**INTI INTERNATIONAL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

**Purchase intention of fitness equipment in Kuala Lumpur, Malaysia**

**Author: WANG LIHUI**

**Student No: I17013721**

**Supervisor: Kumarashvari Subramaniam**

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**Declaration**

I hereby declare that this thesis is my own work and effort and that it has not been submitted anywhere for any award. Where other sources of information have been used, they have been duly acknowledged.

Name : Wang Lihui

Student ID : I17013721

Signature : Wang Lihui

Date : 10th December 2018

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With love,

Name: Wang Lihui

Student ID: I17013721

**Abstract**

In the Malaysia, there are half of Malaysia population is overweight or obese. People realized that they need to do some exercise to control the weight. Therefore, the demand of the fitness equipment is more. Based on the analysis of the Theory of Planned Behavior (TPB), price, quality and brand will influence consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. In this research, there are 200 questionnaires are valid and will be used to data analysis in the SPSS. In addition, the SPSS analysis result show that the price and quality has the influence for consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia, especially the price is the important influence factor. Based on the research results, there are some recommendations for the fitness equipment industry.

**Key words**: Fitness equipment, Consumer purchase intention, Kuala Lumpur, Malaysia, Price, Quality, Brand.

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**Chapter 1: Introduction**

**1.0 Overview**

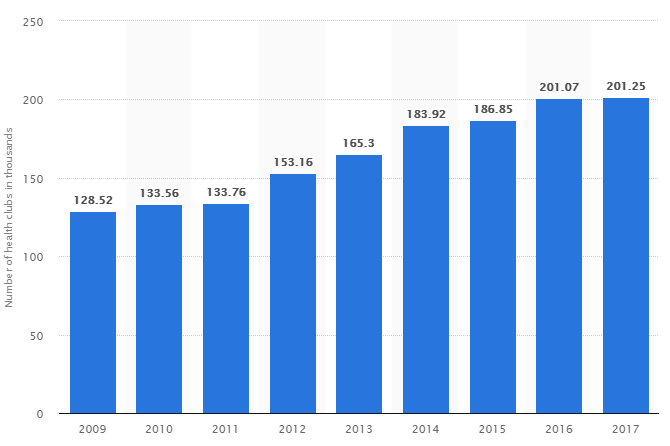
In the chapter 1 will analysis the research background, which include the global market situation and Malaysia market situation for the fitness equipment. Besides, the problem statement will be shown, and the research objectives and research questions will be introduced.

**1.1 Research background**

Fitness equipment is used for physical exercise which can control people's weight, improve physical strength, and develop muscle strength. The most commonly used fitness equipment includes treadmills, elliptical machines and stationary bicycles (Chow, Mowen and Wu, 2017). In addition, fitness equipment can stimulate heart rate, help burn excess body fat, maintain overall health, and improve a person's appearance and personality (Chow and Ho, 2018). Therefore, the fitness equipment market is developing faster and faster.

In 2015, the global fitness equipment market was approximately $10 billion, and is estimated to reach about $12.5 billion by 2021 (Thompson, 2017). The compound annual growth rate (CAGR) from 2016 to 2021 is approximately 4.0%. The figure 1 shows that the total number of health and fitness clubs worldwide gradually rising, which can accelerate the development of fitness equipment market. In addition, the fitness equipment market is segmented according to regions such as North America, Europe, Asia Pacific, Latin America, Middle East and Africa. The fitness equipment market in the Asia Pacific region is expected to grow fastest due to rising medical costs, improved of quality of healthy life and improved of fitness equipment technology (Thompson, 2017).

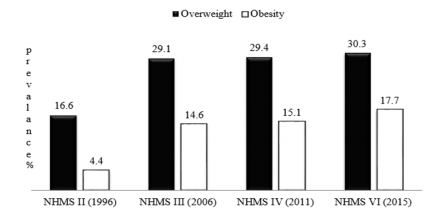
**Figure 1: Total number of health and fitness clubs worldwide 2009 to 2017\* (in 1,000s)**



Source: Total number of health and fitness clubs worldwide 2009 to 2017\* (in 1, (2018)

There are many factors that contribute to the development of fitness equipment market in Malaysia, which include diseases caused by obesity and obesity. In 2015, the survey found that obese and overweight Malaysians accounted for 17.7% and 30.3% of the population (Figure 2), which means that half of Malaysia's population is overweight or obese (Tee, Gan and Tan et al., 2018). From 1996 to 2015, the prevalence of obesity and overweight was on the rise. In 1996, only 4.4% of the population was considered obese, however, the obese population grew rapidly to 17.7% in 2015 (Mehta and Hall, 2017). In addition, obesity epidemics such as coronary heart disease, hypertension and diabetes are associated with overweight, which will have a negative impact on the country's long-term economic development (Woon, Chin and Mohd Nasir, 2015). Therefore, it is meaningful and necessary to study the fitness equipment industry in Malaysia.

**Figure 2:** **Prevalence of obesity and overweight in Malaysia (1996-2015)**



Sources: Mehta and Hall (2017)

**1.2 Problem statement**

In recent years, the fitness equipment industry in Malaysia has developed rapidly, due to the lifestyle and other factors that cause obesity and health problems (Cheong, 2016). According to Teo, Nurul-Fadhilah, Aziz et al., 2014, inactive lifestyles such as TV viewing, long-term use of computers and media have been proved to have a profound impact on obesity. Therefore, more and more people have the purchase intention for fitness equipment which can make contribution to Malaysia economic.

However, there are many factors including price, brand and quality influence consumer purchase intention. According to Fakharmanesh and Miyandehi 2013, when consumers come into contact with a wide variety of goods, consumers are influenced by the price, quality, brand and packaging of the goods, which means these factors will influence the consumer's buying behavior. This research was conducted in Kuala Lumpur for foreign products. In addition, product branding, packaging design and perceived value have a positive impact on consumer purchasing intentions, due to most consumers will have a good impression of good packaging, and perceived value is intangible, the high perceived value will enhance purchasing decisions (Bhakar, Bhakar and Dubey, 2015). According to Karunia Setyowati Suroto 2013, the research findings indicate that cultural, social, and personal factors such as personal income will influence consumer purchasing decisions and purchase power. However, personal factors such as age, gender, background, culture, and other personal issues are influence factors for consumer purchasing intention (Khuong and Duyen, 2016). For example, older consumers and young people may exhibit different purchasing behaviors, and young people may choose spending money on interested goods and does not consider the practicality of the goods. The above analysis shows that different authors have different views on influencing factors for consumer purchases intention.

In addition, in some developed countries such as United States and the United Kingdom have more studies about this topic, but in Malaysia is less (Lai Teik, 2014).

Therefore, this report will confirm the relationship between influence factors including price, brand, quality and consumer purchase intention for fitness equipment in Malaysia.

**1.3 Research objectives**

The research objectives are based on the purpose of the research and show the issues that the project plan to study (Matturi and Pain, 2016). It is required to guide an academic research.

Research objectives are very important in the project research, because clear research objectives allow researchers to analyze data objectively without being influenced by prejudices, which means that can avoid irrelevant data or wrong opinions, research objectives can also help researchers at each stage including surveys, design, data analysis, and finding the results to keep the right direction (Savirimuthu, 2017).

**a) Broad objective**

The main purpose of this study is to ascertain the relationship between price, brand, quality and consumer purchase intention in fitness equipment, Kuala Lumpur, Malaysia.

**b) Specific objectives**

RO1: To find out the relationship between price and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

RO2: To find out the relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

RO3: To find out the relationship between quality and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

RO4: To find out the most prominent factor among price, quality and brand.

**1.4 Research question**

The research question is the question that the research or project needs to answer, in generally, there is not only one question but one to seven related questions that the report wants to answer (Connelly, 2015).

These research questions are important because these questions are the focus of research, answering these questions is the main goal of the research, therefore, the research questions must be accurate and clear (Tully, 2014).

In this report, the research questions are shown as follow:

RQ1: Is there any relationship between price and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia?

RQ2: Is there any relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia?

RQ3: Is there any relationship between quality and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia?

RQ4: Which is the most prominent factor among price, quality and brand.

**Chapter 2: Literature review**

**2.0 Overview**

The chapter 2 will explain the consumer purchase intention and independent variables, including price, quality and brand. The conceptual framework will be designed based on the Theory of Planned Behavior (TPB). In addition, the researcher will put the hypothesis in the end of the chapter 2.

**2.1 Phenomenon of Consumer Purchase Intentions.**

The consumer’s attitude to products or services, together with the role of external factors, constitutes the consumers purchase intention (Bhakar, Bhakar and Dubey, 2015). Purchase intention means that consumers are looking forward to buying the specific products or services that need (Madahi and Sukati, 2012).

The purchase intention refers to the products or services that consumers plan to buy in the future, but the purchase intention does not directly lead to the consumers’ purchase behavior, in order to buy the right goods, the consumers will evaluate the goods before the formation of purchase behavior (Rahim, Safin, and Kheng et al., 2016). In other words, when consumers choose products, consumers will evaluate the products, if consumers think the products are valuable, then consumers will buy the product (Madahi and Sukati, 2012).

Purchase intention can stimulate and motivates consumers to buy products and services, so that marketers learn about consumers' purchase behaviors by studying purchase intentions (Morwitz, 2012). Therefore, marketers will focus on how to shape consumer purchase intentions and influence consumer purchase intentions through the marketing strategies, and also predict whether there are enough consumers to purchase the new products or services based on the purchase intention (Morwitz, 2012).

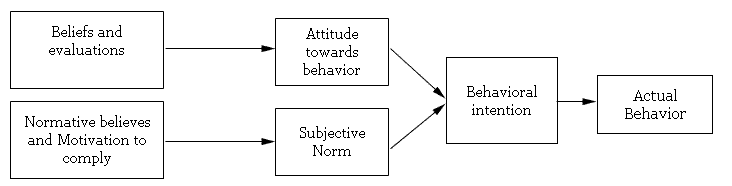
Chinese scholar believe that consumers' purchase intention can be seen as the subjective tendency or possibility of consumers purchase the certain products, the purchase intention is also a psychological consultant for consumers to buy goods that suit to the demands, and it is a performance of consumer psychology and a prelude to purchase behavior (Wu and Li, 2017). Consumer purchase intention is based on the value of consumers (Heiman, 2013). In addition, the purchase intention will be influenced by factors such as price, quality, value, brand, etc. (Mirabi, Akbariye, and Tahmasebifard, 2015).

Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) can better explain and analysis the consumer purchase intention.

**2.2 Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) was proposed by American scholars Fishbein and Ajzen in 1975. It is mainly used to analyze how attitudes affect consciously affect individual behaviors, the basic assumption is that people are rational, and whether a person adopts a certain behavior can be controlled and determined by himself, and before making an action, the person will combine various information to consider the meaning and consequences of the behavior (Ajzen and Fishbein, 1980).

**Figure 3: Theory of Reasoned Action (TRA) model**



Sources: Ajzen and Fishbein (1980)

The theory holds that the individual's behavior can be reasonably inferred from the behavioral intention to some extent, and the individual's behavioral intention is determined by the behavioral attitude and subjective criteria (Wong and Chow, 2017). A person's behavioral intention is a measure of a person's intention to engage in a particular behavior, and attitude is the positive or negative emotion that people hold about a certain behavior (Ajzen and Fishbein, 1980). Subjective norms are used to describe what kind of behavior we think is what others want us to do (Lai, 2017). Therefore, these factors are combined will produce behavioral intentions that ultimately lead to actual behavioral.

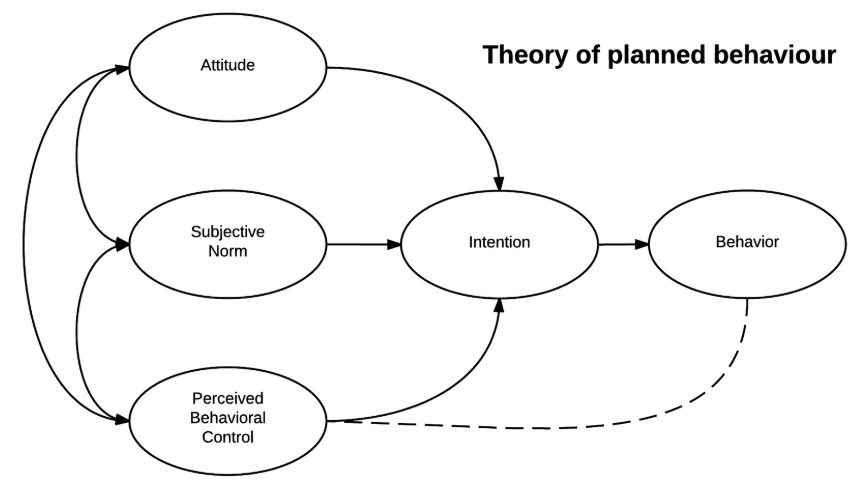
Rational behavior theory is a general model, which proposes that any factor can only indirectly influence the use behavior through attitudes and subjective criteria, which makes people have a clear understanding of the rational production of behavior (Ajzen and Fishbein, 1980).

The main disadvantage of TRA theory is that the influence of environmental factors on people's behavior is not fully considered (Lai, 2017). In addition, sometimes people may have some kind of behavior before they change their attitudes and concepts.

**2.3 Theory of Planned Behavior (TPB)**

Although TRA has considerable explanatory power for the behavioral decision-making process, but this theory is still limited. In fact, many behaviors are not completely controlled by their own will, so Ajzen improves on the basis of TRA and proposes the Theory of Planned Behavior (TPB) (Prapavessis, Gaston and DeJesus, 2015). The PBC (perceived control belief) variable representing other irrational factors is added to the original theoretical framework to form the TPB. Therefore, in the analysis of behavioral intentions and actual behaviors, the theory of planned behavior is affected by “attitude” and “subjective norms” and “perceived control belief” (Ajzen, 1975). The theoretical research structure of the theory is shown in the figure below:

**Figure 4: Theory of Planned Behavior (TPB) model**



Sources: Ajzen, (1975).

The TPB includes three levels: the first level is consumer's consumption intention, which directly determines how consumers adopt consumer behavior; the second level is the factors that influence consumer intention, including consumer's attitude toward products (behavior attitude, ATT) and other people's view of consumer behavior (social norms, SN); consumer's judgment of the degree of self-control of consumer behavior (perceived behavior control, PBC) (Nam, Jungmi and So-Ye You, 2015). These three factors are positively correlated with consumer intentions. The more positive consumers' attitudes toward the product, the more encouraged others' consumption behavior, and the more consumers tend to judge that they can control their consumption behavior toward the product, the stronger their intention to buy the product (Prapavessis et al., 2015). The third level is the analysis of second levels of factors. Specifically, attitudes are determined by the total benefits of consumer behavior (Ajzen, 1975). The more benefits a consumer behavior brings to consumers, the stronger the attitude toward the behavior will be. The more positive the subjective evaluation of the product, the more inclined it will be to promote consumers to buy the product (Prapavessis et al., 2015). Depending on consumer confidence, the more you believe you can achieve a certain consumer behavior, the more you feel you have control over the consumer behavior, and the more likely you are to buy the product (Ajzen, 1975).

In short, TPB believes that attitudes, subjective norms and perceived behavior control (PBC) together determine individual behavioral intentions; in terms of mode of action, behavioral intentions determine individual behavior, and behavioral intentions are determined by attitudes, subjective norms and perceived behavior control (PBC) (Prapavessis et al., 2015). Therefore, if an individual is more positive about a particular behavior, and the subjective norm is more supportive of the behavior and the perceived behavior control (PBC) of the behavior is stronger, the intention of the individual to engage in the behavior will also be higher (Ajzen, 1975).

Therefore, the conceptual framework will be designed based on the TPB in this report. Attitude is determined by the overall interests of consumer behavior, such as economic interests, the more benefits consumers bring to consumers, the stronger the attitude of consumers in adopting consumer behavior. For example, when consumers buy products, they will consider how much they will pay, so the price will make consumers have a positive or negative attitude. Subjective norms refers to the positive evaluation of products by others, which will promote consumers' purchase behavior, such as the evaluation of product brands. The more resources and information a consumer perceives behavioral control has, the more likely to generate purchase behavior, such as consumer perceptions of product quality.

**2.4 The price affect the consumer purchase intention of fitness equipment**

Price is the monetary performance of value, and it is also a monetary representation of the value of goods, services and assets (Alfred, 2013).

In the marketing environment, the price of the product is the main problem, which is also the problem that makes the marketers feel difficult and stressful, the pricing of the product must take into account the reaction of the consumers and the competitors, price is an indicator of products and services for consumers, in most cases, prices will influence consumer buying behavior (Alfred, 2013).

For low-income people, high prices will reduce consumers’ purchasing power and purchasing intention, consumers will feel uneasy and difficult during the purchase decision process, and feel the impossibility of purchasing the high price goods, therefore, in this case, the price is the resistance to purchase goods, in addition, the price can also be seen as a factor that restricts the consumer's purchase behavior (Phan and Mai, 2016).

Price is an important factor to influence consumers' choice of products, and it is not mean that consumers are only willing to choose a low-priced product, in some cases, high-priced products may be more popular than low-priced products such as luxury goods (Alfred, 2013).

Price promotion is an effective way to encourage consumers to purchase products and increase customer loyalty, and it is often influenced by competitors and consumers (Dachyar and Banjarnahor, 2017).

**2.5 The quality affect the consumer purchase intention of fitness equipment**

Quality means the reliability of the product, and consumers are always looking for reliable products, then marketers strengthen consumer purchase intentions by improving product quality (Alfred, 2013).

The quality of goods and services is an important factor that influence customer satisfaction, quality indicates the ability of a product to meet customer needs and is evaluated by product characteristics and advantages (Rana, Osman and Othman, 2015).

Product quality is one of the factors influencing consumer purchase intention, in the process of consumer evaluation of a product, product quality is an important factor, and product quality meets consumer demand or reaches the consumer's expected level, then consumers will have purchase intention (Alfred, 2013).

Quality can provide competitive advantages to products, consumers' assessment and requirements for quality are constantly changing, and products with good quality can increase consumer purchase intentions, so quality should be continuously improved to meet consumers’ needs (Mirabi et al., 2015).

**2.6 The brand affect the consumer purchase intention of fitness equipment**

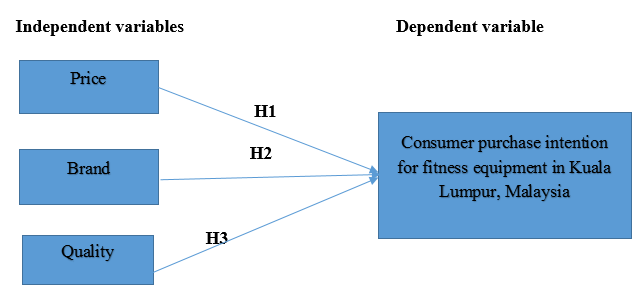
Brand refers to the representation of a seller or seller's product or service by name, logo, symbol, design, or the combination, as well as the brand can meet the needs of differentiating the products (Lew and Sulaiman, 2014). Form a consumer perspective, brands can help consumers identify the origin of products, manufacturers or agents, and provide promises and guarantees between consumers and product manufacturers, brands also represent the quality of products and increase consumer trust in the brand (Fakharmanesh and Miyandehi, 2013). Successful brands are considered valuable by consumers and can help consumers quickly differentiate from other brands, so that make purchase intention decision quickly (Yeboah, Junior and Adonteng-Sakyi, 2017).

To increase consumer loyalty to the brand can enhance the image of the product and the company, consumers can have a highly evaluate for the product and accept the product psychologically, so that consumers have a strong intention to purchase, when a customer is satisfied with a brand, and believes that the brand is trustworthy, it will have attachment to the brand, brand attachment may cause consumers to ignore the high price of the product and still generate purchase intention (Lew and Sulaiman, 2014).

