



SURVEY ON CONSUMER PURCHASING BEHAVIOUR

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UNIVERSITY OF MALAYA

TO WHOM IT MAY CONCERN

This is to certify that Hajah Oriah Haji Akir, Matric No. CHA030018 is pursuing the Doctor of Philosophy program at the Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur. As a partial requirement of the program she is required to write a thesis report on her chosen field of the study to fulfill both the faculty and the University requirement.

We would appreciate and be grateful if you could provide her with the necessary assistance and cooperation to enable her to collect the data required for the above purpose.

Thank you.

A handwritten signature in black ink, appearing to read "Mid. S.", written in a cursive style.

Head of Marketing Department

**Faculty of Business and Accountancy
University of Malaya, 50603 Kuala Lumpur, Malaysia
Tel: (603) 79673974 / 79673975**



UNIVERSITY OF MALAYA

Dear Sir / Madam,

I am a Ph. D. candidate from the University of Malaya, Kuala Lumpur. My research project is on consumer purchasing behaviour and repurchase intention. I would be very grateful if you could spare your precious time to answer the questionnaire as honestly as possible. All information that you provide will be strictly confidential.

Your participation is very much appreciated. A gift will be given to you for participating in this study as a token of appreciation. If you have any query regarding any statement/item/question in the questionnaire, please call: 016-8921214; 084-874103 or email me at: oriah_akir@yahoo.com or ask my research assistant directly.

Thank you.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'oriah'.

Oria Binti Haji Akir
Matric No. CHA030018
(Ph. D. Candidate)

Section A1: This section deals with your general shopping behaviour pattern.

- You are required to rank order the products categories as listed below. Please rank using a scale from 1 to 6, giving “1 as the most important buying decision” and “6 as the least important buying decision”. Please make sure you have ranked each option (each product category). Write the product category of your choice in the columns provided. Please use each number **once** only.

Products Categories

- Personal Computer / Laptop
- Fashion Clothing (Designer label)
- Branded Perfume
- Detergent
- Instant Noodles
- Instant Coffee

Rank 1	
Rank 2	
Rank 3	
Rank 4	
Rank 5	
Rank 6	

- Where do you usually purchase the following products? Please state your answer in the space provided and mention the brand name of each product category purchased and the retail outlets to purchase (e.g. small retail shops, supermarkets, departmental stores, hypermarkets, specialty stores, etc).

	Products Category	Brand Name	Where to purchase?
i.	Personal Computer/laptop	_____	_____
ii.	Fashion Clothing (designer label)	_____	_____
iii.	Branded perfume	_____	_____
iv.	Detergent	_____	_____
v.	Instant Noodles	_____	_____
vii.	Instant Coffee	_____	_____

- When do you usually purchase the following products categories? Please state your answer in the space provided (e.g. end of year, daily, weekly, on special occasion, etc). Please make reference to similar brand name that you mentioned in question 2 above for each product category.

	Products Category	Brand Name	When to purchase?
i.	Personal Computer/laptop	_____	_____
ii.	Fashion Clothing (designer label)	_____	_____
iii.	Branded perfume	_____	_____
iv.	Detergent	_____	_____
v.	Instant Noodles	_____	_____
vii.	Instant Coffee	_____	_____

- Do you prefer to buy foreign brands or local made brands for the following products categories?

	Products Categories	Foreign or local	Why?
i.	Personal Computer/laptop	_____	_____
ii.	Fashion Clothing (designer label)	_____	_____
iii.	Branded perfume	_____	_____
iv.	Detergent	_____	_____
v.	Instant Noodles	_____	_____
vii.	Instant Coffee	_____	_____

Section A2:

The purpose of this section is to measure your involvement or interest in the products categories as given below before you repurchase them. To take this measure, I need you to judge various products (as indicated) against a series of descriptive scales according to how **YOU** perceive the products. Here is the example of how you are to use the scales:

Examples:

If you feel closely related to one end of the scale, please place your check (X) mark as follows:

Interesting to me X boring to me
 or
 Interesting to me X boring to me

If you feel quite closely related to one end of the scale (but not extremely) please place your Check (X) mark as follows:

Interesting to me X boring to me
 or
 Interesting to me X boring to me

If you feel only slightly related to one end of the scale (but not neutral) please place your check (X) mark as follows:

Interesting to me X boring to me
 or
 Interesting to me X boring to me

Important: Be sure that you check (X) every scale for every product category, and do not omit any. Never put more than one check mark (X) on a single scale.

