

CHAPTER 1

INTRODUCTION

The consumer rarely acts solely as an individual but rather behaves in the “actual, imagined, or implied presence of others”

Gardner Lindzey and Elliot Aronson (1968), p. 3

Quoted by Schewe, C.D (1973), p. 31

1.1 Introduction

This chapter commences by presenting the background of the study. This introductory chapter serves four main functions. First, the background outlines the direction of the study’s conceptual background, and a general overview of the consumer purchasing behaviour. Second, the chapter also discusses the problem statement, research questions and objectives to be addressed. Third, the scope and the significance of the study are explained. Finally, the organisation of this report is highlighted.

1.2 The Background of the Study

1.2.1 Direction of the Study’s Conceptual Framework

Tremendous changes have taken place within the last two decades about the way consumers behave in terms of purchasing behaviour, not only in Malaysia but also at the global scenario. The emerging new trend of retail landscapes has also contributed to the behavioural changes among consumers. Furthermore, the liberalisation of market economy in place in the country has encouraged global retail players to invest and operate their businesses in Malaysia. Hence, a new trend or pattern of purchasing and shopping behaviour among Malaysians also emerged, in particular consumer repurchase intention regardless whether the products are of high involvement products or low involvement products. The study on consumer repurchase intention is vital because

businesses need to understand why people repurchase and the determinants that predict their repurchase intention and drive them to repeat purchase the products from the same sellers or firms in the future. Therefore, the intent of this study is to explore into this neglected area of research, especially in Kuching, Sarawak which was chosen as the main study location to investigate consumer repurchase intention and test the theoretical framework of the current study.

Kuching was chosen due to its diversity in terms of race and ethnicity composition, cultural differences and one of the biggest city in Malaysia. It represents all the major races in Malaysia which include the Malay, Chinese, Indian and other ethnicities domicile in Sarawak and Sabah which is different from those in West Malaysia. Kuching is unique by itself and is of interest to the researcher to understand the behaviour of these consumers, especially their repurchase intention of high and low involvement products. Albeit only one city, due to the diversity of its population, Kuching consumers not only represent consumers in Malaysia but also in the context of consumers behaviour in Asia and South East Asia regions in general, which among others is one of the main contribution of this study.

This study adopted the Integrated Multivariate Brand Choice and Purchase Incidence Model developed by Jones and Zufryden (1980), which is an extension of Stochastic Consumer Buying Behaviour Model, to test the conceptual framework of this study. In general, the premises of stochastic choice models (Stochastic Buying Behaviour Model) are of two classes: 1) purchase incidence models (timing) which focus on when the purchase is taken place and how much will be purchased in a given time interval; and 2) brand choice models which focus on what to purchase and the related product attributes associate with the purchase decision (Blattberg & Sen, 1974, 1975, 1976).

This stochastic brand choice models and purchase incidence models can be distinguished according to how they deal with: 1) Population heterogeneity which refers to long term brand preferences among households, in turn lead to differences relative to the number of purchases made over a time given period for each brand in a competing set of brands; 2) Purchase-event feedback, which assumes that the purchase of a product has a direct relationship on the probabilities of a household purchase intention in the future; 3) Time effects is a very important factor in the use of brand choice model; and 4) Exogenous market factors, which include consumer characteristics (such as demographics, culture, sub-culture, social class or group influence), product characteristics/attributes and/or attribute importance (price, quality, product information, brand name, product differentiation, flavor, taste, etc), and the effect of technology (Blattberg & Sen, 1974, 1975, 1976).

Based on these two classes of stochastic consumer purchasing behaviour, and taken into consideration the four situations as mention above, Jones and Zufryden (1980) developed the Integrated Multivariate Brand Choice and Purchase Incidence Model which integrated demographic variables and marketing stimuli to predict household purchase behaviour (what to purchase, when to purchase) for a particular product categories or brands.

What was neglected in Jones and Zufryden's (1980) study and many other studies in the past or even the present ones was that they did not discussed on the importance that consumers place on certain attributes (product attributes/characteristics) and interpersonal influence/group influence (consumer characteristics) with regards to their repurchasing intention behaviour for high involvement products and low involvement products in specific.

Therefore, following the path of stochastic consumer buying model, the researcher of this current study believed that we should not only focused on consumer purchasing behaviour, consumer brand preferences, the time factor or when to purchase and the role of price and demographic characteristics in predicting purchase behaviour and brand choice. But other considerations such as consumer characteristics (in particular how consumer respond to groups influence and the importance of groups influence) and product attributes/attribute importance (how relevant and importance that a consumer places on certain product attributes) which can also be taken into consideration to predict consumer repurchase intention.

Hence, this study takes the initiative to merge these two dimensions/variables (attributes importance/product attributes and interpersonal influence) in one conceptual framework to explain repurchase intention for certain product categories (high involvement and low involvement products) to fill-in this gap which is different from the perspective of past research conducted by Jones and Zufryden (1980), but the general concept and the premise of stochastic consumer buying behaviour remains as the main frame of reference.