**2.7 Research framework**

Based on the analysis of literature review, Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB), the research framework model is shown on the figure 5. On the left of the figure 5 is independent variables, which are influence factors including price, brand and quality. In addition, on the right of the table 5 is the dependent variable, which is consumer purchase intention of fitness equipment in Malaysia. However, which is the most important influence factor is unknown, and in this study will find out the most important influence factor.

**Figure 5: Research framework model**



**2.8 Hypotheses**

The hypotheses are shown as follow:

H1: Price has a significant influence on consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

H2: Brand has a significant influence on consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

H3: Quality has a significant influence on consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

**Chapter 3: Research Methodology**

**3.0 Overview**

Research methodology will introduce the research design, sample size and questionnaire design. This chapter focus on the detail information about the statistic technique, and the data analysis method of the SPSS, which will be used in the chapter 4.

**3.1 Research design**

Research design guides data collection and analysis at various stages of the research project and is the research framework for finding answers to research questions, as well as the blueprint followed to complete the research (Peavey and Vander, 2017). Research design is very important for the academic research, duo to the research design is conducive to research activities to be carried out with high efficiency, as well as can improve the reliability of research results (Omair, 2015). For this research, the research design will be analyzed as the follow steps.

**3.1.1 Quantitative descriptive correlation design**

Therefore, this research design of this report is quantitative descriptive correlation design. Descriptive research is used to describe a phenomenon and an event or a person's characteristics, as well as used to describe the relationship between selected variables (Devanoorkar, 2016). In addition, quantitative research methods will be used to analyze the survey data, and researchers can study a wide range of participants through quantitative analysis in a short period of time (Nassaji, 2015). Therefore, the purpose of this research is to re-confirm the relationship between factors influencing consumer purchase intention and fitness equipment in Malaysia, which conduct though the questionnaires.

**3.2 Research Population and Sample**

**3.2.1 Population**

The population of this research is the consumers who like to go to the gym or want to do sports to keep healthy. This research focus on this population, duo to more and more people prefer to do sports to keep healthy in Malaysia, which is important for fitness equipment industry. However, there are less research to study on the fitness equipment industry in Malaysia, especially for this population. Therefore, this population is selected for the study.

**3.2.2 Sample**

In statistics, probability sampling means that all members of the group have equal opportunities to become a part of the sample, it is means the probability sampling conforms to the principle of randomization, that ensure each individual in the group has equal opportunities for selection, which helps to reduce the possibility of prejudice (Etikan, 2017). However, non-probability sampling means that an individual will not have an equal opportunity to become a part of the sample, which means the selection of participants is not randomized (Kim, 2017). In addition, convenience sampling is a type of non-probability sampling method, and based on researchers convenience the researchers can choose the respondents who are accessible, easy-to-access, and could be used by researchers (Etikan, 2017).

Therefore, this research chooses the non-probability, because the research has the special respondents who like to go to the gym or want to do sports for healthy (Kim, 2017).

**3.2.3 Sample size**

According to Krejcie and Morgan (1970), researchers can use the sample size calculator to determine the number of people that need to be investigated, and as long as the population exceeds 100,000, the sample size is 384. The population of this research is about 12,476,000, and the confidence level is 95%, the confidence internal is 5, therefore, based on the sample size calculator of Krejcie and Morgan, the sample size of this research should be 384.

For this study, there are 40% of Malaysian keep healthy by doing sports, so that the sample is 12,476 million population (Hoque, Kamaluddin and Abdul et al., 2016). Based on this population, the sample size of this research is 384, and the calculation form is shown in the appendix, but the number of questionnaires distributed must reach 400. According to Kerr Winter, Odedra and Green (2016), any study needs to collect at least 250 data to ensure the reliability of the research results. Therefore, the number of questionnaires distributed in this study was 400, due to these situations may occur which are the waste of questionnaires and the data do not accord with reality.

**3.2.4 Data collection**

In this study, the data collection will be completed by using the questionnaires, and the time horizon of this research will choose cross-sectional method for data collection. According to Setia (2016), cross-sectional means the data collection at a time only, but can cover several days, weeks or even months, as the data only collected once from each respondent. In addition, the data collection will be conduct around November 5 to November 12.

In addition, this research focus on the customers who like to go to the gym or want to do sports to keep healthy. Therefore, the questionnaires will be distribute in fitness centers and gyms which are located in Kuala Lumpur due to Kuala Lumpur has a highly population and many fitness centers such as Babel Fit, KOA Fitness and Playground Fitness around the Jalan road of Kuala Lumpur (Tan, 2018). In addition, there are around 1.76 million of people in 2016, which can improve the reliability of the data (Worldpopulationreview.com, 2018).

**3.3 Pilot test**

The pilot test is used to test for possible defects in the instrument, and it is also an indispensable part in data analysis, which refers to the preliminary test and research that use a small sample of the main research (Laskin, 2014). Therefore, the small sample will extracts 10% of the sample size, which is around 38-40. In the pilot, the questionnaires will be distributed to faculty numbers and MBA students, which can make sure the respondents can understand the words in the questionnaires, and if there have errors in the questionnaires, the respondents will help the researcher to find out. In this study, the questions in the questionnaire are adopt or adapt in the previous literature, and the pilot test is benefit to improve the questionnaire and increase the value and credibility of the study (Thabane and Lancaster, 2017).

**3.3.1 Factors analysis**

Factor analysis uses several factors to describe the relationship between many indicators or factors, it is to classify several closely related variables into the same class, and each type of variable becomes a factor, which can reflect the most of original information with a few factors (Yong and Pearce, 2013).

**3.3.2 Reliability test**

Reliability test is a tool for measuring internal consistency and stability, which can ensure that the collected data is reliable and consistent in results, and help researchers to analyze (Chen, Hu and Zhu et al., 2015). Cronbach Alpha is used to measure internal consistency for reliability test in SPSS, and the value more than 0.7 means the result is reliable (Tavakol and Dennick, 2011). However, if the value is less than 0.7 but higher than 0.6, it will be accepted in the pilot test, if less than 0.6, which means this question should be deleted and change to another question (Chen et al., 2015).

**3.4 Measurements**

Measurement is the process of using digital systems to reflect empirical phenomena and is the tool that researchers use to evaluate a range of things in statistics (Prion and Adamson, 2013). Quantitative study is based on measurements, which can ensure the research results have statistically significant (Hagan, 2014).

In this research, there are a variety of tests and measurements that used to analysis the data which collected through questionnaires, including demographic profile, preliminary tests and hypothesis testing.

**3.4.1 Demographic profile**

Demographics profile can describe the related information about respondents, which including age, gender, income, nationality, marital status, and so on (Khan and Zaheer, 2017). In addition, the people who like to go to the gym or want to do sports for healthy is the special respondents of this study. Therefore, the purpose of demographics profile is to help researchers to understand the special respondents and make accurate predictions or classifications based on the characteristics of the special respondents (Kumar, 2018).

**3.4.2 Preliminary tests**

Preliminary testing can contribute to the researchers' findings that have statistical significant (Fairweather, 2013). In this study, preliminary tests will perform factor analysis, including KMO Bartlett’s test, factor loading and eigenvalues, which can determine the reliability and rationality of the questions in the questionnaire, and the sample size of preliminary is 384 (Kumar, 2018).

Therefore, the value of KMO Bartlett’s test, factor loading and eigenvalues in the factor analysis can help the researchers to determine whether there have the statistical significant for the questions.

Kaiser-Meyer-Olkin (KMO) is able to measure the adequacy of sampling, the degree of value is between 0 and 1, the value close to 1 is better, and the value of 0.6 is the recommended minimum (Ayuni and Sari, 2018). In statistics, factor loading is also called commonality, and the value greater than 0.6 would be accepted or do further studies (Scarelli and Benanchi, 2014). The eigenvalue should greater than 1, as well as the number of eigenvalues is equal to the number of independent variable, which can make sure the eigenvalue analysis has statistical significant (Ren, 2016).

In addition, reliability testing can help researchers to measure internal consistency and stability of the sample, and Cronbach Alpha is used to test reliability testing (Chen et al., 2015). The Cronbach Alpha value greater than 0.7 indicates a strong stability of the questions that from questionnaires and it will be accepted in statistics (Tavakol and Dennick, 2011).

**3.4.3 Hypotheses testing**

Hypothesis testing is the most frequently used statistical test procedure, which means that the researcher uses the sample data to infer and prove whether the hypothesis is true, so that the purpose of the hypothesis test is to show whether there is a true relationship between the variables (Zikmund, 2015). Therefore, in this study, the hypotheses testing including multiple regression, one-way Anova and beta coefficient.

**Multiple regression** is a combination of multiple independent variables to predict or estimate the dependent variable and to show the relationship between these independent variables and the dependent variable (Morrissey and Ruxton, 2018).

The R-square is used to evaluate the goodness of fit of the regression model, and the value should be greater than 0.5 (Hittner, 2016). In the multiple regression analysis, the r-square can show the ability of the independent variables to explain the dependent variable in the model, so that r-square is necessary, and the value more than 0.5, which means the independent variables can explain the dependent variable (Jeong and Jung, 2016). Therefore, if the R-square is less than 0.5, which means the model does not fir the framework, and the independent variables cannot influence the dependent variable (Hittner, 2016).

**One-way ANOVA** is used to compare two means that from two independent groups through the F distribution, and the p-value and significance level (0.05) are compared to evaluate the null hypothesis, which can show whether the difference between the group means are statistically significant (Hassall and Mead, 2018). In generally, if the p-value is less than or equal to 0.05, the null hypothesis is rejected, and the difference between the means is statistically significant; if the p-value is greater than the 0.05, the null hypothesis cannot be rejected, and the difference between the means is not statistically significant (Kim, 2017).

**Beta coefficient** is used to determine which independent variable have high influence for dependent variable and the value near to 1, means the higher influence for dependent variable ( Sekaran and Bougieh, 2011). In this research, the independent variables including price, quality and price, which one is closest to 1 that means this independent variable has a greater influence for the dependent variable.

**3.5 Data collection**

**3.5.1 Questionnaire design**

The questionnaire is a tool for collecting data, and the research will provide some questions and tips in the questionnaire to collect the information from the respondents (Wang and Yuan, 2018).