Please place your check mark (X) by using the scale from 1 to 7 as given below.

Buying Personal Computer /laptop is	Buying Fashion Clothing (designer label) is
1. important to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unimportant to me 1 2 3 4 5 6 7	important to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unimportant to me 1 2 3 4 5 6 7
2. boring to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> interesting to me 1 2 3 4 5 6 7	boring to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> interesting to me 1 2 3 4 5 6 7
3. relevant to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> irrelevant to me 1 2 3 4 5 6 7	relevant to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> irrelevant to me 1 2 3 4 5 6 7
4. exciting to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unexciting to me 1 2 3 4 5 6 7	exciting to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unexciting to me 1 2 3 4 5 6 7
5. means nothing to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> means a lot to me 1 2 3 4 5 6 7	means nothing to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> means a lot to me 1 2 3 4 5 6 7
6. appealing to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unappealing to me 1 2 3 4 5 6 7	appealing to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unappealing to me 1 2 3 4 5 6 7
7. fascinating to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> mundane (biasa) to me 1 2 3 4 5 6 7	fascinating to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> mundane (biasa) to me 1 2 3 4 5 6 7
8. worthless to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> valuable to me 1 2 3 4 5 6 7	worthless to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> valuable to me 1 2 3 4 5 6 7
9. involving to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> uninvolving to me 1 2 3 4 5 6 7	involving to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> uninvolving to me 1 2 3 4 5 6 7
10. not needed to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> needed to me 1 2 3 4 5 6 7	not needed to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> needed to me 1 2 3 4 5 6 7

Please place your check mark (X) by using the scale from number 1 to 7 as given below.

Buying Branded Perfume is	Buying Detergent is
1. important to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unimportant to me 1 2 3 4 5 6 7	important to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unimportant to me 1 2 3 4 5 6 7
2. boring to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> interesting to me 1 2 3 4 5 6 7	boring to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> interesting to me 1 2 3 4 5 6 7
3. relevant to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> irrelevant to me 1 2 3 4 5 6 7	relevant to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> irrelevant to me 1 2 3 4 5 6 7
4. exciting to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unexciting to me 1 2 3 4 5 6 7	exciting to me <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> <u> </u> unexciting to me 1 2 3 4 5 6 7

5. means nothing to me _____ means a lot to me 1 2 3 4 5 6 7	means nothing to me _____ means a lot to me 1 2 3 4 5 6 7
6. appealing to me _____ unappealing to me 1 2 3 4 5 6 7	appealing to me _____ unappealing to me 1 2 3 4 5 6 7
7. fascinating to me _____ mundane (biasa) to me 1 2 3 4 5 6 7	fascinating to me _____ mundane (biasa) to me 1 2 3 4 5 6 7
8. worthless to me _____ valuable to me 1 2 3 4 5 6 7	worthless to me _____ valuable to me 1 2 3 4 5 6 7
9. involving to me _____ uninvolving to me 1 2 3 4 5 6 7	involving to me _____ uninvolving to me 1 2 3 4 5 6 7
10. not needed to me _____ needed to me 1 2 3 4 5 6 7	not needed to me _____ needed to me 1 2 3 4 5 6 7

Please place your check mark (X) by using the scale from number 1 to 7 as given below.

Buying Instant Noodles is	Buying Instant Coffee is
1. important to me _____ unimportant to me 1 2 3 4 5 6 7	important to me _____ unimportant to me 1 2 3 4 5 6 7
2. boring to me _____ interesting to me 1 2 3 4 5 6 7	boring to me _____ interesting to me 1 2 3 4 5 6 7
3. relevant to me _____ irrelevant to me 1 2 3 4 5 6 7	relevant to me _____ irrelevant to me 1 2 3 4 5 6 7
4. exciting to me _____ unexciting to me 1 2 3 4 5 6 7	exciting to me _____ unexciting to me 1 2 3 4 5 6 7
5. means nothing to me _____ means a lot to me 1 2 3 4 5 6 7	means nothing to me _____ means a lot to me 1 2 3 4 5 6 7
6. appealing to me _____ unappealing to me 1 2 3 4 5 6 7	appealing to me _____ unappealing to me 1 2 3 4 5 6 7
7. fascinating to me _____ mundane (biasa) to me 1 2 3 4 5 6 7	fascinating to me _____ mundane (biasa) to me 1 2 3 4 5 6 7
8. worthless to me _____ valuable to me 1 2 3 4 5 6 7	worthless to me _____ valuable to me 1 2 3 4 5 6 7
9. involving to me _____ uninvolving to me 1 2 3 4 5 6 7	involving to me _____ uninvolving to me 1 2 3 4 5 6 7
10. not needed to me _____ needed to me 1 2 3 4 5 6 7	not needed to me _____ needed to me 1 2 3 4 5 6 7

Section A2: This section deals with your involvement. Please state your degree of involvement by answering the question below.

