products are updated frequently. | 1.000 | .547 |
| The online forum of Malayans' products and social media provide useful information and detailed. | 1.000 | .511 |
| Online newspapers and magazines provide announcements for Malaysia consumers about Malayans made products. | 1.000 | .619 |
| I am inspired by the online community in purchasing Malaysians' made products. | 1.000 | .555 |
| Social network platforms highly influence my purchasing behavior toward Malaysian products. | 1.000 | .685 |
| Malaysian's products are advertised through the social network platforms such facebook and Instagram. | 1.000 | .529 |
| Malaysian's products are offered on the social media platforms. | 1.000 | .638 |
| Consumers in Malaysia use social media platform to reach Malaysia products. | 1.000 | .571 |
| Consumers in Malaysia use social media platforms to discuss and share their experience throughout Malaysian's made products. | 1.000 | .353 |
| Extraction Method: Principal Component Analysis. | | |

The above table, which is communality analysis displays the outcomes of factor analysis conducted on the 15 first questionnaires gathered. Therefore, from the table, the factor loading of all the strong, solid and appropriate in terms of clarifying the variation of diverse Independent Variables suitable to be implemented in the further study (Lewis et. al. 2017).

### 4.3.2.2 Validity Test Result for Actual Data

Factor analysis was conducted over the 377 of the collected data to measure the suitability of each construct. By progressing with factor analysis, KMO and Bartlett Test were implemented since their provide the minimum spread to proceed with the conduction of factor analysis. The KMO and Bartlett’s Test examine the sampling adequacy that varies from the value of 0.00 to 1.00 providing a minimum value of 0.50 as it is suggested by Sekaran and Bougie (2016).

Table 4.7: KMO and Bartlett Test for Independent Variables

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .676 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 742.250 |
| df | 105 |
| Sig. | .000 |

Table: KMO and Bartlett Test for Dependent Variables

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .597 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 78.811 |
| df | 10 |
| Sig. | .000 |

Conventionally, 0.00 < KMO <1.00. Accordingly, if KMO > 0.50, the sample implemented is adequate.

Enhance, KMO are 0.676 for Independent Variables; Social Networks Influence and 0.597 values for Dependent Variable; Consumer Buying Behavior. These measurements verify that the sample is adequate to be continued with factor analysis.

Subsequent factor analysis implemented recommended that there are three factors that Eigenvalue > 1.00, meaning than the 15 items evaluated could be further loading into the three factors. Thus, the three factors only shall be to provide explanation to the values of 55.628 % of the variance provided from the original set of given variables.

Table 4.8: Total Variance Explained for Independent Variable

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Variance Explained | | | | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.663 | 17.751 | 17.751 | 2.663 | 17.751 | 17.751 | 1.816 | 12.106 | 12.106 |
| 2 | 1.869 | 12.461 | 30.212 | 1.869 | 12.461 | 30.212 | 1.739 | 11.593 | 23.699 |
| 3 | 1.448 | 9.655 | 39.867 | 1.448 | 9.655 | 39.867 | 1.699 | 11.327 | 35.026 |
| 4 | 1.200 | 8.002 | 47.869 | 1.200 | 8.002 | 47.869 | 1.639 | 10.924 | 45.950 |
| 5 | 1.164 | 7.759 | 55.628 | 1.164 | 7.759 | 55.628 | 1.452 | 9.678 | 55.628 |
| 6 | .900 | 6.002 | 61.630 |  |  |  |  |  |  |
| 7 | .880 | 5.865 | 67.495 |  |  |  |  |  |  |
| 8 | .789 | 5.259 | 72.754 |  |  |  |  |  |  |
| 9 | .710 | 4.734 | 77.488 |  |  |  |  |  |  |
| 10 | .679 | 4.526 | 82.014 |  |  |  |  |  |  |
| 11 | .638 | 4.255 | 86.269 |  |  |  |  |  |  |
| 12 | .557 | 3.716 | 89.986 |  |  |  |  |  |  |
| 13 | .530 | 3.534 | 93.520 |  |  |  |  |  |  |
| 14 | .515 | 3.436 | 96.956 |  |  |  |  |  |  |
| 15 | .457 | 3.044 | 100.000 |  |  |  |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | | | | |

Supplementary principle component analysis, in which a Varimax rotation was included for the whole 25 Likert scale questions from the survey conducted on 377 participants.

Therefore, rotated component matrix suggests that there are five items loaded into each of the four factors, whereby the first factors is being labeled as the Social Networks Influence on Consumer Buying Behavior Toward Malaysia Made Products; the second factor being labeled as the Social Media EWOM dimension of Social Networks Influence on the Consumer Buying Behavior Toward Malaysia Made Products; and the third factor being labeled as the Social Networks Platforms dimension of Social Networks Influence on Consumer Buying Behavior Toward Malaysia Made Products.

## 4.3.3 Reliability Test

Reliability Test was as well conducted while analyzing the current data. This study implemented Reliability Test with purpose of evaluating the steadiness of the analyzed factors, which are the questionnaire used as the main instrument of the data gathering. Consequently, high reliability shall mean the questionnaire yields consistency outcomes, which, by the meaning, the outcomes obtained from the survey shall be as well reliable.

### 4.3.3.1 Reliability Test for Pilot Test

Table 4.9: Summary of Reliability Test Results for Pilot Test of Independent Variable

|  |  |  |  |
| --- | --- | --- | --- |
| Variable | Cronbanch’s  Alpha | Number of Items | Strength |
| 1. Social Networks Influenc | .887 | 5 | Good |
| 2. Social Media EWOM | .801 | 5 | Good |
| 3.Socials Media Platform | .812 | 5 | Good |

The outcomes of the Reliability Test accomplished in the study are summarized in the table provided earlier. Likewise, variables in general have high Cronbach’s Alpha value; consequently, indicating that the results of the collected data are reliable and the outcomes obtained from the data shall subsequently be reliable.

Amongst the variable, the highest Cronbanch’s Alpha value of .887 is Social Networks Influence, which demonstrates that the value is reliable. Followed by Social Network Platforms, which detailed Cronbanch’s Alpha value of .812 and Social Media EWOM with Cronbach’s Alpha value of .801.

The variable with Cronbanch’s Alpha value greater than 0.8 according to the Cronbanch’s Alpha Rule of Thumb, those can be considered to be highly reliable in measuring the Consumer Buying Behavior Toward Malaysia Made Products (Bell and Bryman, 2015).

## 4.3.4 Normality Test

The Normality Test is conducted in this study to verify whether the sample data was down from the normally distributed sample, within some acceptance. Based on the principles suggested by Coakes and Ong (2011), the data points shall be closer to the diagonal line, if the data is normally distributed. There are several access into the normality of data; could be by statistics and graphical methods, which include Kolmogorov- sampling, which sample size is greater than 50 and Shapiro-Wilk, which sample size is less than 50 and graphical methods such as P-P Plots and Q-Q Pilot. Nevertheless, P-P Plots and Q-Q Pilot shall be implemented in the study. Enhance, when the sample size is more than 100, the graphical methods are valuable.