In this study, there are three parts that make up the questions in the questionnaire, which are demographic profile, the independent variables include price, quality and brand, and the dependent variable is the consumer purchasing tendency. In order to ensure the accuracy and validity of the questions in the questionnaire, the questions are taken from the academic literature in this study (Bolarinwa, 2015). Therefore, the questionnaire design for this study is as follows and the questionnaire is attached in the appendix.

**Figure 6: Questionnaire**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Questionnaires | No. of questionnaires | Reference |
| 1 | Demographic Profile | 3 | (Kostencka, Pastuszak and Buśko, 2016) |
| 2 | Price | 5 | (Guo, 2016) |
| Quality | 5 | (Guo, 2016) |
| Brand | 4 | (Guo, 2016) |
| 3 | Consumer purchase intention | 5 | (Dachyar and Banjarnahor, 2017) |

In this study, the question number in the questionnaire are 17, and some of questions are appeared in the form of multiple-choice questions. However, some questions will take the form of a 5-point Likert scale, ranging from strong disagree, disagree, neutral, agree, and strong agree (Joshi, Kale and Chandel et al., 2015). In addition, there are 3 questions about demographics profile, which come from Kostencka, Pastuszak and Buśko, (2016) and convert the study site into Malaysia. At the same time, questions about fitness equipment prices, quality and brand are used in previous literature to ensure the reliability of questions in the questionnaire (Guo, 2016). The questions of consumer purchase intention will be adopted from Dachyar and Banjarnahor, (2017), which only needs to convert products and locations into fitness equipment and Malaysia.

**3.6 Conclusion**

This chapter mainly highlights the research methods that used in this research. According to the quantitative research method, the questionnaire will be distributed in this study, and the main population is who want to go to gym and do sports to keep health. In order to ensure the survey is statistically significant, some respondents will be pilot tested to test the reliability of the questions in the questionnaire. In addition, the next chapter will perform statistical analysis based on the data collected in Chapter 3 and provide valid evidence to support the research results.

**Chapter 4: Data Analysis**

**4.0 Overview**

The chapter 4 will use SPSS 22 to analysis the data that the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia, which include pilot test, reliability, KMO and Bartlett’s Test and Multiple Regressions. Besides, the descriptive analysis will discuss the demographic information for this report. In the end of this chapter will show the data analysis results.

**4.1 Respondent rate**

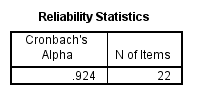
There are 250 questionnaires are distributed, duo to the loss of the questionnaire and some other reasons lead to the questionnaire was invalidated, such as some questions in the questionnaire did not give an answer, so that 200 questionnaires were collected and used. Therefore, the respondent rate is 80%.

**4.2 Pilot test**

In the pilot test, the researcher will sue the small sample which is 30 questionnaires to do the reliability test as the below shows (Laskin, 2014).

**4.2.1 Reliability test**

Figure 7: The Reliability Test



As the figure 7 shows, the Cronbach’s Alpha is 0.924, is more than 0.7, and in the appendix can found that each item Cronbach’s Alpha is more than 0.7, no need to deleted, which means the collected data is reliable and consistent in the result, and the questions in the questionnaires can help the researcher to do the further research.

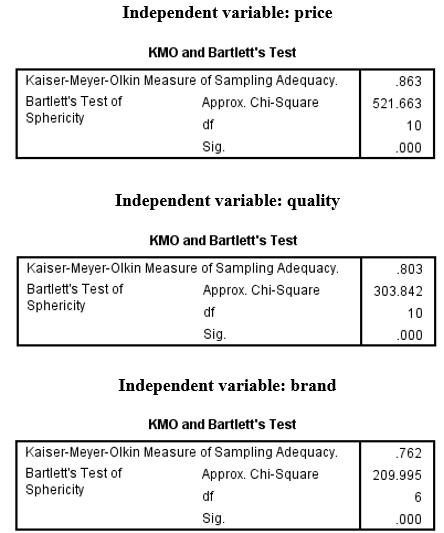
**4.3 Preliminary test**

After collecting the data, the researcher will use 200 valid data for preliminary test, including factor analysis and reliability test, to determine the statistical significance of the data.

**4.3.1 Factor analysis**

**Independent variables**

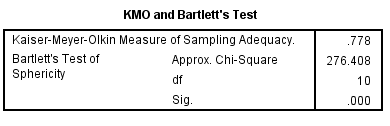
Figure 8: Independent variables KMO and Bartlett’s Test



The figure 8 shows independent variables KMO and Bartlett’s Test, which include price, quality and brand, and the KMO values are 0.865, 0.803 and 0.762. Independent variables such as price, quality and brand KMO values are greater than 0.7, indicating that the data from the questionnaires has reliability and validity, which is suitable for factor analysis. In addition, the SPSS results show that the sig=0.000 of the three variables, all less than 0.05 (p value <0.05), indicates that there is correlation between the variables, and the factor analysis is effective.

**Dependent variables**

Figure 9: Dependent variables KMO and Bartlett’s Test



The figure 9 shows dependent variables KMO and Bartlett’s Test, which is consumer purchase intention and the KMO value is 0.778, is greater than 0.7, indicating that the data from the questionnaires has reliability and validity, which is suitable for factor analysis. In addition, the sig=0.000, is less than 0.05 (p value <0.05), which means the data is valid and can continue to do the research.

**4.3.2: Reliability test**

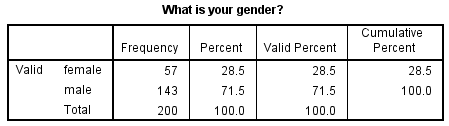
Figure 10: The Reliability test of 200 data

|  |  |  |
| --- | --- | --- |
|  | Cronbach’s Alpha Score | Number of Items |
| Price | .874 | 5 |
| Quality | .806 | 5 |
| Brand | .776 | 4 |
| DV( consumer purchase intention) | .774 | 5 |

The figure 10 shows the reliability test for each independent variable, including price, quality and brand, as well as the dependent variable consumer purchase intention, and the Cronbach’s Alpha are 0.874, 0,806, 0.776 and 0.774, is more than 0.7, which means the collected data is highly reliable and consistent in the result, and can do the further analysis.

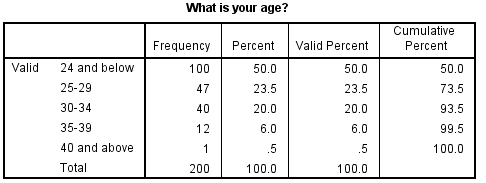
**4.4 Descriptive analysis**

Figure 11: The gender frequency



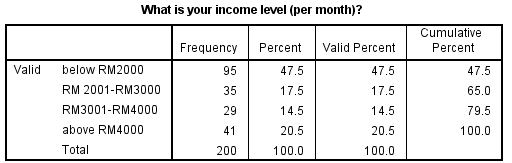
The figure 11 shows that the female frequency is 57, and male frequency is more than female, which is 143. Besides, the male percent is 71.5 and is also more than female percent 28.5, which means the proportion of males is very large in the gyms, due to the questionnaires are collected in the fitness centers.

Figure 12: The age frequency



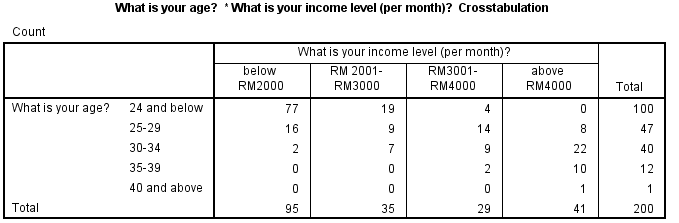
The majority of respondents were 24 and below, accounting for 50% of all respondents, 25-29 years old is the second, and the 40 and above respondents accounted for the least, is only 0.05%.

Figure 13: The income level frequency



The majority of respondents income level is below RM2000, and the percent is 47.5%. Besides, the least proportion is RM3001-RM4000, and the percent is 14.5%.

Figure 14: Crosstabs, age and income level

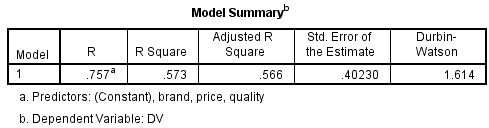


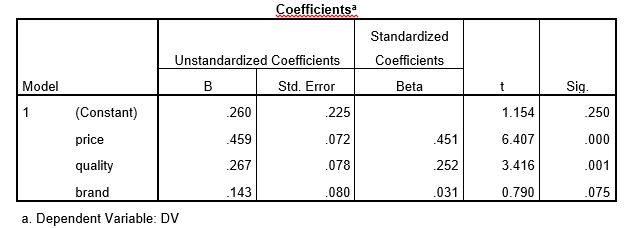
The figure 14 shows that the most of the respondents under the age of 24 earned less than RM2,000, followed by RM2001-RM3000. In addition, 40 people aged between 30-34 and 22 have a income level of above RM4,000, followed by RM3001-RM4000.

**4.5 Hypothesis testing**

**Multiple Regressions**

Figure 15: Multiple Linear Regression





The R value=0.757, and is more than 0.7, it shows that there is a strong linear relationship between the independent variable and the dependent variable. In addition, R²=0.573, which is more than 0.5, indicating the independent variables have the ability to explain the dependent variable.

The beta coefficients shows the brand is 0.031, and less than 0.1, which means the brand has no influence for consumer purchase intention, there is no value to study the brand for the consumer purchase intention of fitness equipment. In addition, the price is 0.451, quality is 0.252, which means the independent variable price and quality have the influence for the consumer purchase intention, and the price has the greatest influence.

The result also shows the significant values of price, quality and brand, which are 0.000, 0.001 and 0.075. The 0.000 and 0.001 are less than 0.05, the brand significant value is 0.075 and greater than 0.05, which means the independent variables price and quality have the influence on consumer purchase intention, but the brand has no influence on consumer purchase intention.

