

**THE INFLUENCE OF ATTRIBUTE IMPORTANCE AND
INTERPERSONAL INFLUENCE ON CONSUMER
REPURCHASE INTENTION BETWEEN HIGH AND LOW
INVOLVEMENT PRODUCTS**

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ABSTRACT

This research has established the linkages between attribute importance variables and interpersonal influence variables on repurchase intention using high and low involvement products as a comparison. Meanwhile consumer prior product knowledge was hypothesised as the moderating variable between attribute importance variables and interpersonal influence variables on repurchase intention. This research was conducted using cross-sectional survey method design and the units of analysis were intercepted at mall exit point. Since this research was theoretical and fundamental in nature, a non-probability sampling and quota sampling technique was employed. Kuching City, a state capital of Sarawak, Malaysia was the chosen location to test the research conceptual framework due to its diversity in terms of racial composition and culture. Kuching City is one of the largest city in Malaysia, besides Kuala Lumpur, Johor and Penang. Albeit only one small city, Kuching does not only represents Malaysia's unique cultural and multiracial characteristics but also represents the behaviour of consumers in the Asian and South East Asian regions. The findings of this research revealed mixed results. It was indicated that attribute importance variables and interpersonal influence variables predict consumer repurchase intention for high involvement products stronger than that of low involvement products for certain product categories. However, the valence of consumer prior product knowledge in moderating the relationship between these two sets of variables was not very conclusive. The research presented three contributions to the extension of new knowledge in relation to consumer buying behaviour. These contributions were in terms of theory, methodology and practice. The research also provided additional implications insights which are beneficial for marketers and managers to streamline their marketing plan and strategies in order to sustain in the market place and win the mind and heart of the consumers at large.

ABSTRAK

Kajian ini mengesahkan adanya hubungkait di antara dimensi kepentingan atribut dan dimensi pengaruh interpersonal ke atas niat pembelian ulangan pengguna dengan mengguna barangan penglibatan tinggi dan penglibatan rendah sebagai perbandingan. Sementara pengetahuan awal pengguna terhadap barangan memainkan peranan sebagai moderator hubungkait diantara dimensi kepentingan atribut dan dimensi pengaruh interpersonal ke atas niat pembelian ulangan pengguna. Kajian ini menggunakan kaedah survei dan responden dipilih mengikut teknik sampel kuota. Sampel responden diminta mengisi borang soal selidik ketika keluar dari pusat membeli belah. Bandaraya Kuching, ibu negeri Sarawak, Malaysia telah dipilih untuk menguji model konsep penyelidikan ini. Bandaraya Kuching menjadi lokasi pilihan penyelidikan disebabkan komposisi penduduk dan budaya yang pelbagai. Bandaraya Kuching juga merupakan salah satu ibu negeri yang terbesar di Malaysia selain Kuala Lumpur, Johor Bahru dan Pulau Pinang. Pengguna di Bandaraya Kuching bukan hanya mewakili Malaysia, malah mewakili gelagat pengguna di rantau Asia dan juga Selatan Asia Tenggara. Dapatan kajian menunjukkan keputusan yang bercampur-campur. Penemuan kajian memberi indikasi bahawa kepentingan atribut dan pengaruh interpersonal meramal pembelian ulangan pengguna terhadap barangan penglibatan tinggi lebih signifikan berbanding barangan penglibatan rendah untuk kategori barangan tertentu. Namun kesan interaksi pengetahuan awal pengguna dalam hubungkait diantara kepentingan atribut, pengaruh interpersonal dan pembelian ulangan pengguna adalah tidak begitu konklusif. Kajian ini juga membentangkan tiga sumbangan dari segi teori, metodologi dan praktis berkaitan gelagat pembelian pengguna. Kajian ini telah mengesyorkan implikasi dan pandangan tambahan untuk diberi perhatian oleh pegawai pengurusan dan pengurus pemasaran untuk membentuk pelan pemasaran yang strategik bagi mengekalkan kewujudan syarikat di pasaran dan memenangi minda serta hati pengguna pada keseluruhannya.

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