Table 4.10: Summary of Normality Test on Consumer Buying Behavior.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Tests of Normality** | | | | | | |
|  | Kolmogorov-Smirnova | | | Shapiro-Wilk | | |
| Statistic | df | Sig. | Statistic | df | Sig. |
| Consumer Buying Behavior | .226 | 377 | .000 | .882 | 377 | .000 |
| a. Lilliefors Significance Correction | | | | | | |

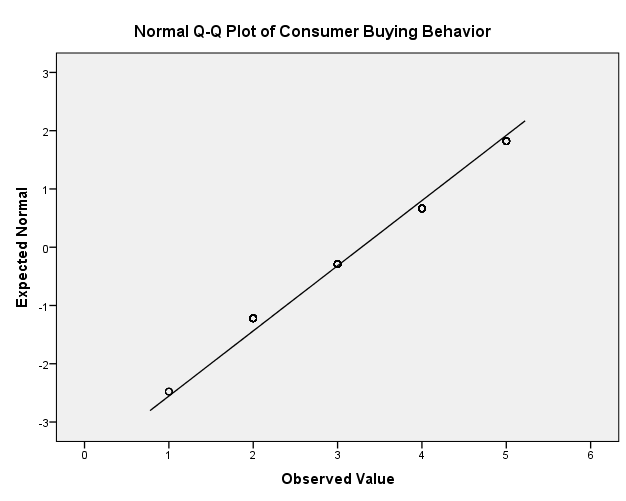


Figure 4.5: Normal Q-P Plot of Consumer Buying Behavior

### 4.3.4.1 Person’s Correlation Analysis

Person’s Correlation measure in statistics is to measure the linear relationship of the dependence among the quantitative or continuous variables, in which the values shall be given between -1 and 1 (Cooper and Schinder, 2013). The given value will present the strength of the correlation, and the signs (-,+) will show the route. Based on the theory suggested by Eisinga et. al. (2017), at least the sign of (-/+) is necessary for the use of Person’s Correlation Analysis. The following indications determine the reliability of the relationship:

0.3 = Weak Correlation

0.4 - 0.5 = Moderate Correlation

0.6 – 0.7 = Fairly Strong Correlation

And 0.7 – 1.0 Perfect Correlation

Enhance, Person’s Correlation shall be conducted to determine the correlation between both variables: Dependent Variables (Consumer Buying Behavior) and Independent Variables (Social Networks Influence).

Table 4.11: Correlation Between Dependent Variable and Independent Variables

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Correlations** | | | | | |
|  | | Consumer Buying Behavior . | Social Networks Influence | Social Media EWOM | Social Network Platforms |
| Consumer Buying Behavior | Pearson Correlation | 1 | .887\*\* | .696 | .477 |
| Sig. (2-tailed) |  | .000 | .063 | .135 |
| N | 377 | 377 | 377 | 377 |
| Social Networks Influence | Pearson Correlation | .887\*\* | 1 | .087 | .519\* |
| Sig. (2-tailed) | .000 |  | .091 | .021 |
| N | 377 | 377 | 377 | 377 |
| Social Media EWOM | Pearson Correlation | .696 | .087 | 1 | .400 |
| Sig. (2-tailed) | .063 | .091 |  | .993 |
| N | 377 | 377 | 377 | 377 |
| Social Network Platforms | Pearson Correlation | .477 | .519\* | .400 | 1 |
| Sig. (2-tailed) | .135 | .021 | .993 |  |
| N | 377 | 377 | 377 | 377 |
| \*\*. Correlation is significant at the 0.01 level (2-tailed). | | | | | |
| \*. Correlation is significant at the 0.05 level (2-tailed). | | | | | |

From the above table, the results demonstrate that there is a significant positive correlation between Consumer Buying Behavior (CBB) and Social Networks Influence (Fairly Strong Correlation: r= 0.887, p< 0.05), a significant positive relationship between Consumer Buying Behavior with Social Media EWOM (Fairly Strong Correlation: r = .696, p< 0.5) and lastly the results show as well a significant strong relation between Consumer Buying Behavior and Social Network Platforms (Moderate Correlation: r = .477, p< 0.05).

## 4.4 Results of Hypothesis Testing

To analyze Hypothesis, the null and alternative hypotheses, which are presented by (H0 and HA), shall be enhanced for each of the Independent Variables.

### 4.4.1 Multiple Regression Analysis

### 

From the measurement of the Multiple Regression, the R-Square value of 48.50% of the variance change in Consumer Buying Behavior, which is the dependent variable of the study, it can be clarified by the variances in Social Networks Influence, Social Media EWOM and Social Network Platforms. A total of 51.50% is left in Consumer Buying Behavior to be provided with more explanation in the following parts.

Table 4.12: Summary of Multiple Regressions

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .687a | .485 | .432 | 1.87960 |
| a. Predictors: (Constant), Social Networks Influence, EWOM and S. Net. Platforms | | | | |
| From the F-Test, which Hypothesis (H0) in null, indicating that there is not relationship between Consumer Buying Behavior and Social Networks, EWOM and Social Network Platforms. Conversely, the score of the T-Test presents a value of 90.567 and p- value= 0.000 < 0.05. This verifies that (H0) is being rejected. Hence, based on the previous explanation, it can be concluded that the overall regression is significant. | | | | |

Table 4.13: Summary of ANOVA

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1410.497 | 3 | 350.497 | 90.567 | .000b |
| Residual | 1590.134 | 374 | .774 |  |  |
| Total | 3000.631 | 377 |  |  |  |
| a. Dependent Variable: Consumer Buying Behavior | | | | | | |
| b. Predictors: (Constant): Social Networks, EWOM and Net. Platforms | | | | | | |

Table 4.14: Multiple Regression Model

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
| B | Std. Error | Beta | Tolerance | VIF |
| 1 | (Constant) | 1.122 | .7329 |  | 1.843 | .243 |  |  |
| Social Networks | .433 | .037 | .475 | 10.242 | .000 | .642 | 1.532 |
| S. Media EWOM | .187 | .033 | .256 | 4.564 | .000 | .736 | 1.343 |
| S.N. Platforms | .242 | .032 | .256 | 5.321 | .000 | .838 | 1.443 |
|  |  |  |  |  |  |  |  |
| a. Dependent Variable: Consumer Buying Behavior | | | | | | | | |

Based on the above table, which first constant symbolized by Y intercept and is the anticipated value of the Dependent Variable (Consumer Buying Behavior), while for the Independent Variables are 0.00. Thus, the study organized the match, such as the single variance of Dependent Variable shall versus each of the Independent Variable measured in the study. In Addition, the three Independent Variables (Social Networks Influence, Social Media EWOM and Social Network Platforms) implemented in the study provide the p-value < 0.05, which is to justify that they are significant for this study. Consequently, with the positive values shown in the Beta (β)- Standardized Coefficients, it can be concluded that the Independent Values of this study influence the Consumer Buying Behavior Toward Malaysia Made Products.

Table 4.15: Summary of Multiple Regression

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | |
| Model | | | Collinearity Statistics | |
| Tolerance | VIF |
| 1 |  | Social Networks Influence | .682 | 1.001 |
|  | Social Media EWOM | .597 | 1.572 |
|  | Social Network Platforms | .658 | 1.986 |
| a. Dependent Variable: Consumer Buying Behavior | | | | |

From the above table, VIF and Tolerance are conducted to check the Communality. To using Multiple Regression Analysis, VIF value should be less than 10 and Tolerance value biggest than 0.1 (VIF <10 and TOL > 0.1). Consequently, from the above table, the components of the VIF values all are less than 10 and the TOL values more than 0.1. Thus, this is to conclude that there is not Multicollinearity.

## On the other hand, the study evaluates the value of the Durbin-Watson Test in other to check Autocorrelations. According to Coakes and Ong (2011), Durbin Watson values between 1.5 and 2.5 imply not Autocorrelations. Thus, the below table Durbin Watson value is 1.642 > 1.50. Thus, Multiple Regression can be conducted.