**4.6 Summary for hypothesis**

Figure 16: Summary for hypothesis

|  |  |  |  |
| --- | --- | --- | --- |
| Hypothesis | Description | p-value | Results |
| H1 | Price has a significant influence on consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. | p-value=0.000 | Accepted |
| H2 | Brand has a significant influence on consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. | p-value=0.075 | Rejected |
| H3 | Quality has a significant influence on consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. | p-value=0.001 | Accepted |

Based on the p-value, the H1 and H3 is accepted, the H2 is rejected, which means the price and quality has a significant influence on consumer purchase intention of fitness equipment in Malaysia.

**Chapter 5: Results Discussion and Recommendation**

**5.0 Overview**

In this chapter, the research will discuss the research results, provide the recommendations and the personal opinions based on the previously analysis in this report. In addition, the key findings and further analysis are also involved in this chapter.

**5.1 Results discussion**

The purpose of this report study was to determine the price, brand and quality will influence the consumer purchase intention of fitness equipment in Malaysia. The results of the data analysis indicated that H1 and H3 are accepted and H2 is rejected. The three hypothesis will be analyzed and described as the follows.

**H1: Price has a significant influence on consumer purchase intention of fitness equipment in Malaysia.**

The results of the data analysis show that H1 is supported, p-value=0.000, is less than 0.05, which means price has a significant influence on consumer purchase intention of fitness equipment in Malaysia. In addition, the beta coefficients of the price shows that price is the most prominent factor for the consumer purchase intention of fitness equipment in Malaysia. Therefore, the most important that consumers will concerned is the price of the fitness equipment. Develop the strategies that related the price can attract more consumers.

**H2: Brand has a significant influence on consumer purchase intention of fitness equipment in Malaysia.**

The data analysis shows that the H2 is rejected, p-value=0.075, is greater than 0.05, which means there is no significant influence on consumer purchase intention of fitness equipment in Malaysia. Therefore, the brands have little influence on consumer purchase intention of fitness equipment. Almost all customers care about the price and quality of the fitness equipment.

**H3: Quality has a significant influence on consumer purchase intention of fitness equipment in Malaysia.**

The data analysis shows that the H3 is accepted, p-value=0.001, is less than 005, which means there is positive correlation relationship between quality and consumer purchase intention, and quality has a significant influence on consumer purchase intention of fitness equipment in Malaysia. Therefore, the quality of the product will influence consumer trust and the buying behavior.

**5.2 Key findings**

|  |  |  |
| --- | --- | --- |
| RQ | Description | Answers |
| RQ1 | Is there any relationship between price and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia? | There have relationship between price and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. |
| RQ2 | Is there any relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia? | There have no relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. |
| RQ3 | Is there any relationship between quality and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia? | There have relationship between quality and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. |
| RQ4 | Which is the most prominent factor among price, quality and brand. | Price is the most prominent factor for consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. |

The data analysis results answer the questions, which is the price and quality have the relationship with the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia, and the price is the most important influence factor. However, there have no relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

In my own opinion, the price is a sensitive factor that affects consumers buy or not buy, and is the same for the people that from Kuala Lumpur, Malaysia (Samah, Rashid and Rani et al., 2015). On the one hand, the price of fitness equipment is too low, consumers may think that the quality of the product is not good enough, and there will be no purchase behavior. On the other hand, when the price of fitness equipment is too high, consumers will consider whether they have the ability to afford the high price and whether the fitness equipment is worth for the high price. Therefore, when consumers believe that the price is fair, then will have the purchase intention. In addition, for fitness equipment products, quality will affect the personal safety of consumers. Therefore, consumers will choose to purchase the best quality fitness equipment when they are able to afford.

In the previously research, such as the research for the sportswear and completed in the Indonesia, that shows the price and quality will influence consumer purchase intention for sportswear (Fedele, Fedriga and Zanuso et al. 2017). Besides, the other research that for the treadmills and conducted in the Europe, the result show the price and quality will influence the consumer purchase intention for the treadmills, especially the price has the greatest influence (Lim and Aprianingsih, 2015). Therefore, these research results are same for the similar objects, which means this research result is consistent with he previously research.

Brand is a name and signal that helps consumers identify products and distinguish products as soon as possible (Lew and Sulaiman, 2014). However, brands are not a factor that consumers will consider when purchasing all products. Because fitness equipment is a product for people to use, so the use value and quality is the most concerned issue for consumers, so the brand is not the most important factor for consumers to consider when purchasing fitness equipment. In order to better understand, can compare to the luxury goods, when consumers buy luxury goods, brands are a priority factor that influence consumer purchase intention, because the value of luxury goods depends on the brand value. Therefore, price and quality are the main factors that influence consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.

Besides, this report result show that the price and quality will influence the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia, which can linked to the problem statement. In the problem statement, some researchers thought the influence factors are price, quality, packaging, or other personal factors, which is different from this research result, due to the research objects and place are different.

**5.3 Further analysis**

In the further analysis can do the deeply research for the independent variables. For example, the independent variable include product quality, service quality and others, therefore, the service quality can be researched in the further analysis. Besides, the researcher can find more factors in the further analysis, such as the after-sale service and the color or appearance of the fitness equipment. The last one is to extend the sample size in the further analysis. Due to the time limited and other factors, maybe this research sample size is not very big. Therefore, in the further analysis, the sample can be 500 or more, which can improve the reliability of the results.

**5.4 Recommendations**

Almost all consumers are affected by the price when they buy a product or service. Therefore, fitness equipment can specify some marketing strategies in terms of price, such as discounts, prizes and sweepstakes to attract more consumers. In addition, it is possible to give old customers a price advantage to retain old customers and increase new customers, as well as can increase customer loyalty.

For the fitness equipment, quality is very important. For example, when people use fitness equipment to do some strength training, if the fitness equipment has quality problems, it is possible to cause harm to people. Therefore, for the manufacturers that sell the fitness equipment, it is necessary to ensure the high quality of the fitness equipment, and improve the after-sales service of the fitness equipment, especially in terms of the quality problems. When quality is recognized and trusted by consumers, it can attract consumers and gain market share.

**5.5 The contribution of the research**

This research can help the fitness equipment companies to better understand the consumer purchase intention and how these factors such as price and quality influence consumer purchase intentions for fitness equipment industry in Kuala Lumpur, Malaysia.

**5.6 Conclusion**

This research shows that the price and quality will influence consumer purchase intention for fitness equipment in Malaysia, which is consistent with the previously research of the similar products. In addition, this research can help the fitness equipment companies to better understand the consumer purchase intention and how these factors such as price and quality influence consumer purchase intentions for fitness equipment industry in Malaysia. Based on the report can do the market strategies to attract more customers.

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**7.0 Appendices**

**Appendix 1: Initial Research Paper Proposal**

|  |  |
| --- | --- |
| **STUDENT NAME &**  **ID NO** | **WANG LIHUI**  **I17013721** |
| **BROAD AREA** | **MANAGEMENT** |
| **Concise Title** | **Purchase intention of fitness equipment in Kuala Lumpur, Malaysia** |
| **Problem Definition** | In recent years, the fitness equipment industry in Malaysia has developed rapidly, due to the lifestyle and other factors that cause obesity and health problems (Cheong, 2016). According to Teo, Nurul-Fadhilah, Aziz et al., 2014, inactive lifestyles such as TV viewing, long-term use of computers and media have been proved to have a profound impact on obesity. Therefore, more and more people have the purchase intention for fitness equipment which can make contribution to Malaysia economic.  However, there are many factors including price, brand and quality influence consumer purchase intention. According to Fakharmanesh and Miyandehi 2013, when consumers come into contact with a wide variety of goods, consumers are influenced by the price, quality, brand and packaging of the goods, which means these factors will influence the consumer's buying behavior. This research was conducted in Kuala Lumpur for foreign products. In addition, product branding, packaging design and perceived value have a positive impact on consumer purchasing intentions, due to most consumers will have a good impression of good packaging, and perceived value is intangible, the high perceived value will enhance purchasing decisions (Bhakar, Bhakar and Dubey, 2015). According to Karunia Setyowati Suroto 2013, the research findings indicate that cultural, social, and personal factors such as personal income will influence consumer purchasing decisions and purchase power. However, personal factors such as age, gender, background, culture, and other personal issues are influence factors for consumer purchasing intention (Khuong and Duyen, 2016). For example, older consumers and young people may exhibit different purchasing behaviors, and young people may choose spending money on interested goods and does not consider the practicality of the goods. The above analysis shows that different authors have different views on influencing factors for consumer purchases intention.  In addition, in some developed countries such as United States and the United Kingdom have more studies about this topic, but in Malaysia is less (Lai Teik, 2014).  Therefore, this report will confirm the relationship between influence factors including price, brand, quality and consumer purchase intention for fitness equipment in Malaysia. |
| **Research Questions OR Objectives** | RO1: To find out the relationship between price and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.  RO2: To find out the relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.  RO3: To find out the relationship between quality and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia.  RO4: To find out the most prominent factor among price, quality and brand.  RQ1: Is there any relationship between price and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia?  RQ2: Is there any relationship between brand and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia?  RQ3: Is there any relationship between quality and consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia?  RQ4: Which is the most prominent factor among price, quality and brand. |
| **Scope of study** | This report focuses on the relationship between prices, brand quality and consumer purchase intention for fitness equipment in Malaysia. However, this study only focus on Malaysia, the scope is narrow. |
| **Significance of the Research** | Firstly, this report can improve the researchers’ knowledge for fitness equipment industry in Malaysia duo to there are less articles research this industry.  However, this report can help the fitness equipment companies to better understand the consumer purchase intention and how these factors such as price, brand, and quality influence consumer purchase intentions for fitness equipment industry in Malaysia.  In addition, this report will collect and analyze the consumers with age between 20-60 years old as well as provide reasonable recommendations that contribute to make consumer form purchase intention for fitness equipment in Malaysia. |
| **Literature Review** | Literature Review will to review the previous literature of scholars on the factors affecting the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. The paper also elaborates on the research status of the former scholars on the factors affecting consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia, they respectively explain the price, quality and brand affect the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. Through extensive literature review, the research results of previous scholars have laid a theoretical foundation for the research of this paper. |
| **Research Methodology** | Research Methodology will introduce the research methodology which is used in study, and constraints related to data collection and work constraints. Based on the investigation and research on the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia this paper finds out which factors affect the consumer purchase intention of fitness equipment in Kuala Lumpur, Malaysia. In fact, methodology determines the outcome of the research, so choose the right and effective approach is critical to solving the problem of research and achieving good goal. |

**Appendix 2: Questionnaire**

****

Dear Participants:

This study is a requirement for the partial fulfillment of Master of Business management program (MBA) at the INTI International University. The purpose of this study is to get how various factors influence consumer purchase intentions on fitness equipment in Malaysia.