How involved are you when you intend to repurchase these products categories? Please tick (/) in the space provided that is most appropriate to you.

	High Involvement	Low Involvement
Personal Computer	_____	_____
Fashion Clothing	_____	_____
Branded Perfume	_____	_____
Detergent	_____	_____
Instant Noodles	_____	_____
Instant Coffee	_____	_____

SECTION A3: Personal Information

Your personal information is important to assist in the processing of data analysis. Your cooperation is greatly appreciated. Please mark (X) in the appropriate box.

1. Race

Mark (X) this column

Malay	
Chinese	
Iban	
Bidayuh	
Indian	
Others (please specify)	

2. Gender

Mark (X) this column

Male	
Female	

3. Age

Mark (X) this column

Below 20 years old	
Between 20 to 24 years old	
Between 25 to 29 years old	
Between 30 to 34 years old	
Between 35 to 39 years old	
Between 40 to 44 years old	
Between 45 to 49 years old	
50 years old and above	

4. Occupation

Mark (X) this column

Clerical / supervisory	
Managerial / administrative	
Professional	
Academician	
Self-employed / entrepreneur	
Others (please specify)	

5. Type of employment organizations

Mark (X) this column

Private sectors	
Government sectors / public sectors	
Self-employed / Entrepreneur	
Others (please specify)	

6. How much is your monthly income (self)? RM _____ and then mark the column below.

Mark (X) this column

Below RM1000.00	
RM1000.00 to RM2999.00	
RM3000.00 to RM3999.00	
RM4000.00 to RM4999.00	
RM5000.00 to RM5999.00	
RM6000.00 to RM6999.00	
RM7000.00 and above	

7. How much is your household income? RM _____ and then mark the column below.

Mark (X) this column

Below RM2000.00	
RM2000.00 to RM4999.00	
RM5000.00 to RM6999.00	
RM7000.00 to RM8999.00	
RM9000.00 to RM9999.00	
RM10000.00 and above	

8. Highest level of education

Mark (X) this column

Primary level	
Secondary level	
HSC / STPM	
College Diploma	
University degree (undergraduate degree / post-graduate degree)	

Others (please specify)	
-------------------------	--

9. Marital status

Mark (X) this column

Single	
Married without children	
Married with children	
Divorced / widow (single-parents)	

10. Religion

Mark (X) this column

Muslim	
Hindu	
Buddhist / Taoist	
Christian	
Others (please specify)	

11. Number of Children in a Household

Mark (X) this column

1 to 2 children	
3 to 4 children	
5 to 6 children	
7 children and above	

12. Perceived strength of religious orientation / commitment

Mark (X) this column

Very weak	
Weak	
Average	
Strong	
Very strong	

13. Presence of at least one child in the household

Mark (X) this column

Yes	
No	

14. Please fill- in the space provided regarding these products categories that you have purchased in the past 12 months. Please refer to similar brand name of each product category that you mentioned in question 2 above.

	Products Categories	Brand Name	How much spend?	How many times?
i.	Personal computer/laptop	_____	_____	_____
ii.	Fashion clothing (designer label)	_____	_____	_____
iii.	Branded perfume	_____	_____	_____
iv.	Detergent	_____	_____	_____
v.	Instant noodles	_____	_____	_____
vi.	Instant coffee	_____	_____	_____

15. What are the main purposes for buying the products categories below? For example, for own use, “gift giving”, or any other reason or purpose. Please state the reason or purpose in the space provided below by referring to similar brand name you mentioned in question 2 above.

	Products Categories	Brand Name	State the purposes to purchase
i.	Personal computer/laptop _____	_____	_____
ii.	Fashion clothing (designer label)_____	_____	_____
iii.	Branded perfume _____	_____	_____
iv.	Detergent _____	_____	_____
v.	Instant noodles _____	_____	_____
vi.	Instant coffee _____	_____	_____

16. Where do you usually see the products below are frequently advertised? You may tick (/) more than one answer by using the columns provided.