## Table 4.16: Model Summary

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .187a | .035 | .032 | .87960 | 1.642 |
| a. Predictors: (Constant), Social Network Inf., EWOM and SN Platforms | | | | | |
| b. Dependent Variable: Consumer Buying Behavior | | | | | |

## 4.4.2 Summary of Hypotheses Testing

The study is conducted on three hypotheses, based on the previous indications of the analysis; the three hypotheses implemented in the research all are accepted. Therefore, in the analysis of Multiple Linear Regression Model the three hypotheses are all positive with the p-value large than 0.05. Consequently, the distribution of score for Social Networks Influence, Social Media EWOM and Social Network Platforms where located to be distinctive across diverse level of Consumer Buying Behavior. In the table presented below provide the summary of the hypotheses.

Table 4.17: The Summary of the Hypotheses

|  |  |  |
| --- | --- | --- |
| Hypotheses | Finding | Conclusion |
| H1: Social Network Factors influence Consumer buying Behavior in Malaysia? | β= .475  Sig = .000  P < .05 | Significant  H1 = Supported |
| H1a: Social Network dimension of Social Network EWOM influence Consumer Buying Behavior in Malaysia | β= .256  Sig = .000  P < .05 | Significant  H2 = Supported |
| H1b: Social Network dimension of Social Media Platforms influence Consumer Buying Behavior in Malaya | β= .256  Sig = .000  P < .05 | Significant  H3 =Supported |

## 4.5 Conclusion

The current chapter emphasized on the research finding grounded on the data analysis. The SPSS statistic software version 23 was principally conducted for Pilot Test and Hypotheses Testing. Thus, the outcomes indicated, all the four variables mentioned posses a positive influence on Consumer Buying Behavior. The next chapter will provide the overall conclusion of the whole project including the current chapter as well.

# CHAPTER 5: CONCLUSION ANDRECOMMENDATIONS

The current chapter provides the summary of the entire research, in which suggestions and recommendations are given for future research, while the limitations of the research and personal reflection shall be the end of the chapter.

## 5.1 Review of the Study

## 

The principal objective of this stud is to determine Consumer Buying Behavior Toward Malaysia Made Products. In other to accomplish this project, the study identified three objectives:

1. To determine whether Social Network factors influence Consumer Buying Behavior Toward Malaysia Made Products.

2. To verify whether Social Networks dimension of social Media EWOM influence Consumer Buying Behavior Toward Malaysia Made Products.

1. To determine whether Social Network dimension of Social Media Platforms influence Consumer Buying Behavior Toward Malaya Made Products.

Finally, three hypotheses were formed in the study to verify the relationship between one Dependent Variable related to the three Independent Variables. Enhance, the unit of the research is ‘Individual’ and the research questionnaire for gathering information is conducted on the consumers residing in Malaysia.

## 5.2 Contribution of the Research

The research contribution focuses on two main aspects:

1. Literature/ Academic; as it is mentioned in the GAP (Chapter 2), there were limited studies conducted on Consumer Buying Behavior Toward Malaysia Made Products. Despite of the advancement of the new technology in Malaysia, their still limited studies have been completed to comprehend the influence of social networks on Consumer Buying Behavior Toward Malaysia Made Products. Consequently, this paper may come to be on of the study serves as a substance for future studies reference in concerning to Malaysian’s made products as a topic. The elements identified to influence Consumer Buying Behavior Toward Malaysia Made Products are determined as the Social Networks Influence, Social Media EWOM and Social Network Platforms.
2. Contribution to Industry; this analysis could provide enough help to the marketers and industries in Malaysia to improve their business performance by increasing profit, building brand awareness in term of Malaysian’s products. Enhance, this research was conducted to identify the factors that would be the driven of the Consumer Buying Behavior Toward Malaysian’s Products in other to well understand and maximize marketing strategies for Malaysian’s Products. During the research finding, the statistics descriptive obtained between the Variables Dependent and Independents, indicated a positive relationship among them. However, consumers in Malaysia would continue buying that specific product despite of the price given as long as the product is well known by them.

## 5.3 Limitation of the Study

The study disposes of several limitations, which are identified as follow:

1. Time constraint; the time arranged to accomplish this research was not long enough for a study that intent to research on residing consumers in Malaysia. Since study intents to provide conclusions on Malaysia consumers as a whole, to be a bit more accurate and to coming out with reliable results on Consumer Buying Behavior Toward Malaysia Made Products, the study needs more time than the assigned.
2. Closed- ended and Likert scale survey questions; the participants in the study could not have the opportunity to provide personal opinions on the research questions. Since the questionnaire designed was not planed to clarify what respondents could not comprehended when answering the questionnaire, thus, this fact can affect the final result of the study.
3. The Limited Independent Variables provided in the study; with only three Variables made available by the researcher in the study, it shows limited options for analyzing Consumer Buying Behavior Toward Malaysia Products. H

There could be given more limited facts apart from these provided earlier. However, despite of above limitations, the general result of this study will not be disturbed. Limitations are best to mention in the study to make ways of improvement for future studies.

## 5.4 Recommendation

Customers are the business drivers & now-days, most of them are allocated on the social networks sharing experiences each other (Dastane, et. al., 2017). Enhance, in the context of Malaysia, business field is increasing tremendously due to the development of the domestic manufactures (Wahid et. al., 2017). However, the impact of Social Networks has got influence on the Consumers Buying Behavior through the products & services of their choice, which fact has been the focus of various researchers in Malaysia (Naseem, 2017).

Based on the results obtained from the data analysis throughout the evaluation of both Dependent Variable (Consumer Buying Behavior) and Independent Variables (Social Networks Influence, Social Media EWOM and Social Network Platforms), the statistic analysis indicated that there is a positive relationship between the Dependent Variable and each of the single Independent Variable implemented in the study. With this result, it is verified that the impact of the Social Networks, such as, Social Medias, EWOM and Platforms highly influence Consumer Buying Behavior Toward Malaysia Mede Products.

Therefore, manufactures and marketers need to pay special attention on the impact of Social Networks over the consumers. Whereby, marketers must try to gain marketing insights. Thus, they should have or create an appropriate profile in any social media as a point of contact with public and a place to share business information and product advertisements. Through this, marketers and manufactures will be able to know consumers thought concerning to the business offers which include products and services, which may contribute to the improvement of marketers’ operation in the local market. Thus, this is the recommendation of the study.

## 5.5 Future Direction of the Study

The current study focuses on the Consumer Buying Behavior Toward Malaysia Made Products, and it has possibly provided a foundation for future studies on the Consumer Buying Behavior or others. As a direction for future analyzers, this study will suggest additional options in which to focus. As for example:

The sample population selected for this study was consumers residing in Malaysia despite of their nationality, race, etc., therefore, further studies con be more specific in defining and selecting the nationality, race or religion among the consumers residing in Malaysia, to come out with more details on Consumer Buying Behavior Toward Malaysia Products.

Researchers might further study Consumer Buying Behavior by valuating more options which are not limited to Social Networks Influence, Social Media EWOM and Social Network Platforms. Other factors would be like price and quality, culture or personality, product designs and packaging.

## 5.6 Personal Reflection

The accomplishment of this project has been indeed significant to me. Despite of all the irregularities, conflict, and stressful moments I went through over the few previous months, by now I can proudly say I have completed my Master Degree Project.

The knowledge and experience acquired in the process of learning and conducting this research is exceptional, given the different requirements and techniques necessary to apply during the performance of the study.