The other neglected area of research in previous studies was the absence of the moderator variable that might strengthens and weakens the relationship between attribute importance, interpersonal influence and consumer repurchase intention. Therefore, this study takes an initiative to explore into this probability and consumer prior product knowledge is assumed to moderate this relationship. This initiative is taken based on the primacy assumption that consumer prior product knowledge has a role in consumer repurchase intention in relation to attribute importance and interpersonal influence.

In view of the above phenomenon and to fill-in the gap, this study attempts: first, to determine consumers' general purchasing behaviour pattern when they decide to buy certain types of high involvement products and low involvement products; second, to identify the significant mean difference among groups of consumers (who are those consumer on the basis of gender and consumer product involvement) in relation to repurchase intention of high involvement products and low involvement products; third, to investigate the relationship between several attributes namely: quality, price, brand name, product information, normative influence and informational influence in explaining consumer's repurchase intention; and finally, to examine the moderating role of consumer prior product knowledge among these sets of variables is also identified.

The relationships among these sets of variables are determined using consumers residing in Kuching City, Sarawak, one of the states in East Malaysia regarding their repurchase intention behaviour for high involvement products and low involvement products. These consumers are divided proportionately by gender, using quota sampling technique, that is, 50% males and 50% females.

A survey method using self-administered questionnaire is employed to collect the data via shopping mall intercepts. A few selected supermarkets, departmental stores, malls, small retail/specialty stores, and hypermarkets situated around Kuching City center were chosen for the study. Fashion clothing, personal computer, and branded perfume representing high involvement products. Meanwhile instant noodles, instant coffee and detergent represented low involvement products. The chosen of these product categories (high involvement products and low involvement products) is determined using focus group discussion and past literature as references, which will be discussed and explained further in chapter three. Therefore, this study proposes the following

conceptual framework from the perspective of consumers repurchase intention towards high involvement products and low involvement products as identified and used in this study. Please refer to Figure 1.1.

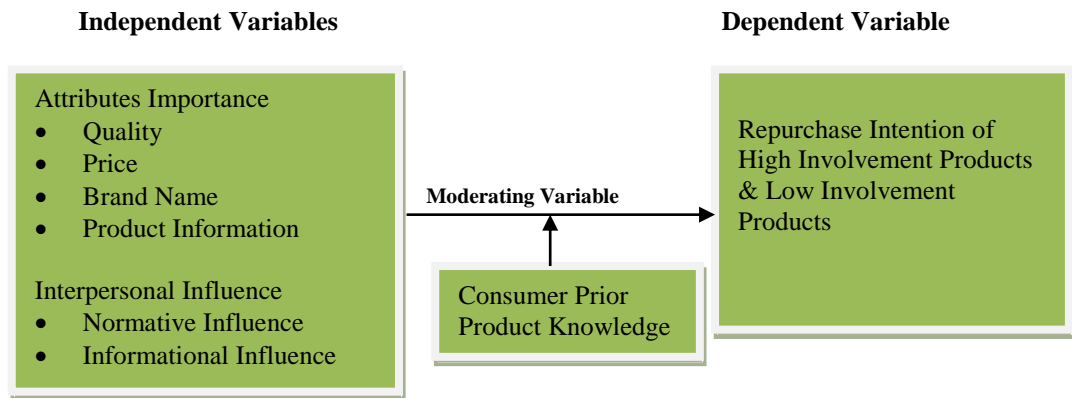


Figure 1.1: The Proposed Conceptual Framework of the Study

1.2.2 Justification for Choosing Kuching City and Quota Sampling Technique

Kuching city is the capital state of Sarawak, one of the states located in East Malaysia, besides Sabah. These two states are neighbours of Brunei and Kalimantan, Indonesia. Sarawak is the largest state in Malaysia and the fourth most populous state in Malaysia. Sarawak has diverse cultural diversity with about 27 ethnicities in comparison to West Malaysia which only has three major races namely: Malay, Chinese, Indian and a minority indigeneous tribe, known as Orang Asli. The Malay, Chinese and Iban form the biggest groups among these different ethnicities that domicile in Sarawak.

Among the eleven divisions in Sarawak, Kuching is the most densely populated and its population represents almost all major races and ethnicities, not only at the state level, but even at national level. In term of gender composition, female is slightly higher than male. Kuching is a vibrant city and the center for business and commercial activities in the Eastern States of Malaysia. The old name for Kuching was Sarawak. It has a

population of 705,546 and administered by two mayors named as Kuching City North and Kuching City South. The major races/ethnicities of the city are the Malay, Chinese, Iban, Bidayuh and other ethnicities as shown in Figure 1.2 and Figure 1.3 below.