Advertisements medium	Personal Computer /Laptop	Fashion Clothing/ designer label	Branded Perfume	Detergent	Instant Noodles	Instant Coffee
Television Radio Magazines Newspapers Direct mail Outdoor ads Brochures/ catalogs Others (please specify)						

17. In relation to question 16 above, how much do these advertisements influence your choice? Please circle one number only using the scales given below as guidelines.

	Not at all 1	Very Little 2	Little 3	Much 4	Very much 5	
Advertisements medium	Personal Computer /Laptop	Fashion Clothing/ designer label	Branded Perfume	Detergent	Instant Noodles	Instant Coffee
Television	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Radio	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Magazines	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Newspapers	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Direct mail	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Outdoor ads	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Brochures/ catalogs	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

18. When you purchase the products below does other individuals influence your purchase decision? Please indicate their degree of influence by circling the appropriate number as given below.

	Not at all 1	Very Little 2	Little 3	Much 4	Very much 5	
Significant others	Personal Computer /Laptop	Fashion Clothing/ designer label	Branded Perfume	Detergent	Instant Noodles	Instant Coffee
Spouse	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Relatives	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Friends	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Children	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Neighbours	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Salespeople	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Work groups	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
Family members	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

Section B1A

This section requires you to rate your agreement and disagreement on the importance of the following statements for each of the product category given that you intend to buy again in the future (repurchase intention) and circle the number by using the scales as follows. Please give your opinion as honestly as possible. Make sure you do not omit any statement and circle the number for each of the statement for each product category and do not omit any.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7
Statements			Products Categories			
When buying for:			Personal Computer		Fashion Clothing (designer label)	
1. Getting very good quality is very important to me.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
2. In general, I usually try to buy the best overall quality.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
3. I make special effort to choose the very best quality products.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
4. My standards and expectations for the products I buy are very high.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
5. I shop quickly, buying the first product or brand I find that seems good enough.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
6. A product doesn't have to be perfect, or the best, to satisfy me.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
7. I really don't give my purchases much thought or care.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
8. If other important factors remain the same, price is an important criterion for me.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
9. Price is the most important factor on my decision to purchase or not to purchase.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
10. The money saved by finding low prices is usually not worth the time and effort. *			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
11. I look carefully to find the best value for the money when selecting for a product / brand.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
12. The time it takes to find low prices is usually not worth the effort. *			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
13. It is important that I buy at sales price.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	

14. The lower priced products / brands are usually my choice.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
15. When it comes to buying (a PC / fashion clothing (designer label), I rely on brand names to help me choose among the alternative products / brands.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
16. I would be more likely to purchase (a PC / fashion clothing (designer label) that had a well-known brand name.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
17. The brand name would play a significant role in my decision to purchase or not to purchase (a PC / fashion clothing (designer label).	1 2 3 4 5 6 7	1 2 3 4 5 6 7
18. When faced with deciding among two or more brands of (PC / fashion clothing (designer label), I will depend on the brand name of each product to help me make a choice.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
19. If faced with choosing between two brands with similar features, I would select the better known brand name.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
20. The brand of (a PC / fashion clothing (designer label) is important to me when deciding which product / brand to purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
21. Regardless of what features competing stores / shops may offer, I would buy the brand of (PC / fashion clothing (designer label) that I trust most.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
22. I will use the information provided by the stores / shops when selecting for a product that I want to purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
23. I am not willing to purchase without knowing the detailed information related to the product that I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
24. The information regarding the products / brands that I buy usually helps me to make decision on which products / brands to choose.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
25. I think the availability of information provided by the shops is important to me when purchasing a product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
26. I often look at information about the products / brands that I buy before I purchase a product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
27. I will not purchase a product / brand if the stores / shops fail to show me the information about the product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
28. I rarely purchase the latest products / fashion styles (PC) or (fashion clothing / designer label) until I am sure my friends approve of them.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
29. It is important that others like the products / brands (PC) or (fashion clothing / designer label) I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
30. When buying products / brands (PC) or (fashion clothing / designer label), I generally purchase those brands that I think others will approve of.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
31. If other people can see me using a product / brand, I often purchase the product / brand they expect me to buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
32. I like to know what products / brands make good impressions on others.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
33. I achieve a sense of belonging (rasa kepemilikan) by purchasing the same products / brands that others purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
34. If I want to be like someone, I often try to buy the same products / brands that they buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
35. I often identify (mengenalpasti) with other people		

by purchasing the same products / brands they purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
36. To make sure I buy the right product or brand, I often observe what others are buying and using.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
37. If I have a little experience with a product or brand, I often ask my friends about the product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38. I often consult other people to help me choose the best alternative available from a product class.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
39. I frequently gather information from friends or family about a product / brand before I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7