By being the first experience, in the very first days of receiving instructions on the Business Research Management, it took a good time for me to assimilate and fulfill the instructor’s requirements in term of rules and the research writing style, which should be 100 percent academic style. I remember in several meetings with my instructor saying to me, ‘The way you put that paragraph is not in the academic style’, works and chapters that I had to submit again and again. However, I did not give up on looking for a satisfactory finish of the study.

With my experience during my Mater Degree program, I can clearly underline that Master research is crucial; it contributed a lot to my knowledge toward the economic and business field as well as other aspects that came to fulfill my professional knowledge for my future career.

I successfully accomplished this study during the estimated time-period given. However, I have to be very thankful to all around me, my dear lectures Dr. Arasu Ramman, Dr. Alex, Dr. Lee Kar Ling, etc., for guiding me, my friends and classmates for the support, and my beloved parents and special people who dispose of all my appreciation for the unconditional help and encouragement in all the time. This achievement has been possible throughout the backing been received. Thus, once again, thank you.

## 5.7 Conclusion

The study is quantitative, descriptive, correlation research method, which provides explanation on particular conceptual framework of the variables used in the study: Social Networks Influence, dimension of Social Media EWOM and dimension of Social Network Platforms (IV); and Consumer Buying Behavior Toward Malaysia Made Products (DV). The discovery of this research might be concluded this way: Social Networks Influence are likely to have a significant relationship with Consumer Buying Behavior in the global market as well as in Malaysia. Consumer’s purchasing decision could be influenced by the impact of Social Networks in Malaysia. Therefore, the best use of Social Networks on behalf of marketers and manufactures in term of promotion and advertising strategies can improve consumers’ choice upon products made in Malaysia.

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# Appendixes

## 

## Appendix 1Literature Review Rubric

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Author/Year | Source | Results of the study |  | DV | IV |  | Synthesis? |
|  |  |  | Thesis | Anti-Thesis | Thesis | Anti-Thesis |  |
| Nasseem, N. N., (2017) | Digital Commons | The major influence of this trend, termed “globalization,” on consumers’ purchase  behavior around the world was that consumers became more informed, more demanding, and  more selective in purchasing products that provided better value for the price paid. Some experts  argue that globalization has not only brought expanded interdependencies in the economic  sphere, but also widespread cultural consciousness, and national embeddedness in world society  (Meyer, 2002, 2007; Drori, 2008). | X |  |  |  |  |
| Beka, A., (2014) | ISSN | With introducing of new  era of technology like smart phones, tablets and other digital media, our lives, our  communication and networking with one another have changed dramatically |  |  | X |  |  |
| Pan, P., (2016) | IOS Press | The developments of Internet not only bring us an  unprecedented convenient life-style, but also change  our communicating methods. With the increasing  number of people making friends and exchanging  ideas in online social networks, the structure of our  society becomes more complex and diverse than  ever before. Different from most traditional media  such as newspaper or TV, the process of influence  spread in online social networks mainly bases on the  fictitious relationship between individuals |  |  | X |  |  |
| Mehta, N. and Chugan, P., (2017( | SSRN | This research was intended to find impact of visual merchandising on consumer buying behavior for two different product categories. | X |  |  |  |  |
| Ahmed, et. al, (2015) | ISSN | Buying behavior is a process by which a people search for the product/services they need or want, make decision  to buy the required and most suitable one from different alternatives, use and the dispose it. For making  marketing decision buying process model is playing a very important role for any one. It makes marketers to  think about each step of this process rather than just purchase decision because if marketers just consider the  purchase decision, it may be too late for a business to influence the choice of customers. According to this model  the customer pass through all stages for purchasing every goods or services. However, in more regular  purchases, customer often skips some the stages (Kirmani & Shiv1998). | X |  |  |  |  |
| Singh, S. (2016). | ISSN | Jim Blythe argues that understanding the purchasing behavior of consumer is somewhat complicated; consumer’s attachment and involvement with a product or brand are determined by number of reasons and therefore it is almost impossible to nail a definite reason behind consumer’s purchasing behavior.2 Hoyer and Maclnnis support the argument that consumers are prone to be attracted to a product or brand on account of how much appealing, eye-catching and attractive models, spokesperson or celebrities reflect the essence of the product or brand.7 Dhar et al. suggest that fragrance carries a strong weight among all factors considered by research respondents, hence, the consumers would prefer foreign brand over local product.4 Exploring Indians as fashionable people, Borgave and Chaudhari suggest that the preference and usage of perfumes will have to be placed in accordance with demography, situation, mood and buying motives of the consumer | X |  |  |  |  |
| Bruver, J. and Buller, C., (2012) | ISSN | iMarket segmentation “is the process of dividing  a market into distinct groups of consumers  with common needs, values and characteristics”  (Schiffman et al. 2008, 30). Changes  in Japanese society and consumers over the  last 20 years have created a highly segmented  market. This sharp segmentation can be an issue  for Western marketers if they do not understand  the segments and the values attributed to  each. Unfortunately, no grounded wine-related  lifestyle (WRL) model similar to the one for  Australia by Bruwer and Li (2007) exists for the  Japanese market | X |  |  |  |  |
| Arya, D., (2016) | ISSN | Consumer behaviour studies play an important role in framing marketing and in deciding  marketing strategies. Consumers are often studied because certain discussions are significantly affected by their  behaviour or expected actions. For this reason such consumer behaviour is said to be an applied discipline. Such  applications can exist at two level of analysis. The micro perspective involves understanding consumers for the purpose  of helping a firm or organisation accomplish its objectives. On the macro or societal perspective consumers collectively  influence economic and social conditions within an entire society. | X |  |  |  |  |
| Abimnwi, N. P and Njuguna, (2015) | ISSN | In Africa, a study by Dhurup, Mafini, and  Mathaba (2013) investigated the store image  factors influencing store choice among  sportswear consumers in South Africa and found  store atmospherics, sales assistance, in-store  induced appeals, store accessibility and  promotion/brand availability as the  environmental factors that influenced consumer  behaviour. Thus, Dhurup et al. recommended  marketers of sports apparel stores to enhance  these factors as a way of increasing sales.  Tlapana (2009) investigated how store layout  impacted consumer purchasing behaviour at  convenience stores In Kwa Mashu, South Africa  and found significant relationship between store  layout and purchasing behaviour. Mariri and  Chipunza (2009) also studied how in-store  environment affected impulse purchasing among  South Africans and established a strong  relationship. In Ghana, Anning-Dorson (2013)  also did a study on how store-atmosphere  factors influenced Ghanaian shoppers to choose  the mall to shop at and established that store  display and store-personnel were the main  factors that drew shoppers to choice malls |  |  | X |  |  |
| Hung, N. J. and Yazdanifard, R (2015) | ISSN | Majority of Malaysian citizens is literate and well educated, thanks to the boom in education sector, which saw various new colleges and universities being established alongside the old ones. Being highly educated, consumers tend to value their lives. They tend to be cautious in the products they use, especially long term products which involves high commitment and high price such as cars and they will try to seek out as much information as possible on the safety aspects of vehicles before they proceed with the purchase (Spalding & King, 2006). The vast size of database on the internet helps consumers in seeking for accurate and in-depth information. Through the internet, consumers can be taught about the importance of vehicle safety systems, gathering feedbacks of owners, reading real account stories of urvivors of accidents and mishaps and the availability of print ready materials such as car brochures. There are also websites which provide comparisons between vehicles in aiding consumers to make the right choice. |  |  | X |  |  |
| Safari et. al., (2016) | ISSN | Studies on consumer purchasing behavior in the  organic food industry have been widely investigated in the western countries, but there exists a paucity of such studies in Malaysia (Voon et al. 2011). In Malaysia, empiri al studies on consumer behaviour in organic food industrywere very much confined to the religious factors (Shaharudin et al. 2010), socio-demographical factors (Ahmad & Judhi 2010; Omar, Nazri, Osman & Ahmad 2016; Quah & Tan 2010) and consumers’ attitude factors (Voon et al. 2011) in influencing consumer intention to purchase or purchase of organic food in MalaysiaSecondly, previous research studies in Malaysia  were more concentrated on specific geographical  locations as the study scope, for example at Klang Valley  (Lim et al. 2014; Mohamad et al. 2014; Sia et al. 2013),  Penang (Quah & Tan 2010), Sarawak (Edman et al.  2012), and Peninsula Malaysia (Phuah et al. 2012), which  may limitthe generalisation of the results in the context  of Malaysia. Hence, there is a need to conduct a study  which covers a broader context of Malaysia (Shaharudin  et al. 2010; Ahmad & Judhi 2010). Thirdly, there is a  lack of attempt to investigate the perceived value as  motive to purchase by the consumers. Lim et al. (2014)  highlighted that perceived value is an important factor  in consumers’ purchasing decision process. Consumers  would perceived the overall value in the aspect of  nutritional value (Mohamad et al. 2014), long term  health benefits (Magistris & Gracia 2008), environment  friendly (Wee et al. 2014), social status symbol (Chen  2012) and easy accessibility when making decision to  purchase organic food. |  |  | X |  |  |
| Safari et. al., (2016) | ISSN | religious factors (Shaharudin et al. 2010), socio-demographical factors (Ahmad & Judhi 2010; Omar, Nazri, Osman & Ahmad 2016; Quah & Tan 2010) and consumers’ attitude factors (Voon et al. 2011) in influencing consumer intention to purchase or purchase of organic food in MalaysiaSecondly, previous research studies in Malaysia  were more concentrated on specific geographical  locations as the study scope, for example at Klang Valley (Lim et al. 2014; Mohamad et al. 2014; Sia et al. 2013), Penang (Quah & Tan 2010), Sarawak (Edman et al. 2012), and Peninsula Malaysia (Phuah et al. 2012), which may limitthe generalisation of the results in the context of Malaysia. Hence, there is a need to conduct a study which covers a broader context of Malaysia (Shaharudin  et al. 2010; Ahmad & Judhi 2010). Thirdly, there is a  lack of attempt to investigate the perceived value as  motive to purchase by the consumers. Lim et al. (2014) highlighted that perceived value is an important factor in consumers’ purchasing decision process. Consumers would perceived the overall value in the aspect of nutritional value (Mohamad et al. 2014), long term health benefits (Magistris & Gracia 2008), environment  friendly (Wee et al. 2014), social status symbol (Chen  2012) and easy accessibility when making decision to  purchase organic food. |  |  | X |  |  |
| Hassan, Z., (2013). | ISSN | It is important to note that there is no clear cut definition for customer perceived value.  Customer perceived value varies according to the business, customers, and product or service  that customer purchase. The early research done by Zeithaml (1988) defined CPV as perceive  benefits received versus perceived sacrifices associated with the purchase of a product or  services. Monroe (1990 cited in Eggert and Ulaga, 2002) argued that perceived benefits are a  combination of attributes and technical support available in relation to given situation.  Perceived sacrifices are mainly referred as monetary or price pay for the product or service  (Andreson, Narus and Rossum, 2006) |  |  | X |  |  |
|  |  |  |  |  |  |  |  |