Figure 1.2: Map of Sarawak

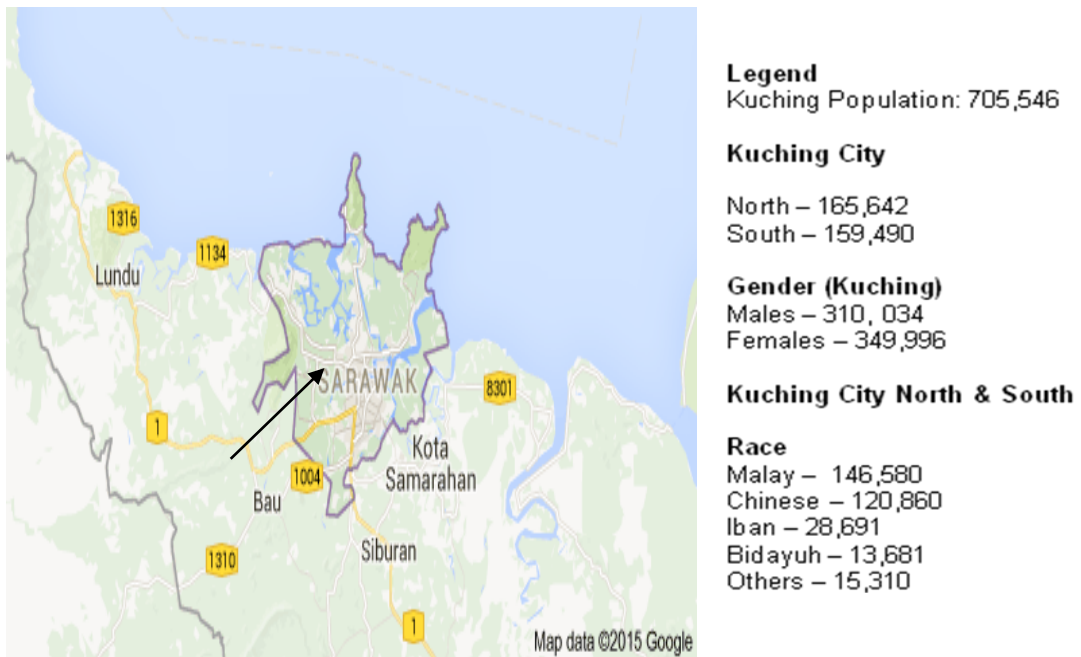


Figure 1.3: Location of Kuching

Key: Arrow shows the location of Kuching (Sarawak is old name)

Therefore, due its racial differences, cultural diversity and ethnicities composition, it is of interest to understand these groups of consumers purchasing behaviour especially with regards to repurchase intention of high and low involvement products. It is assumed that they represent different consumer buying behaviour perspective from those consumers in West Malaysia as well as those in other parts of the globe.

Quota sampling technique one of the non-probability sampling approach, using survey method is preferred in comparison to probability sampling approach such as systematic sampling and stratified sampling. The reason for choosing this technique is due to the main emphasis of the study, that is, to test the conceptual framework and the nature of the study, which is theoretical and fundamental. Hence, where, who and how the sample is obtained does not become the main issue of concern. A few examples of past research of similar in nature that used non-probability sampling are those conducted by Bagozzi and Warshaw (1990), employing 264 undergraduate students from two universities in Canada as respondents, Davis and Warshaw (1991), with 62 undergraduate students in one university in Michigan as respondents, and Sing, Leong, Tan and Wong (1995), with 547 voters in Singapore as respondents.

Further, in most past studies, research of similar nature commonly used induced laboratory experimental setting and panel data to test the conceptual framework (for example, in Jones and Zufryden (1980), Bearden and Etzel (1982), Zeithaml (1988), Blair and Innis (1996), Ataman and Ulegin (2003), and Hansen (2005). The sample respondents are usually university students and households selected purposively by the researchers (such as in Park & Lessiq, 1977; Jones & Zufryden, 1980; Bristow & Asquith, 1999; Bristow, Schneider & Schuler, 2002; Kropp, Lavack & Silvera, 2005; Kwon, Lee & Kwon, 2008).

Therefore, this study choose a different approach to reach the units of analysis that is, the consumers are approached at the real shopping environment through mall intercepts exit point using self-administered questionnaire and the sample respondents' participation is voluntary.