This questionnaire is divided into 3 parts that should take only a few moments of your time to complete. The researchers sincerely hope that you would make this questionnaire honestly.   
Your privacy and all information obtained would be kept strictly confidential. The data obtained will be analyzed as a group for statistical purposes.

Kindly complete the questionnaire by answering all questions in each part. We wish to thank you in advance for your cooperation and participation in this study.

Thank you very much for your cooperation.

**Part A：Demographic information (Kuala Lumpur)**

1. What is your gender?

( ) Female ( ) Male

2. What is your age?

( ) 24 and below ( ) 25-29 ( ) 30-34 ( ) 35-39 ( ) 40 and above

3. What is your income level (per month)?

( ) Below RM 2000 ( ) RM 2000 – RM 3000

( ) RM 3001 – RM 4000 ( ) Above 4000

**Part B:**

Please rate your overall evaluation of the statement of influence factor for fitness equipment in Malaysia.

Please circle the evaluation (Strongly disagree1, Disagree2, Neutral3, Agree4, Strongly agree5)

I am willing to make an extra effort to find a low price for fitness equipment.

When it comes to fitness equipment, I rely heavily on price.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **price** | | | | | |
|  | 1 | 2 | 3 | 4 | 5 |
| 4. I tend to buy the lowest-priced fitness equipment that will fit my needs |  |  |  |  |  |
| 5. I am sensitive to differences in prices of fitness equipment. |  |  |  |  |  |
| 6. When buying the fitness equipment, I look for the more discount product available. |  |  |  |  |  |
| 7. I am willing to make an extra effort to find a low price for fitness equipment. |  |  |  |  |  |
| 8. When it comes to fitness equipment, I rely heavily on price. |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Quality** | | | | | |
|  | 1 | 2 | 3 | 4 | 5 |
| 9. When it comes to fitness equipment buying, I rely heavily on quality of the products. |  |  |  |  |  |
| 10. Quality of fitness equipment in Malaysia can be guaranteed. |  |  |  |  |  |
| 11. I use much time and effort to buy the best quality fitness equipment. |  |  |  |  |  |
| 12. The quality of fitness equipment will affect my desire to exercise. |  |  |  |  |  |
| 13. I think imported fitness equipment will have better quality. |  |  |  |  |  |
| **Brand** | | | | | |
|  | 1 | 2 | 3 | 4 | 5 |
| 14. I have favorite brands of fitness equipment I buy again and again in Malaysia. |  |  |  |  |  |
| 15. I usually purchase fitness equipment from reputed international fitness equipment brands. |  |  |  |  |  |
| 16. I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. |  |  |  |  |  |
| 17. The fitness equipment brand will influence my purchase intention. |  |  |  |  |  |

**Part C:**

Please rate your overall evaluation of the statements of customer purchase intention.

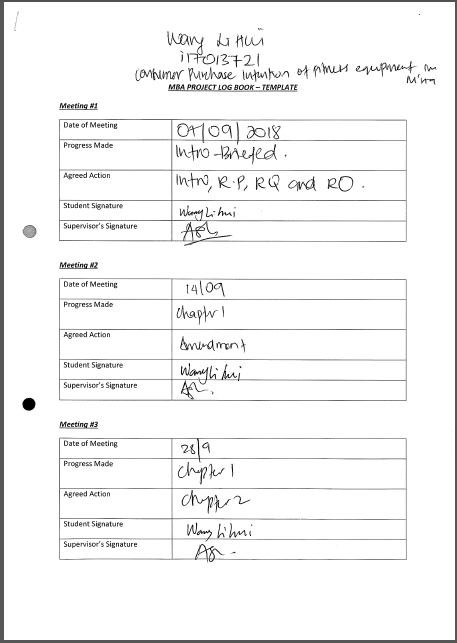
Please circle the evaluation (Strongly disagree1, Disagree2, Neutral3, Agree4, Strongly agree5)

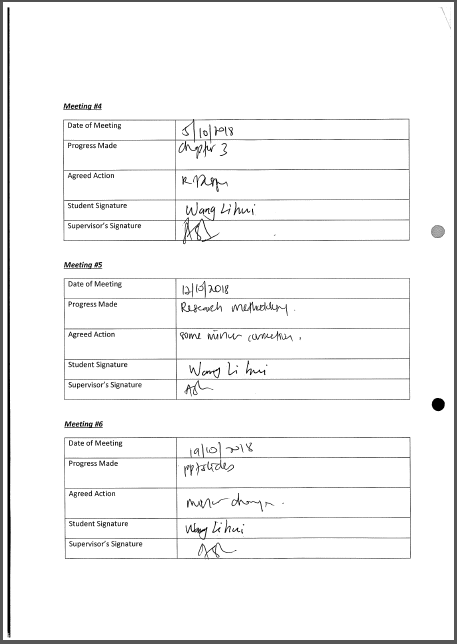
|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 2 | 3 | 4 | 5 |
| 18. I am satisfied with the fitness equipment shopping experience in Malaysia. |  |  |  |  |  |
| 19. It’s trustworthy to buy fitness equipment in all the shops in Malaysia. |  |  |  |  |  |
| 20. I would advise others to buy and use fitness equipment in Malaysia. |  |  |  |  |  |
| 21. I am very likely to buy fitness equipment in Malaysia in the future. |  |  |  |  |  |
| 22. I think to purchase the fitness equipment and do exercise at home is good for our healthy. |  |  |  |  |  |

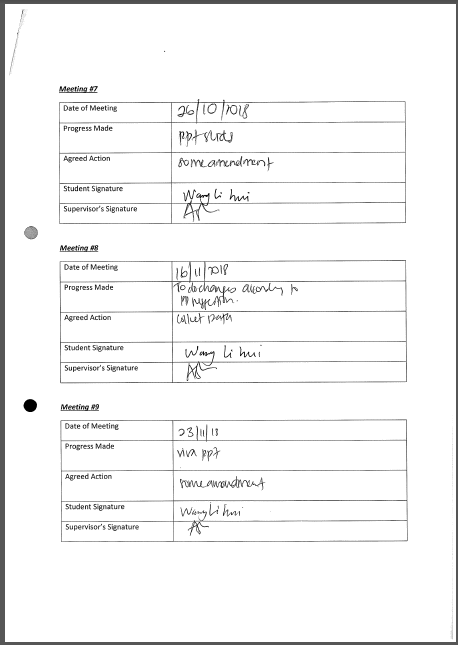
Thank you.

**Appendix 3: MBA Project Log**

|  |  |
| --- | --- |
| **Student Name:** | **WANG LIHUI** |
| **Supervisor’s Name:** | **Kumarashvari Subramaniam** |
| **Dissertation Topic:**  **Purchase intention of fitness equipment in Kuala Lumpur, Malaysia** | |

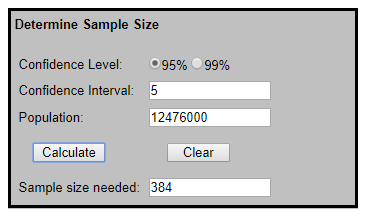






**Appendix 4: SPSS Output**

**Sample size calculator**



Sources: Krejcie and Morgan (1970)