## Appendix 2: Questionnaire Link

[**https://goo.gl/forms/LgZbknADKcRxMGfS2**](https://goo.gl/forms/LgZbknADKcRxMGfS2)

**[January 28, 2019]**

## Appendix 3: Data Analysis

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 377 | 99.7 |
| Excludeda | 1 | .3 |
| Total | 378 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Reliability Statistics** | | | | | |
| Cronbach's Alpha | | Cronbach's Alpha Based on Standardized Items | | N of Items | |
| .187 | | .182 | | 5 | |
| **Item-Total Statistics** | | | | | | | | |
|  | | Scale Mean if Item Deleted | | Scale Variance if Item Deleted | | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| I am an active social networks user in Malaysia. | | 14.2918 | | 4.127 | | -.010 | .036 | .255 |
| The impact of social networks affect my purchase decision toward Malaysian's made products. | | 14.0743 | | 4.367 | | .014 | .026 | .216 |
| Social networks impacts guide my buying behavior on the products made in Malaysia | | 14.0557 | | 3.468 | | .206 | .133 | .017 |
| I use social networks in Malaysia to discus with friends the features of the products made in Malaysia. | | 14.0875 | | 4.011 | | .022 | .039 | .222 |
| I use social networks in Malysia to share my experience on Malaysia made products. | | 14.1538 | | 3.402 | | .198 | .131 | .019 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 17.6658 | 5.032 | 2.24313 | 5 |

**Social Media EWOM**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 377 | 99.7 |
| Excludeda | 1 | .3 |
| Total | 378 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .401 | .400 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Malaysian's products online forums and blogs are users kindly | 13.7931 | 5.489 | .117 | .065 | .414 |
| The social networking site for Malaysian's products are updated frequently. | 14.0584 | 4.975 | .214 | .127 | .340 |
| The online forum of Malayans' products and social media provide useful information and detailed. | 14.0345 | 4.645 | .321 | .145 | .252 |
| Online newspapers and magazines provide announcements for Malaysia consumers about Malayans made products. | 14.0292 | 5.119 | .199 | .144 | .352 |
| I am inspired by the online community in purchasing Malaysians' made products. | 14.0053 | 5.447 | .172 | .088 | .371 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 17.4801 | 6.979 | 2.64178 | 5 |