1.2.3 Consumer Purchasing Behaviour – A General Overview

Even though, there are consumers who still patronise small retailers, the numbers tend to decrease as many consumers have adapted new life styles and prefer to purchase or shop in hypermarkets, department stores, supermarkets, and malls which offer a wide variety of products/services under one roof and a choice of convenience shopping environment. Examples of well-known and established global retailers operating in Malaysia are Carrefour, TESCO, Aeon, Sogo, Parkson Grand, as well as many locally operated malls and shopping complexes such as Giant, the Spring, One Utama, Mydin, Mid-Valley Mega Mall, Berjaya Times Square, 1Borneo, KLCC shopping malls, the Pavillion and the lists go on. In addition, the consumer purchasing behaviour pattern is influenced by many factors. These behaviours are also categorised into many types. Most researchers use consumer shopping behaviour or consumer shopping orientation as a basis for segmenting a market, especially in the fashion or apparel market and as well as in retailing industry (Park & Sullivan, 2009). On the other hand, Hawkins, Best and Coney (2004) refer shopping orientation as a shopping-specific style, which is related to shopping activities, interests and opinions, thus presenting a view of shopping as a set of complex social-recreational activities and economic phenomena.

Earlier researchers, for example, Stone (1954), categorised consumer purchasing behaviour or shopping orientation into four categories, which include the economic shopper: whose main consideration is price; the ethical shopper: who claims moral

consideration as prime important; personalising shopper: who considers shopping as an opportunity for interaction; the apathetic shopper: who shops only for necessity and Williams, Painter and Nicholas (1978) classify additional shopping behaviour into two categories, that is, the recreational shopper: those who gain satisfaction from the act of shopping; and the involved shopper: those who consider shopping activities as a serious business.

Later, Esso and Dibb (2004) further identified seven categories of purchasing behaviour or shopping behaviour which include the demanding shopper: those who considers quality, nutritious value and service as important; the practical shopper: those whose prime consideration are price-deals, promotional pricing and in-store credit availability; the thoughtful shopper: those who think of the importance of friends' opinions and bargains; the trendy shopper: those whose prime considerations are the brand name and up-market brands availability in up-market store; the traditional shopper: those who see the importance of media research and truthfulness in advertising; and the innovative shopper: those who willing to try a new product and do not wait for others to try the product before buying.

Depending on the types of purchasing behaviour or shopping behaviour orientation and situation, some consumers may be more involved and others may be less involved. Purchasing behaviour or shopping behaviour is also found to be linked with the types of products to be purchased (high or low involvement products), the consumer choice of store types, consumer attitude towards the products, and as well as the consumer personal characteristics/attributes (Belengger & Mochis, 1982). On the other hand, repurchase intention or re-patronage behaviour refers to whether or not the consumer will visit, spend money at, or shop at the same main store they used to.

These behaviours include repurchase intentions or re-patronage intentions in terms of willingness to buy or willingness to recommend others to buy in future (Baker, Parasuraman, Grewal, & Voss, 2002).

Furthermore, Malaysian consumers also consider buying and shopping activities as a way to socialise and meet friends. Hence, shopping malls have become a popular centre for socialisation and recreational activities (Othman & Lim, 1998). Similar to higher income consumers in Europe, the USA and Japan, other Asian consumers such as in Singapore, Hong Kong, Manila and Kuala Lumpur in Malaysia, buying and shopping, particularly in urban cities, is considered to be a major leisure activity and a principal means of relaxing and socialising (Schutte & Ciarlante, 1998: 179-180).

With a vast number of retailers competing for the same consumers, the businesses' and marketers' tasks are becoming more challenging, which in turn demands a sound marketing plan and strategic marketing management. In particular, the marketers or managers have to understand the consumers' purchasing behaviour pattern/orientation, especially in terms of what they buy, why they buy, where they buy, how often they buy, how much they are willing to pay for the products and/or offerings relative to the value they receive, what are the effective medium to reach them, who influences their buying decisions, how involved are they in the purchase process, what are the determinants/attributes that influence their purchase behaviour and/or repurchase intention behaviour, and how likely they will purchase or repurchase in future in relation to these determinants/attributes.

The mounting issue is how to strengthen consumer behaviour to ensure that they will repurchase the company's product in the future. While in service industry, repurchase

intention research is well established, literature on repurchase intention is vague in relation to tangible consumer goods/products for both high and low involvement products. Indeed, the businesses or marketers tasks are - the need to understand the importance that consumers place on certain types of attributes when they consider to repurchase the same types of products or services that they have purchased/used before and intention to repurchase in the future. Therefore, it is important that the marketers or managers understand consumers' behaviour, in specific, repurchase intention for high involvement products and low involvement products. which is the main emphasis of this study.

Two important factors that businesses and marketers alike need to understand about a consumer are: firstly, the degree of differentiation that a consumer perceives in the product or service; and secondly, the fundamental determinant of consumer behaviour is the degree of involvement in the purchase (Lamb, Hair & McDaniel, 2000; Kotler, 2003; Blackwell, Miniard, & Engel, 2004). In other words, consumers generally do not make a purchase decision in isolation. There are many factors that determine their buying behaviour and choices, regardless of whether the purchasing decision is immediate, intentional, or a future purchase decision and repurchase intention.