**Reliability of 30 Data**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .924 | 22 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| What is your gender? | 1.4333 | .50401 | 30 |
| What is your age? | 1.1667 | .53067 | 30 |
| What is your income level (per month)? | 1.3333 | .80230 | 30 |
| I am willing to make an extra effort to find a low price for fitness equipment. | 4.2333 | .85836 | 30 |
| I am sensitive to differences in prices of fitness equipment. | 4.1333 | .77608 | 30 |
| When buying the fitness equipment, I look for the more discount product available. | 3.6000 | .96847 | 30 |
| When it comes to fitness equipment buying, I rely heavily on quality of the products. | 4.1333 | .86037 | 30 |
| Quality of fitness equipment in Malaysia can be guaranteed. | 4.0667 | .82768 | 30 |
| I use much time and effort to buy the best quality fitness equipment. | 3.8667 | .89955 | 30 |
| The quality of fitness equipment will affect my desire to exercise. | 4.3000 | .70221 | 30 |
| I think imported fitness equipment will have better quality. | 4.2333 | .77385 | 30 |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 4.2000 | .66436 | 30 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 4.2000 | .92476 | 30 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 4.0000 | .83045 | 30 |
| The fitness equipment brand will influence my purchase intention. | 4.2667 | .69149 | 30 |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 4.1667 | .83391 | 30 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 4.3000 | .83666 | 30 |
| I would advise others to buy and use fitness equipment in Malaysia. | 4.1333 | .81931 | 30 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 3.8333 | .94989 | 30 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 3.6000 | 1.06997 | 30 |
| When it comes to fitness equipment, I rely heavily on price. | 3.3333 | 1.12444 | 30 |
| I tend to buy the lowest-priced fitness equipment that will fit my needs | 3.4333 | .89763 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| What is your gender? | 78.5333 | 127.292 | .328 | .925 |
| What is your age? | 78.8000 | 129.338 | .137 | .927 |
| What is your income level (per month)? | 78.6333 | 128.378 | .124 | .929 |
| I am willing to make an extra effort to find a low price for fitness equipment. | 75.7333 | 115.168 | .834 | .916 |
| I am sensitive to differences in prices of fitness equipment. | 75.8333 | 116.764 | .829 | .917 |
| When buying the fitness equipment, I look for the more discount product available. | 76.3667 | 120.033 | .486 | .923 |
| When it comes to fitness equipment buying, I rely heavily on quality of the products. | 75.8333 | 115.316 | .824 | .916 |
| Quality of fitness equipment in Malaysia can be guaranteed. | 75.9000 | 117.679 | .719 | .918 |
| I use much time and effort to buy the best quality fitness equipment. | 76.1000 | 126.714 | .185 | .929 |
| The quality of fitness equipment will affect my desire to exercise. | 75.6667 | 119.816 | .713 | .919 |
| I think imported fitness equipment will have better quality. | 75.7333 | 117.030 | .815 | .917 |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 75.7667 | 120.944 | .677 | .920 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 75.7667 | 119.220 | .555 | .922 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 75.9667 | 116.447 | .789 | .917 |
| The fitness equipment brand will influence my purchase intention. | 75.7000 | 120.355 | .688 | .920 |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 75.8000 | 119.476 | .609 | .920 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 75.6667 | 118.299 | .675 | .919 |
| I would advise others to buy and use fitness equipment in Malaysia. | 75.8333 | 119.730 | .606 | .921 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 76.1333 | 118.671 | .565 | .921 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 76.3667 | 117.551 | .542 | .922 |
| When it comes to fitness equipment, I rely heavily on price. | 76.6333 | 118.723 | .461 | .925 |
| I tend to buy the lowest-priced fitness equipment that will fit my needs | 76.5333 | 117.982 | .640 | .920 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 79.9667 | 131.275 | 11.45752 | 22 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 30 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 30 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
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|  |  |  |  |
| --- | --- | --- | --- |
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| What is your age? | 1.1667 | .53067 | 30 |
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| I use much time and effort to buy the best quality fitness equipment. | 3.8667 | .89955 | 30 |
| The quality of fitness equipment will affect my desire to exercise. | 4.3000 | .70221 | 30 |
| I think imported fitness equipment will have better quality. | 4.2333 | .77385 | 30 |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 4.2000 | .66436 | 30 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 4.2000 | .92476 | 30 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 4.0000 | .83045 | 30 |
| The fitness equipment brand will influence my purchase intention. | 4.2667 | .69149 | 30 |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 4.1667 | .83391 | 30 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 4.3000 | .83666 | 30 |
| I would advise others to buy and use fitness equipment in Malaysia. | 4.1333 | .81931 | 30 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 3.8333 | .94989 | 30 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 3.6000 | 1.06997 | 30 |
| When it comes to fitness equipment, I rely heavily on price. | 3.3333 | 1.12444 | 30 |
| I tend to buy the lowest-priced fitness equipment that will fit my needs | 3.4333 | .89763 | 30 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| What is your gender? | 78.5333 | 127.292 | .328 | .925 |
| What is your age? | 78.8000 | 129.338 | .137 | .927 |
| What is your income level (per month)? | 78.6333 | 128.378 | .124 | .929 |
| I am willing to make an extra effort to find a low price for fitness equipment. | 75.7333 | 115.168 | .834 | .916 |
| I am sensitive to differences in prices of fitness equipment. | 75.8333 | 116.764 | .829 | .917 |
| When buying the fitness equipment, I look for the more discount product available. | 76.3667 | 120.033 | .486 | .923 |
| When it comes to fitness equipment buying, I rely heavily on quality of the products. | 75.8333 | 115.316 | .824 | .916 |
| Quality of fitness equipment in Malaysia can be guaranteed. | 75.9000 | 117.679 | .719 | .918 |
| I use much time and effort to buy the best quality fitness equipment. | 76.1000 | 126.714 | .185 | .929 |
| The quality of fitness equipment will affect my desire to exercise. | 75.6667 | 119.816 | .713 | .919 |
| I think imported fitness equipment will have better quality. | 75.7333 | 117.030 | .815 | .917 |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 75.7667 | 120.944 | .677 | .920 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 75.7667 | 119.220 | .555 | .922 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 75.9667 | 116.447 | .789 | .917 |
| The fitness equipment brand will influence my purchase intention. | 75.7000 | 120.355 | .688 | .920 |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 75.8000 | 119.476 | .609 | .920 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 75.6667 | 118.299 | .675 | .919 |
| I would advise others to buy and use fitness equipment in Malaysia. | 75.8333 | 119.730 | .606 | .921 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 76.1333 | 118.671 | .565 | .921 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 76.3667 | 117.551 | .542 | .922 |
| When it comes to fitness equipment, I rely heavily on price. | 76.6333 | 118.723 | .461 | .925 |
| I tend to buy the lowest-priced fitness equipment that will fit my needs | 76.5333 | 117.982 | .640 | .920 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 79.9667 | 131.275 | 11.45752 | 22 |

**Factor Analysis**

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .863 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 521.663 |
| df | 10 |
| Sig. | .000 |

|  |  |  |
| --- | --- | --- |
| **Communalities** | | |
|  | Initial | Extraction |
| I tend to buy the lowest-priced fitness equipment that will fit my needs | 1.000 | .728 |
| I am sensitive to differences in prices of fitness equipment. | 1.000 | .719 |
| When buying the fitness equipment, I look for the more discount product available. | 1.000 | .457 |
| I am willing to make an extra effort to find a low price for fitness equipment. | 1.000 | .663 |
| When it comes to fitness equipment, I rely heavily on price. | 1.000 | .810 |
| Extraction Method: Principal Component Analysis. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 3.376 | 67.522 | 67.522 | 3.376 | 67.522 | 67.522 |
| 2 | .662 | 13.241 | 80.763 |  |  |  |
| 3 | .361 | 7.226 | 87.989 |  |  |  |
| 4 | .356 | 7.118 | 95.107 |  |  |  |
| 5 | .245 | 4.893 | 100.000 |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | |

|  |  |
| --- | --- |
| **Component Matrixa** | |
|  | Component |
| 1 |
| When it comes to fitness equipment, I rely heavily on price. | .900 |
| I tend to buy the lowest-priced fitness equipment that will fit my needs | .853 |
| I am sensitive to differences in prices of fitness equipment. | .848 |
| I am willing to make an extra effort to find a low price for fitness equipment. | .814 |
| When buying the fitness equipment, I look for the more discount product available. | .676 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .803 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 303.842 |
| df | 10 |
| Sig. | .000 |

|  |  |  |
| --- | --- | --- |
| **Communalities** | | |
|  | Initial | Extraction |
| When it comes to fitness equipment buying, I rely heavily on quality of the products. | 1.000 | .459 |
| Quality of fitness equipment in Malaysia can be guaranteed. | 1.000 | .606 |
| I use much time and effort to buy the best quality fitness equipment. | 1.000 | .576 |
| The quality of fitness equipment will affect my desire to exercise. | 1.000 | .639 |
| I think imported fitness equipment will have better quality. | 1.000 | .549 |
| Extraction Method: Principal Component Analysis. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.828 | 56.557 | 56.557 | 2.828 | 56.557 | 56.557 |
| 2 | .776 | 15.527 | 72.083 |  |  |  |
| 3 | .566 | 11.325 | 83.408 |  |  |  |
| 4 | .441 | 8.816 | 92.224 |  |  |  |
| 5 | .389 | 7.776 | 100.000 |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | |

|  |  |
| --- | --- |
| **Component Matrixa** | |
|  | Component |
| 1 |
| The quality of fitness equipment will affect my desire to exercise. | .799 |
| Quality of fitness equipment in Malaysia can be guaranteed. | .778 |
| I use much time and effort to buy the best quality fitness equipment. | .759 |
| I think imported fitness equipment will have better quality. | .741 |
| When it comes to fitness equipment buying, I rely heavily on quality of the products. | .677 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .743 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 308.710 |
| df | 3 |
| Sig. | .000 |

|  |  |  |
| --- | --- | --- |
| **Communalities** | | |
|  | Initial | Extraction |
| indenpendent variable: price | 1.000 | .788 |
| indenpendent variable: quality | 1.000 | .812 |
| indenpendent variable: brand | 1.000 | .809 |
| Extraction Method: Principal Component Analysis. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.410 | 80.327 | 80.327 | 2.410 | 80.327 | 80.327 |
| 2 | .315 | 10.485 | 90.812 |  |  |  |
| 3 | .276 | 9.188 | 100.000 |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | |

|  |  |
| --- | --- |
| **Component Matrixa** | |
|  | Component |
| 1 |
| indenpendent variable: quality | .901 |
| indenpendent variable: brand | .899 |
| indenpendent variable: price | .888 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .762 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 209.995 |
| df | 6 |
| Sig. | .000 |

|  |  |  |
| --- | --- | --- |
| **Communalities** | | |
|  | Initial | Extraction |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 1.000 | .488 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 1.000 | .661 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 1.000 | .624 |
| The fitness equipment brand will influence my purchase intention. | 1.000 | .627 |
| Extraction Method: Principal Component Analysis. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.400 | 59.999 | 59.999 | 2.400 | 59.999 | 59.999 |
| 2 | .667 | 16.683 | 76.682 |  |  |  |
| 3 | .518 | 12.944 | 89.626 |  |  |  |
| 4 | .415 | 10.374 | 100.000 |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | |

|  |  |
| --- | --- |
| **Component Matrixa** | |
|  | Component |
| 1 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | .813 |
| The fitness equipment brand will influence my purchase intention. | .792 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | .790 |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | .698 |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

|  |  |  |
| --- | --- | --- |
| **KMO and Bartlett's Test** | | |
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .778 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 276.408 |
| df | 10 |
| Sig. | .000 |

|  |  |  |
| --- | --- | --- |
| **Communalities** | | |
|  | Initial | Extraction |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 1.000 | .275 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 1.000 | .458 |
| I would advise others to buy and use fitness equipment in Malaysia. | 1.000 | .675 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 1.000 | .570 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 1.000 | .684 |
| Extraction Method: Principal Component Analysis. | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Total Variance Explained** | | | | | | |
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | |
| Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 2.662 | 53.237 | 53.237 | 2.662 | 53.237 | 53.237 |
| 2 | .870 | 17.405 | 70.642 |  |  |  |
| 3 | .669 | 13.387 | 84.029 |  |  |  |
| 4 | .437 | 8.741 | 92.771 |  |  |  |
| 5 | .361 | 7.229 | 100.000 |  |  |  |
| Extraction Method: Principal Component Analysis. | | | | | | |

|  |  |
| --- | --- |
| **Component Matrixa** | |
|  | Component |
| 1 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | .827 |
| I would advise others to buy and use fitness equipment in Malaysia. | .821 |
| I am very likely to buy fitness equipment in Malaysia in the future. | .755 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | .677 |
| I am satisfied with the fitness equipment shopping experience in Malaysia. |  |
| Extraction Method: Principal Component Analysis. | |
| a. 1 components extracted. | |