**Social Networks Platforms**

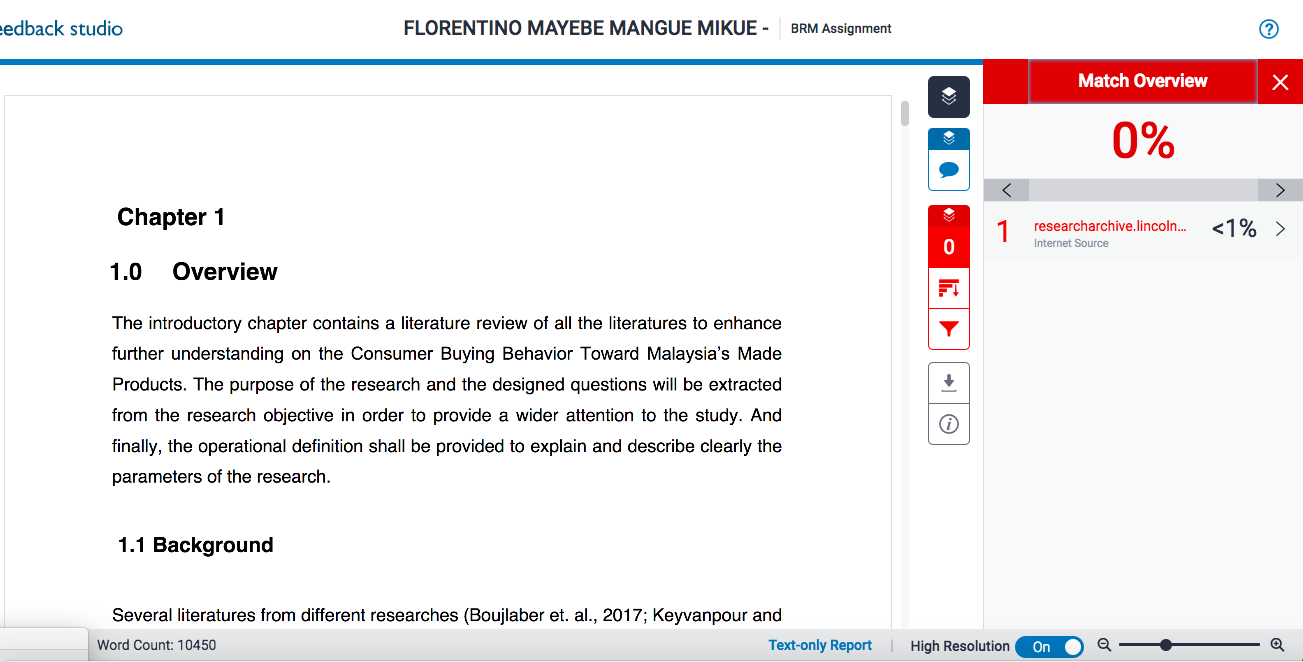
|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 377 | 99.7 |
| Excludeda | 1 | .3 |
| Total | 378 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |
| --- | --- | --- |
| **Reliability Statistics** | | |
| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
| .412 | .410 | 5 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
| Social network platforms highly influence my purchasing behavior toward Malaysian products. | 14.1034 | 5.146 | .105 | .073 | .433 |
| Malaysian's products are advertised through the social network platforms such facebook and Instagram. | 14.0477 | 4.540 | .245 | .114 | .332 |
| Malaysian's products are offered on the social media platforms. | 14.0902 | 4.252 | .272 | .106 | .308 |
| Consumers in Malaysia use social media platform to reach Malaysia products. | 14.0027 | 4.769 | .174 | .127 | .387 |
| Consumers in Malaysia use social media platforms to discuss and share their experience throughout Malaysian's made products. | 14.0053 | 4.590 | .261 | .078 | .322 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 17.5623 | 6.348 | 2.51949 | 5 |

## Appendix 4: Plagiarism

****

## Appendix 5: Ethic forms

Number 1:

### UNIVERSITY OF HERTFORDSHIRE

**FORM EC1A: APPLICATION FOR ETHICS APPROVAL OF A STUDY INVOLVING HUMAN PARTICIPANTS**

**(Individual or Group Applications)**

**Please complete this form if you wish to undertake a study involving human participants.**

**Applicants are advised to refer to the Ethics Approval StudyNet Site and read the Guidance Notes (GN) before completing this form**.

<http://www.studynet2.herts.ac.uk/ptl/common/ethics.nsf/Homepage?ReadForm>

Use of this form is mandatory [see UPR RE01, ‘Studies Involving Human Participants’, SS 7.1-7.3]

Approval must be sought **and granted** before any investigation involving human participants begins [UPR RE01, S 4.4 (iii)]

If you require any further guidance, please contact either [hsetecda@herts.ac.uk](mailto:hsetecda@herts.ac.uk) or [ssahecda@herts.ac.uk](mailto:ssahecda@herts.ac.uk)

Abbreviations: GN = Guidance Notes UPR = University Policies and Regulations

## THE STUDY

Q1 Please give the title of the proposed study

Consumer Buying Behavior Toward Malaysia Made Product

## THE APPLICANT

Q2 Name of applicant/(principal) investigator (person undertaking this study)

Florentino Mayebe Mangue Mikue

Student registration number/Staff number

I12000258

Email address

I12000258@student.newinti.edu.my

Status:

|  |  |
| --- | --- |
| Undergraduate (Foundation) | Undergraduate (BSc, BA) |
| Postgraduate (taught) | Postgraduate (research) |
| Staff  If other, please provide details here:  Click here to enter text. | Other |

School/Department:

Faculty of Business, Communication and Law

If application is from a student NOT based at University of Hertfordshire, please give the name of the partner institution: INTI International University

Name of Programme (eg BSc (Hons) Computer Science): Master of Business Administration

Module name and module code: MBA PROJECT – MGT7998

Name of Supervisor: Dr. Arasu Raman Supervisor’s email: arasu.raman@newinti.edu.my

Name of Module Leader if applicant is undertaking a taught programme/module:

Dr. Arasu Raman

Names and student/staff numbers for any additional investigators involved in this study

Click here to enter text.

Is this study being conducted in collaboration with another university or institution and/or does it involve working with colleagues from another institution?

Yes No

If yes, provide details here:

Click here to enter text.

## DETAILS OF THE PROPOSED STUDY

Q3 Please give a short synopsis of your proposed study, stating its aims and highlighting where these aims relate to the use of human participants (See GN 2.2.3)

The purpose of this study is to research on the Consumer Buying Behavior Toward Malaysia’s Made Products. The designed questionnaire of the study was planned for a sampling size of 400 participants who are considered as consumers residing in Malaysia. For the determination of the statistical descriptions, this study will have used quantitative method. Enhance, recommendation and conclusion will be given in the study, thus the outcome shall be coordinated based on the usefulness and the understanding on the consumer’s behavior toward Malaysia products.

Q4 Please give a brief explanation of the design of the study and the methods and procedures used. You should clearly state the nature of the involvement the human participants will have in your proposed study and the extent of their commitment. Ensure you provide sufficient detail for the Committee to, particularly in relation to the human participants. Refer to any Standard Operating Procedures SOPs under which you are operating here. (See GN 2.2.4).

This study belongs to the category of cross sectional, correlation study, which refers to the collection of data in a single, brief time period only. Furthermore, the unit of analysis is the individual. In addition, this study will use descriptive and inferential statistics to interpret the results. Meanwhile, a survey will be conducted mainly through questionnaires that are prepared and also through the use of emails which will then be followed up by another email to get back the response. The use of questionnaires will be distributed outside campus. Participants will be approached with a brief intro about the study letting them know what the questionnaire is about and also the estimated time of completing. The survey will be distributed through Internet by using social applications specially Facebook.

Q5 Does the study involve the administration of substances?

Yes No

### PLEASE NOTE: If you have answered yes to this question you must ensure that the study would not be considered a clinical trial of an investigational medical product. To help you, please refer to the link below from the Medicines and Healthcare Products Regulatory Agency:

https://[www.gov.uk/government/uploads/system/uploads/attachment\_data/file/317952/Algothrim.pdf](http://www.gov.uk/government/uploads/system/uploads/attachment_data/file/317952/Algothrim.pdf)

To help you determine whether NHS REC approval is required, you may wish to consult the Health Research Authority (HRA) decision tool: <http://www.hra-decisiontools.org.uk/ethics/>

If your study is considered a clinical trial and it is decided that ethical approval will be sought from the HRA, please stop completing this form and use Form EC1D, 'NHS Protocol Registration Request'; you should also seek guidance from Research Sponsorship.

I confirm that I have referred to the Medicines and Healthcare Products Regulatory Agency information and confirm that that my study is not considered a clinical trial of a medicinal product.

Please type your name here: Florentino Mayebe Mangue Mikue

Date: 10/01/2019

Q6.1 Please give the starting date for your recruitment and data collection: As soon as the form is approved

Q6.2 Please give the finishing date for you data collection: 30/01/2019

(For meaning of ‘starting date’ and ‘finishing date’, see GN 2.2.6)

Q7 Where will the study take place?

The study focuses on the consumers residing in Malaysia. The questionnaire will be distributed and collected through the Internet by using Google form.