Furthermore, the advancement of new or unconventional ways of reaching consumers, such as the internet, telemarketing, and so forth, used by marketers or advertisers today, tend to overload the consumer with information on products or services offered in the market place. Hence, the consumers' have to make choices either based on their own past experiences or prior knowledge on the products or seek information from others whom they trust or wish to bond with.

These choices are also triggered by a number of variables such as the importance that consumers' place on certain product attributes, normative and informational influence as well as the consumers' demographic characteristics in influencing a purchase decision and/or repurchase intention if they wish to strengthen their purchase behaviour. The marketers or managers have to be farsighted as different consumers perceive and evaluate a product's worth differently in terms of both high involvement products, which are expensive and purchased infrequently, and low involvement products whereby the behaviour is usually habitual and involves less effort in terms of information search and the price of the product is inexpensive.

As such, the determinants that influence the consumers' purchase decision and/or repurchase intention will differ across products categories regardless whether the products are categorised as high and/or low involvement products. This scenario demands the businesses, marketers and managers alike understand the complexity of consumers' behaviour, in terms of their cultural differences and similarities as well as the domain of their social norms and traditions. Besides, consumers' purchasing pattern and repurchase intention pattern also changes through times and need to be scrutinised and monitored closely by the marketers in order to sustain in the market.

Despite all these uncertainties, marketers or businesses still invest a lot of money in their marketing plans to indulge consumers to buy and repurchase their products or services. This is an on-going process that they have to deal with in order to meet consumers' specific needs and preferences. It is not enough to offer a variety of products, but the true gain in a business platform is to sustain profit and survive in the marketplace by satisfying consumers' needs and wants relative to the value of the offerings.

1.3 Problem Statement

Researchers, in general, believe that consumer behaviour theories can be applied globally, but consumer preferences and tastes are influenced by their cultural background (Schutte & Ciarlante, 1998). Therefore, marketers and business practitioners have to recognise that consumers' attitudes and beliefs, preferences, needs and tastes towards certain products or services are greatly influenced by their culture and the society they belong to. Similarly, consumers also evaluate and attach certain attribute importance towards certain types of products in their choice sets. These decisions also are influenced by those people who are significant to the consumers.

On the other hand, marketers and business people also have to understand consumer behaviour concerning the degree of consumer product involvement regarding the importance that they place on certain attributes in their purchase decisions regardless whether the products to be repurchased are high involvement products or low involvement products. Consumer behaviour is also influenced by their surrounding environment, situational or enduring involvement. In other words, the consumer does not make choices in isolation. Their choices in relation to purchase decision and repurchase intention can be triggered by the people or significant others around them.

Further, the consumer's demographic characteristics also determines their purchase or repurchase intention in terms of the types of product classes, amount purchased and prices that they are willing to pay. Consumer prior product knowledge and past experiences are also believed to play a role in the purchase intention and/or repurchase intention. In addition, consumers are dynamic human beings. Their behaviours or actions are not static and changes through times depending on the influence of both micro and macro environmental forces within and surrounding them.

As such, the consumers purchasing behaviour pattern also changes accordingly on the basis of the importance of the buying decisions in the process of making choices among several types of product offerings available in the market.

It is contended that all consumer buying decisions fall along the continuum of three broad categories, that is, routine response behaviour or habitual decision making, limited-decision making and extensive or complex decision making (Lamb, Hair & McDaniel, 2000; Kotler, 2003). The common notion is, consumers tend to be highly involved when they purchase expensive items, and less involved when they purchase products that they purchase frequently and the price is less expensive (Blackwell, Miniard & Engel, 2004). Vaughn (1980) postulates that:

“Consumer involvement suggests a continuum of consumer interest in products or services. On the high side, are those that are important in money cost, ego, support, social value or newness: they involve more risk, require paying more attention to the decision and demand greater use of information. Low involvement decisions are at the other extreme: they arouse a little consumer interest or information handling because the risk is small and effort can be reduced accordingly” (Vaughn, 1980: 29).

These two concepts are based on the notion that a consumer’s level of involvement depends on the degree of personal relevance and the importance of the products purchase or repurchase to the consumer. In this regards, high involvement purchases are those that are very important to the consumer (for example, in terms of risks - social or financial). Therefore, purchasing high involvement products requires complex or extensive problem solving.

On the other hand, low involvement purchases are those that are not very important to the consumer, have little relevance and little perceived risks, hence the decisions are habitual and very limited information processing is required (Schiffman & Kanuk, 1998: 223). Hence, consumer involvement is assumed to be at a minimum level. For instance, consumers in other parts of the globe may consider quality as the most important determinant in their decision to repurchase food items, whereas, in others, they may consider price as the most important factor that may affect their decisions. Still others may consider brand name and actively search for product information before they purchase or repurchase even though they might know or purchase the products before.