Section B1B

This section requires you to rate your agreement and disagreement on the importance of the following statements for each of the product category given that you intend to buy again in the future (repurchase intention) and circle the number by using the scales as follows. Please give your opinion as honestly as possible. Make sure you do not omit any statement and circle the number for each of the statement for each product category and do not omit any.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7
Statements			Products Categories			
When buying for:			Branded Perfume		Detergent	
1. Getting very good quality is very important to me.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
2. In general, I usually try to buy the best overall quality.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
3. I make special effort to choose the very best quality products.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
4. My standards and expectations for products I buy are very high.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
5. I shop quickly, buying the first product or brand I find that seems good enough.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
6. A product doesn't have to be perfect, or the best, to satisfy me.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
7. I really don't give my purchases much thought or care.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
8. If other important factors remain the same, price is an important criterion for me.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
9. Price is the most important factor on my decision to purchase or not to purchase.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
10. The money saved by finding low prices is usually not worth the time and effort.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
11. I look carefully to find the best value for the money when selecting for a product / brand.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
12. The time it takes to find low prices is usually not worth the effort.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
13. It is important that I buy at sales prices.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
14. The lower priced products / brands are usually my choice.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
15. When it comes to buying (branded perfume or detergent), I rely on brand names to help me choose among alternative products / brands.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
16. I would be more likely to purchase (branded perfume or detergent) that had a well-known brand name.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	

17. The brand name would play a significant role in my decision to purchase or not to purchase (branded perfume or detergent).	1 2 3 4 5 6 7	1 2 3 4 5 6 7
18. When faced with deciding among two or more brands of (branded perfume or detergent) I will depend on the brand name of each product to help me make a choice.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
19. If faced with choosing between two brands with similar features, I would select the better known brand name.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
20. The brand of (a perfume or detergent) is important to me when deciding which product / brand to purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
21. Regardless of what features competing stores / shops may offer, I would buy the brand of (perfume or detergent) that I trust most.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
22. I will use the information provided by the stores / shops when selecting for a product that I want to purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
23. I am not willing to purchase without knowing the detailed information related to the product that I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
24. The information regarding the products / brands that I buy usually helps me to make a decision on which products / brands to choose.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
25. I think the availability of information provided by the stores / shops is important to me when purchasing a product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
26. I often look at information about the products / brands that I buy before I purchase a product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
27. I will not purchase a product / brand if the shops fail to show me the information about the product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
28. I rarely purchase the latest product / brand until I am sure my friends approve of them.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
29. It is important that others like the products / brands I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
30. When buying products / brands I generally purchase those brands that I think others will approve of.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
31. If other people can see me using a product / brand, I often purchase the product / brand they expect me to buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
32. I like to know what products / brands make good impressions on others.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
33. I achieve a sense of belonging (rasa kepunyaan) by purchasing the same products / brands that others purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
34. If I want to be like someone, I often try to buy the same products / brands that they buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
35. I often identify (mengenalpasti) with other people by purchasing the same products / brands they purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
36. To make sure I buy the right product or brand, I often observe what others are buying and using.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
37. If I have a little experience with a product or brand, I often ask my friends about the product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38. I often consult other people to help me choose		

the best alternative available from a product class.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
39. I frequently gather information from friends or family about a product / brand before I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7

Section B1C

This section requires you to rate your agreement and disagreement on the importance of the following statements for each of the product category that you intend to buy again in the future (repurchase intention) and circle the number by using the scales as follows. Please give your opinion as honestly as possible. Make sure you do not omit any statement and circle the number for each of the statement for each product category and do not omit any.

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7
Statements			Products Categories			
When buying for:			Instant Noodles		Instant Coffee	
1. Getting very good quality is very important to me.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
2. In general, I usually try to buy the best overall quality.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
3. I make special effort to choose the very best quality products.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
4. My standards and expectations for the products I buy are very high.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
5. I shop quickly, buying the first product or brand I find that seems good enough.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
6. A product doesn't have to be perfect, or the best, to satisfy me.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
7. I really don't give my purchases much thought or care.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
8. If other important factors remain the same, price is an important criterion for me.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
9. Price is the most important factor on my decision to purchase or not to purchase.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
10. The money saved by finding low prices is usually not worth the time and effort.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
11. I look carefully to find the best value for the money when selecting for a product / brand.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
12. The time it takes to find low prices is usually not worth the effort.*			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
13. It is important that I buy at sales prices.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
14. The lower priced products / brands are usually my choice.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
15. When it comes to buying (instant noodle or instant coffee) I rely on brand names to help me choose among alternatives products / brands.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
16. I would be more likely to purchase (instant noodles or instant coffee) that had a well-known brand name.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
17. The brand name would play a significant role in my decision to purchase or not to purchase (instant noodles or instant coffee).			1 2 3 4 5 6 7		1 2 3 4 5 6 7	
18. When faced with deciding among two or more brands of (instant noodle or instant coffee), I will depend on the brand name of each product to help me make a choice.			1 2 3 4 5 6 7		1 2 3 4 5 6 7	