**Reliability of 200 Data**

**Scale: ALL VARIABLES**

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 200 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 200 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .806 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| When I comes to fitness equipment buying, I rely heavily on quality of the products. | 3.7900 | .78676 | 200 |
| Quality of fitness equipment in Malaysia can be guaranteed. | 4.0400 | .77550 | 200 |
| I use much time and effort to buy the best quality fitness equipment. | 4.1500 | .72811 | 200 |
| The quality of fitness equipment will affect my desire to exercise. | 4.1300 | .73880 | 200 |
| I think imported fitness equipment will have better quality. | 4.1050 | .80449 | 200 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| When I comes to fitness equipment buying, I rely heavily on quality of the products. | 16.4250 | 5.733 | .512 | .793 |
| Quality of fitness equipment in Malaysia can be guaranteed. | 16.1750 | 5.401 | .632 | .755 |
| I use much time and effort to buy the best quality fitness equipment. | 16.0650 | 5.689 | .593 | .768 |
| The quality of fitness equipment will affect my desire to exercise. | 16.0850 | 5.495 | .646 | .752 |
| I think imported fitness equipment will have better quality. | 16.1100 | 5.465 | .576 | .773 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 20.2150 | 8.280 | 2.87753 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 200 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 200 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .776 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 3.9100 | .73114 | 200 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 4.0900 | .73799 | 200 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 4.1250 | .70844 | 200 |
| The fitness equipment brand will influence my purchase intention. | 4.2450 | .71240 | 200 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| I have favorite brands of fitness equipment I buy again and again in Malaysia. | 12.4600 | 3.174 | .495 | .766 |
| I usually purchase fitness equipment from reputed international fitness equipment brands. | 12.2800 | 2.876 | .630 | .695 |
| I am more likely to repurchase the brands of fitness equipment I buy in Malaysia in the future. | 12.2450 | 3.020 | .599 | .712 |
| The fitness equipment brand will influence my purchase intention. | 12.1250 | 3.014 | .597 | .713 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 16.3700 | 4.998 | 2.23564 | 4 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Case Processing Summary** | | | |
|  | | N | % |
| Cases | Valid | 200 | 100.0 |
| Excludeda | 0 | .0 |
| Total | 200 | 100.0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

|  |  |
| --- | --- |
| **Reliability Statistics** | |
| Cronbach's Alpha | N of Items |
| .774 | 5 |

|  |  |  |  |
| --- | --- | --- | --- |
| **Item Statistics** | | | |
|  | Mean | Std. Deviation | N |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 4.0700 | .76684 | 200 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 3.7300 | .84894 | 200 |
| I would advise others to buy and use fitness equipment in Malaysia. | 3.6850 | .85993 | 200 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 3.5150 | .92415 | 200 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 3.7100 | .80570 | 200 |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item-Total Statistics** | | | | |
|  | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
| I am satisfied with the fitness equipment shopping experience in Malaysia. | 14.6400 | 7.267 | .355 | .790 |
| It’s trustworthy to buy fitness equipment in all the shops in Malaysia. | 14.9800 | 6.452 | .499 | .748 |
| I would advise others to buy and use fitness equipment in Malaysia. | 15.0250 | 5.834 | .662 | .691 |
| I am very likely to buy fitness equipment in Malaysia in the future. | 15.1950 | 5.947 | .559 | .729 |
| I think to purchase the fitness equipment and do exercise at home is good for our healthy. | 15.0000 | 6.020 | .671 | .691 |

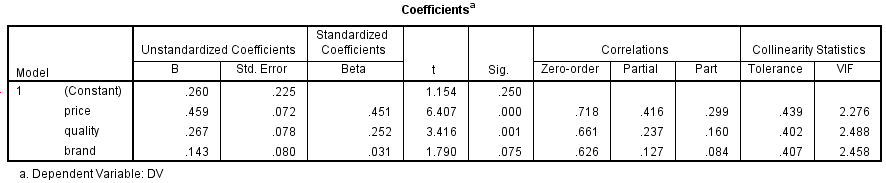
|  |  |  |  |
| --- | --- | --- | --- |
| **Scale Statistics** | | | |
| Mean | Variance | Std. Deviation | N of Items |
| 18.7100 | 9.323 | 3.05328 | 5 |

**Regression**

|  |  |  |  |
| --- | --- | --- | --- |
| **Variables Entered/Removeda** | | | |
| Model | Variables Entered | Variables Removed | Method |
| 1 | brand, price, qualityb | . | Enter |
| a. Dependent Variable: DV | | | |
| b. All requested variables entered. | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Model Summaryb** | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
| 1 | .757a | .573 | .566 | .40230 | 1.614 |
| a. Predictors: (Constant), brand, price, quality | | | | | |
| b. Dependent Variable: DV | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 42.486 | 3 | 14.162 | 87.505 | .000b |
| Residual | 31.721 | 196 | .162 |  |  |
| Total | 74.207 | 199 |  |  |  |
| a. Dependent Variable: DV | | | | | | |
| b. Predictors: (Constant), brand, price, quality | | | | | | |



|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Collinearity Diagnosticsa** | | | | | | | |
| Model | Dimension | Eigenvalue | Condition Index | Variance Proportions | | | |
| (Constant) | price | quality | brand |
| 1 | 1 | 3.976 | 1.000 | .00 | .00 | .00 | .00 |
| 2 | .012 | 17.931 | .94 | .14 | .04 | .02 |
| 3 | .007 | 24.583 | .05 | .86 | .32 | .16 |
| 4 | .005 | 27.625 | .01 | .00 | .64 | .82 |
| a. Dependent Variable: DV | | | | | | | |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Residuals Statisticsa** | | | | | |
|  | Minimum | Maximum | Mean | Std. Deviation | N |
| Predicted Value | 2.2827 | 4.6040 | 3.7420 | .46206 | 200 |
| Residual | -1.40781 | .95528 | .00000 | .39925 | 200 |
| Std. Predicted Value | -3.158 | 1.866 | .000 | 1.000 | 200 |
| Std. Residual | -3.499 | 2.375 | .000 | .992 | 200 |
| a. Dependent Variable: DV | | | | | |

**Frequencies**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statistics** | | | | |
|  | | What is your gender? | What is your age? | What is your income level (per month)? |
| N | Valid | 200 | 200 | 200 |
| Missing | 0 | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What is your gender?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | female | 57 | 28.5 | 28.5 | 28.5 |
| male | 142 | 71.0 | 71.0 | 99.5 |
| 5.00 | 1 | .5 | .5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What is your age?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 24 and below | 100 | 50.0 | 50.0 | 50.0 |
| 25-29 | 47 | 23.5 | 23.5 | 73.5 |
| 30-34 | 40 | 20.0 | 20.0 | 93.5 |
| 35-39 | 12 | 6.0 | 6.0 | 99.5 |
| 40 and above | 1 | .5 | .5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What is your income level (per month)?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | below RM2000 | 95 | 47.5 | 47.5 | 47.5 |
| RM 2001-RM3000 | 35 | 17.5 | 17.5 | 65.0 |
| RM3001-RM4000 | 29 | 14.5 | 14.5 | 79.5 |
| above RM4000 | 41 | 20.5 | 20.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

**Frequencies**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Statistics** | | | | |
|  | | What is your gender? | What is your age? | What is your income level (per month)? |
| N | Valid | 200 | 200 | 200 |
| Missing | 0 | 0 | 0 |

**Frequency Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What is your gender?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | female | 57 | 28.5 | 28.5 | 28.5 |
| male | 143 | 71.5 | 71.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What is your age?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 24 and below | 100 | 50.0 | 50.0 | 50.0 |
| 25-29 | 47 | 23.5 | 23.5 | 73.5 |
| 30-34 | 40 | 20.0 | 20.0 | 93.5 |
| 35-39 | 12 | 6.0 | 6.0 | 99.5 |
| 40 and above | 1 | .5 | .5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **What is your income level (per month)?** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | below RM2000 | 95 | 47.5 | 47.5 | 47.5 |
| RM 2001-RM3000 | 35 | 17.5 | 17.5 | 65.0 |
| RM3001-RM4000 | 29 | 14.5 | 14.5 | 79.5 |
| above RM4000 | 41 | 20.5 | 20.5 | 100.0 |
| Total | 200 | 100.0 | 100.0 |  |

**Crosstabs**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Case Processing Summary** | | | | | | |
|  | Cases | | | | | |
| Valid | | Missing | | Total | |
| N | Percent | N | Percent | N | Percent |
| What is your age? \* What is your income level (per month)? | 200 | 100.0% | 0 | 0.0% | 200 | 100.0% |

|  |  |  |  |
| --- | --- | --- | --- |
| **Chi-Square Tests** | | | |
|  | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 131.298a | 12 | .000 |
| Likelihood Ratio | 149.462 | 12 | .000 |
| Linear-by-Linear Association | 113.052 | 1 | .000 |
| N of Valid Cases | 200 |  |  |
| a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .15. | | | |

**Appendix 5: Gantt Chart**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Activity | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| Confirm Title with the supervisor |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chapter 1 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chapter 2 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chapter 3 |  |  |  |  |  |  |  |  |  |  |  |  |
| Meeting with the supervisor |  |  |
| Proposal  Defense |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Enhancement |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Interview questions  confirmation |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Data  Collection |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chapter 4 |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Chapter 5 |  |  |  |  |  |  |  |  |  |  |  |  |  |
| VIVA |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Feedback |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Submission  Soft Copy |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Submission  Hard Copy |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

**Appendix 6: Turnitin Report**