Other factors that may surface could also be the influence of significant others, that is, susceptibility to interpersonal influence in terms of normative influence and informational influence as well as the marketing stimuli triggered by the marketers. These significant others can be spouses, peers, siblings, family members, friends, salespersons, relatives or neighbours.

Besides the various factors as mentioned, the consumers' socio-economic and demographic characteristics such as income, the number of children in a household, household size, the presence of children in a household, gender, education, occupation might likely influence consumers purchase or repurchase intention behaviour (Jones & Zufryden, 1982; Nicholas, 1997; Roslow, Li & Nicholls, 2000; Williams, 2002). The common notion is that consumers place more importance on certain attributes if they consider the purchase is important, particularly when they are confronted with a decision to purchase high involvement products which are considered as expensive and connotes social status visibility (Asseal, 1987; Mowen & Minor, 2001).

At the same time, there are also evidence in literature that reveals that in low involvement situations, consumers are confronted with a decision whether to conform to others' evaluation or seek information from others when they decide to purchase products/services which are used publicly regardless whether the products are high involvement products or low involvement products (Calder & Burnkrant, 1977; Bearden & Etzel, 1982; Mangleburg, Doney & Bristol, 2004).

Whilst there was much discussion in literature regarding the influence of the above mention attributes and factors in relation to consumer purchase behaviours or actions, there were few initiatives undertaken to integrate all these variables into one single model to investigate the predictive power of these attribute importance variables, interpersonal influence variables on consumers repurchase intention. Most subsequent research replicated the measurements/constructs or model being developed and suggested fragmented/extended models.

Several studies on the relationship between several attributes/factors and purchase behaviours and /or purchase intentions can be traced back as early as 1968, such as in McConnell (1968: 300-301), and Stafford and Enis (1969). They investigate the price-quality relationship in an experimental setting and found out that subjects used price as an indicator of quality when they made purchase decision on different product brands. Curry and Riesz (1988: 38), on the other hand, investigated the effects of consumer behaviour on price paths and the price/quality relationship in a product category.

Zeithaml (1988: 17) further investigated consumer perceptions on price-quality relationship and suggested that perceived price-quality relationship was inconclusive and many other extrinsic cues, such as brand name and package were also important and

influenced the consumer's decision. Similarly, Chang and Wildt (1994: 16) found out that the influence of price on perceived quality lessened in the presence of substantial direct product information and that perceived value/price primarily influenced purchase intention.

Later studies on aspects of price and quality mostly focus on the influence of price and consumer brand choice and purchase behaviour intention. Examples of these studies can be found in Jones and Zufryden (1982), Erickson and Johansson (1985), Lattin, Randolph and Bucklin (1989), Dodds, Monroe and Grewal (1991), Urbany, Dickson and Kalapurakal (1996), Ofir (2004), Chen, Chang and Chang (2005), and Hansen (2005).

In terms of the link between brand name and repurchase intention, most past studies did not establish this relationship explicitly. However, discussions or the emphasis of the past research was mainly on purchase intention and the effect of brand attribute in influencing consumer's evaluation and the information about the brand name of the product that the consumer wants to purchase (such as in Dodds, Monroe & Grewal, 1991; Chang & Wildt, 1994; Wee, Tan & Cheok, 1995; Graeff, 1997; Bistow & Asquith, 1999; Bristow, Schneider & Schuler, 2002; Adaval, 2003; Brady, Bourdeau & Heskell, 2005).

Most studies did not directly investigate this relationship. Jacoby, Speller and Kohn (1974) investigated consumer brand choice behaviour as a function of information load using an experiment setting and students were their test subjects. Punj and Brookes (2002), on the other hand performed a study on new automobile purchases and their pre-decisional constraints on information search and consideration set formation.

The other aspects of brand that most past studies concentrate on were regarding the association between brand name and consumer self-image. These studies can be found in Bristow and Asquith (1999), O’Cass and Frost (2002), O’Cass and Grace (2003), Ataman and Ulengin (2003), Dean (2004), Kwon, Lee and Kwon (2008), and Lee, et al. (2008).

Similarly, the link between product information and repurchase intention is not common in literature. Cole and Balasubramanian (1993) conducted a study on consumer age differences for information and the implications of this information on public policy. Jensen and Kesavan (1993) focused their study on sources of information, consumer attitudes on nutrition and the influence of these factors on consumer consumption of dairy products. Other research on product information includes socialisation, gender, adolescent’s self-reports of their general use of product labels, for example, in Mangleburg, Grewal and Bristol (1997).

In food industry, the search for production information is very important. Most research in the food industry that relate to product information placed an emphasis on the search for nutrition labeling, especially for health conscious consumers such as in Asam and Bucklin (1973), Shine, O’ Reilly and O’ Sullivan (1997), Cheryl (1997), Mueller (1991), and Dimara and Skuras (2005).