19. If faced with choosing between two brands with similar features, I would select the better known brand name.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
20. The brand of (instant noodle or instant coffee) is important to me when deciding which product / brand to purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
21. Regardless of what features competing stores / shops may offer, I would buy the brand of (instant noodle or instant coffee) that I trust most.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
22. I will use the information provided by the stores / shops when selecting a product that I want to purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
23. I am not willing to purchase without knowing the detailed information related to the product that I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
24. The information regarding the products / brands that I buy usually helps me to make decision on which products / brands to choose.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
25. I think the availability of information provided by the stores / shops is important to me when purchasing a product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
26. I often look at information about the products / brands that I buy before I purchase a product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
27. I will not purchase a product / brand if the stores / shops fail to show me the information about the product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
28. I rarely purchase the latest product / brand until I am sure my friends approve of them.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
29. It is important that others like the products / brands I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
30. When buying products / brands (instant noodles or instant coffee) I generally purchase those products / brands that I think others will approve of.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
31. If other people can see me using a product, I often purchase the product / brand they expect me to buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
32. I like to know what products / brands make good impressions on others.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
33. I achieve a sense of belonging (rasa kepunyaan) by purchasing the same products / brands that others purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
34. If I want to be like someone, I often try to buy the same products / brands that they buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
35. I often identify (mengenalpasti) with other people by purchasing the same products / brands they purchase.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
36. To make sure I buy the right product or brand, I often observe what others are buying and using.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
37. If I have a little experience with a product or brand, I often ask my friends about the product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
38. I often consult other people to help me choose the best alternative available from a product class.	1 2 3 4 5 6 7	1 2 3 4 5 6 7
39. I frequently gather information from friends or family about a product / brand before I buy.	1 2 3 4 5 6 7	1 2 3 4 5 6 7

Section C:

This section deals with your knowledge with the products categories given. Please rate your prior product knowledge with each of the product category as listed in table below by using the scale as given and circle each number for each statement / item. [Please answer by making reference to brand name that you mentioned in question 2 in Section A above regarding each product category]

- Q1. very knowledgeable _____ very unknowledgeable
 1 2 3 4 5 6 7
- Q2. One of most knowledgeable _____ one of the least knowledgeable
 1 2 3 4 5 6 7
- Q3. Very familiar _____ very unfamiliar
 1 2 3 4 5 6 7
- Q4. Very comfortable _____ very uncomfortable
 1 2 3 4 5 6 7

Items / Statements	Products Categories					
	Personal Computer/laptop	Fashion Clothing (designer label)	Branded Perfume	Detergent	Instant Noodles	Instant Coffee
Q1. How knowledgeable are you about the product/brand (s)?	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
Q2. Rate your knowledge of the product/brand (s) as compared to the average consumer.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
Q3. How familiar are you with the product/brand (s)?	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
Q4. If you were going to buy the product (s) today, how comfortable would you feel making a purchase based on your own knowledge about the product/brand (s)?	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

Section C:

The following question is regarding your intention to repurchase the following products categories/brands in future.

Please rate your future intention to buy these products categories as listed in table below and circle the scales as given. [Please answer in reference to brand name for each product category that you mentioned in question 2 in section A above]

Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree
1	2	3	4	5	6	7
Items / statements	Personal Computer /laptop	Fashion Clothing (designer label)	Branded Perfume	Detergent	Instant Noodle	Instant Coffee
I feel a commitment to continue buying this product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
I feel loyalty to this product / brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
I intend to purchase this product / brand again.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
I plan to buy this product/ brand in future.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
I will encourage friends and relatives to buy this	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7

product/brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
I will say positive thinks about this product/brand to other people.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
If people asked me, I would strongly recommend that they purchase this product/brand.	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7	1 2 3 4 5 6 7
Purchasing this product/brand in the future would be a wise choice for me.						

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Thank You for Your Cooperation