Please refer to the Guidance Notes (GN 2.2.7) which set out clearly what permissions are required;

### Please tick all the statements below which apply to this study

|  |  |
| --- | --- |
|  | I confirm that I have obtained permission to access my intended group of participants and that the agreement is attached to this application |
|  | I confirm that I have obtained permission to carry out my study on University premises in areas outside the Schools and that the agreement is attached to this application |
|  | I confirm that I have obtained permission to carry out my study at an off-campus location and that the agreement is attached to this application |
|  | I have yet to obtain permission but I understand that this will be necessary before I commence my study and that the original copies of the permission letters must be verified by my supervisor before data collection commences |
|  | This study involves working with minors/vulnerable participants. I/we have obtained permission from the organisation (including UH/UH Partner Institutions when appropriate) in which the study is to take place and which is responsible for the minors/vulnerable participants. The permission states the DBS requirements of the organisation for this study and confirms I/we have satisfied their DBS requirements where necessary.NB If your study involves minors/vulnerable participants, please refer to Q18 to ensure you **comply with the University's requirement regarding Disclosure and Barring Service clearance.** |
|  | Permission is not required for my study as:  Click here to enter text. |

## HARMS, HAZARDS AND RISKS

Q8.1 It might be appropriate to conduct a risk assessment (in respect of the hazards/risks affecting both the participants and/or investigators). Please use Risk Assessment Form EC5 if the answer to any of the questions below is 'yes'.

If you are required to complete and submit a School specific risk assessment in addition to Form EC5, please append it to your completed Form EC5.

**Will this study involve any of the following?**

Invasive Procedures/administration of any substance/s? YES NO

Are there potential hazards to participant/investigator(s) YES NO

from the proposed study? (Physical/Emotional)

Will or could aftercare and/or support be needed by participants? YES NO

### IF 'YES' TO THE ABOVE PLEASE COMPLETE EC1 APPENDIX 1 AND INCLUDE IT WITH YOUR APPLICATION

Q8.2 Is the study being conducted off-campus (i.e. not at UH/UH Partner?) YES NO

It might be appropriate to conduct a risk assessment of the proposed location for your study (in respect of the hazards/risks affecting both the participants and/or investigators) (this might be relevant for on-campus locations as well). Please use Form EC5 and, if required, a School-specific risk assessment (See GN 2.2.8 of the Guidance Notes).

If you do not consider it necessary to submit a risk assessment, please give your reasons:

This study is voluntary in nature and the respondent will not be forced to fill up the questionnaire. Therefore, the risk assessment is not necessary in this study.

**ABOUT YOUR PARTICIPANTS**

Q9 Please give a brief description of the kind of people you hope/intend to have as participants, for instance, a sample of the general population, University students, people affected by a particular medical condition, children within a given age group, employees of a particular firm, people who support a particular political party, and state whether there are any upper or lower age restrictions.

The participants who shall take place in this research will include students, workers and anyone in Malaysia, with available time to answer the questionnaire

Q10 Please state here the maximum number of participants you hope will participate in your study. Please indicate the maximum numbers of participants for ***each*** method of data collection.

The maximum number of participants that I am aiming for is 380. Data collection of about this number will make this research successful. The sample size was determined by the use of a software that estimates the total population of the area needed to be studied, the error margin I should accept which is about 5%, and a confidence level of 90%. The reason I believe a maximum of 380 participants will be sufficient to carry out my research is also because of the time constrain. Since there is a time limit and a due date to hand in my work, it would only be reasonable to target 380 participants.

Q11 By completing this form, you are indicating that you are reasonably sure that you will be successful in obtaining the number of participants which you hope/intend to recruit. Please outline here your recruitment (sampling) method and how you will advertise your study. (See GN 2.2.9)

In order to successfully complete this study, the participants will be assessed through online specially by using Google form. The forms sending to the participants will provide them with sufficient explanation to give them clear understanding on the survey purpose. To achieve the target of 380 respondents, convenience sampling will be utilized. The data collection will be through online only to reach consumers residing in the whole peninsula of Malaysia.

## CONFIDENTIALITY AND CONSENT

(For guidance on issues relating to consent, see GN 2.2.10, GN 3.1 and UPR RE01, SS 2.3 and 2.4 and the Ethics Approval StudyNet Site FAQs)

Q12 How will you obtain consent from the participants? Please explain the consent process for each method of data collection identified in Q4

Informed consent using EC3 and EC6 (equivalent)

Implied consent (e.g. via participant information at the start of the questionnaire/survey etc)

Consent by proxy (for example, given by parent/guardian)

Use this space to describe how consent is to be obtained and recorded for each method of data collection. The information you give must be sufficient to enable the Committee to understand exactly what it is that prospective participants are being asked to agree to.

A copy of the Consent Form (Form EC3) is attached at the end of this document. For every participant that agreed to participate in this study will need to sign at the end of the consent form indicating that they understand the content of the consent form. The content of the consent form basically indicates that the participant agrees on giving their information such as nationality and educational level in this study.  
In addition, Participant Information sheet is also given to the participants explaining particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, and any plans for follow-up studies that might involve further approaches to participants

If you do not intend to obtain consent from participants please explain why it is considered unnecessary or impossible or otherwise inappropriate to seek consent.

Click here to enter text.

Q13 If the participant is a minor (under 18 years of age) or is unable for any reason to give full consent on their own, state here whose consent will be obtained and how? (See especially GN 3.6 and 3.7)

Participant must be 18 and above

Q14.1 Will anyone other than yourself and the participants be present with you when conducting this study? (See GN 2.2.10)

YES NO

If YES, please state the relationship between anyone else who is present other than the applicant and/or participants (eg health professional, parent/guardian of the participant).

Click here to enter text.

Q14.2 Will the proposed study be conducted in private?

YES NO

If 'No', what steps will be taken to ensure confidentiality of the participants’ information. (See GN 2.2.10):

Click here to enter text.

Q15 Are personal data of any sort (such as name, age, gender, occupation, contact details or images) to be obtained from or in respect of any participant? (See GN 2.2.11) (You will be required to adhere to the arrangements declared in this application concerning confidentiality of data and its storage. The Participant Information Sheet (Form EC6 or equivalent) must explain the arrangements clearly.)

YES NO

If YES, give details of personal data to be gathered and indicate how it will be stored.

The data will be gathered using a questionnaire where personal information such as age, education level, occupation and income. The personal information question will be addressed only it is relevant to the study. The respondents’ personal information will be secured with the researcher and used for this study only, it will not be revealed to any other parties or for any purpose other than this study.

Will you be making audio-visual recordings?

YES NO

If YES, give details of the types recording to be made and indicate how they will be stored.

Click here to enter text.

State what steps will be taken to prevent or regulate access to personal data/audio-visual recordings beyond the immediate investigative team, as indicated in the Participant Information Sheet.

Indicate what assurances will be given to participants about the security of, and access to, personal data/audio-visual recordings, as indicated in the Participant Information Sheet.

The raw data collected on paper copies completed “on the spot” will be stored in the researcher’s accommodation in a locked drawer to which only the researcher has access. Every time the raw data entered into the SPSS, the researcher will create a backup file in case of any corrupted file.  
  
The data will be entered and saved by SPSS software and the file recording results will be encrypted by the researcher. No one else will have any kind of access to it. After the study, the data will be deleted permanently in order to prevent the leakage in data to the third parties. In between the collecting period and data analysis, researcher’s laptop is shield with antivirus to prevent attack from interested parties and spams. Password will be set in the document file, to increase the protection level. Therefore, the security level should be enough to secure the respondents’ information

State as far as you are able to do so how long personal data/audio-visual recordings collected/made during the study will be retained and what arrangements have been made for its/their secure storage, as indicated in the Participant Information Sheet.