It was observed that most of these past studies did not relate the link between attribute importance (price and non-price) and repurchase intention. Therefore, this study attempts to uncover and bridge this gap as an additional contribution to the body of knowledge addressing the possible link between the importance that consumers place on several attribute importance variables and their repurchase intention.

Below are some examples from past studies on the determinants/attributes that are found to influence purchase intention but not repurchase intention in specific, which is taken from Dodds, Monroe and Grewal (1991) model, Chang and Wildt (1994); and Wee, Tan and Cheok (1995) extended models. These models are summarised in Figure 1.4.

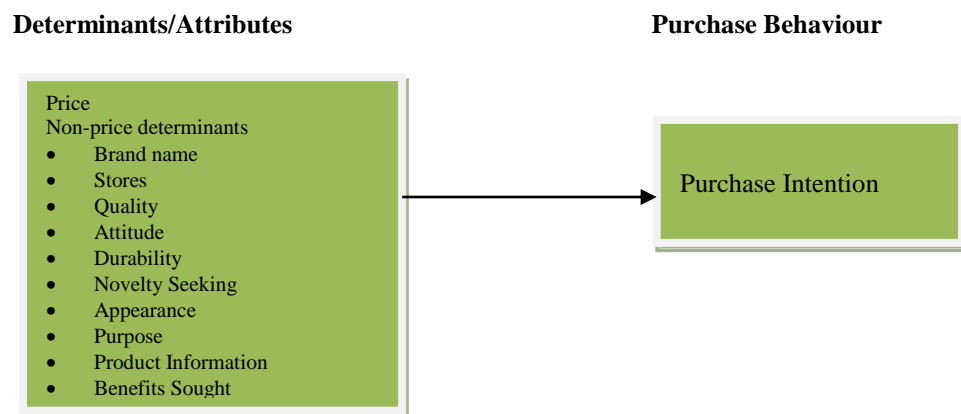


Figure 1.4: Summary of Determinants/Attributes that Influence Purchase Intention (Price and Non-Price Determinants)

Source: Dodds, Monroe and Grewal (1991); Chang and Wildt (1994); Wee, Tan & Cheok (1995)

It is noted that most of these studies investigate the influence of price and non-price attributes/determinants on purchase intention. Meanwhile some studies are manifested indirectly through buyers' product evaluation (for example in Dodds, Monroe & Grewal, 1991). In other words, as far as consumer tangible products are concerned, specific studies regarding attribute importance variables such as quality, price, brand name, product information and repurchase intention are not well-established in literature.

Furthermore, these studies did not explicitly compare the relationship among these sets of attribute importance variables (quality, price, brand name and product information) with regards to repurchase intention of both high involvement products and low involvement products.

Nevertheless, past and recent studies in other industries on attribute importance and repurchase intention are well established. For example, there are few recent studies conducted to relate the link between these variables in retail, restaurant and service industry. Some of these studies can be found in Akir, Sidi and Senian (2007), Akir, Sidi and Senian (2008); Surbaini, Said and Embong (2008), Park and Sullivan (2009). The findings of these studies indicated that the quality of the products, nutritional information, established brand name, and the quality of services provided as well as price were most important determinants that influenced repurchase behaviour or re-patronage behaviour.

The second part of the discussion in this section is concerning the relationship between interpersonal influence and consumer repurchase intention. Interpersonal influence consists of two variables of normative and informational, originated from the work of Kelman (1958) based on the concept of compliance, identification and internalisation, which comprised the three processes of attitude change. Normative is the process of being influenced by group norms and informational means acceptance or seeking of information from others as evidence about reality (Burnkrant and Cousineau, 1975; Kropp, Lavack & Silvera, 2005).

In a marketing context, researchers categorise normative influence into two distinct components: utilitarian and value-expressive influence (Bearden & Etzel, 1982; Park & Lessig, 1977; Bearden, Netemeyer & Teel, 1989). In other words, utilitarian influence is operative through an individual willingness to conform to the expectation of others regarding purchase decisions (Park & Lessig, 1977; Bearden, Netemeyer & Teel, 1989). While value-expressive influence occurs through the process of identification (Park & Lessig, 1977; Bearden, Netemeyer & Teel, 1989).

This type of influence is operative when individuals attempt to associate themselves to groups they desire to be associated with and distance themselves from those they do not intend to identify (Bearden, Netemeyer & Teel, 1989). Such actions occur in order to enhance one's image with significant others through the acquisition and use of certain products or brands (Park & Lessig, 1977; Bearden, Netemeyer & Teel, 1989). Meanwhile, consumer susceptibility to informational influence is motivated by the tendency to learn about products and brands by observing or seeking information from others in the process of making purchase decision (Bearden, Netemeyer & Teel, 1989).

In terms of interpersonal influence, most researchers investigated consumer susceptibility to interpersonal influence and conformity to social norms. Other studies investigated consumer susceptibility to interpersonal influence and attributions that others make or might make about their purchases. Most of these studies did not directly compare consumer repurchase intention with regards to interpersonal influence. These studies also did not directly compare the repurchasing intention for high involvement products and low involvement products, except for Park and Lessig (1977).