Data retain period will be for 2 years period in offline environment and erased after. Reason for this because examiners might request to show proof of the data in order to confirm that the is accurate and not of self field results

Will data be anonymised prior to storage? YES NO

Q16 Is it intended (or possible) that data might be used beyond the present study? (See GN 2.2.10) YES NO

If YES, please indicate the kind of further use that is intended (or which may be possible).

Click here to enter text.

If NO, will the data be kept for a set period and then destroyed under secure conditions? YES NO

If NO, please explain why not:

Click here to enter text.

Q17 Consent Forms: what arrangements have been made for the storage of Consent Forms and for how long?

Data retain period will be for 2 years period in offline environment and erased after. Reason for this because examiners might request to show proof of the data in order to confirm that the is accurate and not of self field results. Data will be password protected.

Q18 If the activity/activities involve work with children and/or vulnerable adults satisfactory Disclosure and Barring Service (DBS) clearance may be required by investigators. You are required to check with the organisation (including UH/UH Partners where appropriate) responsible for the minors/vulnerable participants whether or not they require DBS clearance.

Any permission from the organisation confirming their approval for you to undertake the activities

with the children/vulnerable group for which they are responsible should make specific reference to any DBS requirements they impose and their permission letter/email must be included with your application.

More information is available via the DBS website -

[https://www.gov.uk/government/organisations/disclosure-a](http://www.gov.uk/government/organisations/disclosure-and-barring-service)nd[-barring-service](http://www.gov.uk/government/organisations/disclosure-and-barring-service)

## REWARDS

Q19.1 Are you receiving any financial or other reward connected with this study? (See GN 2.2.14 and UPR RE01, S 2.3)

YES NO

If YES, give details here:

Click here to enter text.

Q19.2 Are participants going to receive any financial or other reward connected with the study? (Please note that the University does not allow participants to be given a financial inducement.) (See UPR RE01,

S 2.3)

YES NO

If YES, provide details here:

Click here to enter text.

Q19.3 Will anybody else (including any other members of the investigative team) receive any financial or other reward connected with this study?

YES NO

If YES, provide details here:

Click here to enter text.

## OTHER RELEVANT MATTERS

Q20 Enter here anything else you want to say in support of your application, or which you believe may assist the Committee in reaching its decision.

Click here to enter text.

## DOCUMENTS TO BE ATTACHED

Please indicate below which documents are attached to this application:

|  |
| --- |
| Permission to access groups of participants from student body |
| Permission to use University premises beyond areas of School |
| Schools Permission from off-campus location(s) to be used to conduct this study |
| Risk Assessment(s) in respect of hazards/risks affecting participants/investigator(s) |
| Copy of Consent Form (See Form EC3/EC4) Copy of Form EC6 (Participant Info Sheet)  Copy of Form EC6 (Participant Info Sheet) |
| A copy of the proposed questionnaire and/or interview schedule (if appropriate for this study). For unstructured methods, please provide details of the subject areas that will be covered and any boundaries that have been agreed with your Supervisor |
| Any other relevant documents, such as a debrief, meeting report. Please provide details here:  Click here to enter text. |

# DECLARATIONS

**1 DECLARATION BY APPLICANT**

* 1. I undertake, to the best of my ability, to abide by UPR RE01, ‘Studies Involving the Use of Human Participants’, in carrying out the study.
  2. I undertake to explain the nature of the study and all possible risks to potential participants,
  3. Data relating to participants will be handled with great care. No data relating to named or identifiable participants will be passed on to others without the written consent of the participants concerned, unless they have already consented to such sharing of data when they agreed to take part in the study.
  4. All participants will be informed **(a)** that they are not obliged to take part in the study, and **(b)** that they may withdraw at any time without disadvantage or having to give a reason.

(**NOTE**: Where the participant is a minor or is otherwise unable, for any reason, to give full consent on their own, references here to participants being given an explanation or information, or being asked to give their consent, are to be understood as referring to the person giving consent on their behalf. (See Q 12; also GN Pt. 3, and especially 3.6 & 3.7))

Enter your name here: : Florentino Mayebe Mangue Mikue Date 01/10/2019

1. **GROUP APPLICATION**

(If you are making this application on behalf of a group of students/staff, please complete this section as well)

I confirm that I have agreement of the other members of the group to sign this declaration on their behalf

Enter your name here: Click here to enter text. Date Click here to enter a date.

**DECLARATION BY SUPERVISOR** (see GN 2.1.6)

I confirm that the proposed study has been appropriately vetted within the School in respect of its aims and methods; that I have discussed this application for Ethics Committee approval with the applicant and approve its submission; that I accept responsibility for guiding the applicant so as to ensure compliance with the terms of the protocol and with any applicable ethical code(s); and that if there are conditions of the approval, they have been met.

Enter your name here: Dr. Arasu Raman Date 10/01/2019

**UNIVERSITY OF HERTFORDSHIRE**

**ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS**

**(‘ETHICS COMMITTEE’)**

**FORM EC3**

**CONSENT FORM FOR STUDIES INVOLVING HUMAN PARTICIPANTS**

I, the undersigned *[Please give your name here, in BLOCK CAPITAL]*

……………………………………………………………………………………………………………….…

of *[Please give contact details here, sufficient to enable the investigator to gat in touch with you, such as a posta or email address]*

…..………………………………………………………………………………………………………………

hereby freely agree to take part in the study entitled

CONSUMER BUYING BEHAVIOR TOWARD MALAYSIA MADE PRODUCTS

…………………………………………………………………………………………………………………..

(UH Protocol number …………………………………………)

**1** I confirm that I have been given a Participant Information Sheet (a copy of which is attached to this form) giving particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, how the information collected will be stored and for how long, and any plans for follow-up studies that might involve further approaches to participants. I have also been informed of how my personal information on this form will be stored and for how long. I have been given details of my involvement in the study. I have been told that in the event of any significant change to the aim(s) or design of the study I will be informed, and asked to renew my consent to participate in it.

**2** I have been assured that I may withdraw from the study at any time without disadvantage or having to give a reason.

**3** In giving my consent to participate in this study, I understand that voice, video or photo-recording will take place and I have been informed of how/whether this recording will be transmitted/displayed.

**4** I have been given information about the risks of my suffering harm or adverse effects. I have been told about the aftercare and support that will be offered to me in the event of this happening, and I have been assured that all such aftercare or support would be provided at no cost to myself. In signing this consent form I accept that medical attention might be sought for me, should circumstances require this.

**5** I have been told how information relating to me (data obtained in the course of the study, and data provided by me about myself) will be handled: how it will be kept secure, who will have access to it, and how it will or may be used.

**6** I understand that my participation in this study may reveal findings that could indicate that I might require medical advice. In that event, I will be informed and advised to consult my GP. If, during the study, evidence comes to light that I may have a pre-existing medical condition that may put others at risk, I understand that the University will refer me to the appropriate authorities and that I will not be allowed to take any further part in the study.

**7** I understand that if there is any revelation of unlawful activity or any indication of non-medical circumstances that would or has put others at risk, the University may refer the matter to the appropriate authorities.

**8** I have been told that I may at some time in the future be contacted again in connection with this or another study.

Signature of participant……………………………………..…Date…………………………

Signature of (principal) investigator……………………………Date 10/01/2019…………

Name of (principal) investigator

*FLORENTINO MAYEBE MANGUE MIKUE ……………………………………………………………………………………………………*

## Appendix 6: Ethics Approval Notification