They compare the purchasing behaviour between housewives and students and their susceptibility to interpersonal influence when they purchased different types of product categories (high involvement products and low involvement products). Some examples of past studies regarding consumer susceptibility to interpersonal influence amongst others are those conducted by Witt (1969), Burnkrant and Cousineau (1975), Calder and Burnkrant (1977), Bearden and Etzel (1982), Netemeyer, Bearden and Teel (1992), Kropp, Lavack and Holden (1999); Murali, Laroche and Pons (2005), and Kropp, Lavack and Silvera (2005).

Most of these studies did not link interpersonal influence in explaining consumers repurchase intention. Their studies were only concerned with how others influence one's purchase decision such as spouses, siblings, friends, peers, relatives and family members, neighbours, and salespersons.

Earlier study by Netemeyer, Bearden and Teel (1992) regarding consumer susceptibility to interpersonal influence discussed the moderating role of attributional sensitivity. The study concluded that individuals that rank high in attributional sensitivity are more susceptible to interpersonal influence in comparison to individual who have low attributional sensitivity. These actions suggest that consumers susceptible to the influence of significant others are more likely to purchase/repurchase products or brands that they perceive will lead others make favourable attributions about them and avoid purchasing/repurchasing products or brands that they perceive will lead others to evaluate negatively about them (Netemeyer, Bearden & Teel, 1992: 279-379).

In other words, it is observed that in past and recent literature, the direction of most studies relating to interpersonal influence emphasised the impact of significant others on a consumer purchase decision is more towards shopping attitudes and behaviours. For example, Kropp, Lavack and Holden (1999) compared the behaviours of smokers and beer drinkers' susceptibility to interpersonal influence, which is found to be normative in nature. Mangleburg, Doney and Bristol (2004) investigated the influence of peers on teens shopping attitude and behaviours. Murali, Laroche and Pons (2005), and Kropp, Lavack and Silvera (2005) investigated consumer susceptibility to interpersonal influence across cultures with varying degrees of individualism and collectivism in relation to purchase behaviour.

Meanwhile, Chang, Lee, Chien, Huang and Chen (2010) studied the influence of consumer's emotional response and social norm on repurchase intention of cigarette smokers in Taipei, Taiwan. Nevertheless, there are few studies in the literature that compare the behaviours of consumers purchasing different product classes or brands and its relationship to interpersonal influence. These products were grouped according to the purpose of purchasing the products: whether the purchases are for public purposes or for private purposes; for necessities or for luxuries purposes. In other words, the research focused more on seeking the consumers' reasons for making the purchase of certain classes or groups of products or brands, which can be found in Witt (1969); Burnkrant and Cousineau (1975); Calder and Burnkrant (1977); Bearden and Etzel (1982). On the other hand, Park and Lessig (1977) conducted a study on high and low involvement products and compared reference group influence (interpersonal influence) on the purchasing behaviour of students and housewives across several product categories.

In conclusion, it is noted that there were very few initiatives embarked by past researchers that focus on and directly investigate the relationship between interpersonal influence and consumer repurchase intention on particular product categories with respect to high and low involvement products.

In view of this observation in the literature discussed, this study aims to address these issues to uncover the probability of a link between interpersonal influence and consumer repurchase intention. In other words, to compare the extent of the importance that a consumer places on the influence of significant others (normative influence or informational influence) with regards to their repurchase intention between high and low involvement products.

Finally, this sub-section discusses the problem on moderating role of consumer's prior product knowledge in the relationship between attribute importance variables and interpersonal influence variables on repurchase intention. It is recognised that, past studies that directly linked the role of consumer prior product knowledge in moderating the relationship among attribute importance variables (quality, price, brand name and product information) and interpersonal influence (normative influence and informational influence) on repurchase intention for high and low involvement products, are also very fuzzy and relatively neglected area of research.

In the context of marketing literature, Mowen and Minor (2001: 62) define consumer knowledge as the amount of experience and the information that a person has about particular products or services. They categorise knowledge into three types: objective, subjective and information about knowledge of others. Objective knowledge is the correct information a consumer has about a product class or service; subjective knowledge is how much a consumer knows or thinks he or she knows about a product; and information about knowledge of others is about how much others know about the products or services (Mowen & Minor, 2001).

It is commonly noted that, consumers obtain knowledge through the process of cognitive learning, which can be external in nature, for example, learning through formal education. Learning can also be internal in nature, such as learning through a person's own experience (Mowen & Minor, 2001; Schiffman & Kanuk, 2004). Hence, under this concept, it is deduced that consumer prior product knowledge can be referred to as consumer knowledge stored in his or her long-term memory as a result of his or her formal learning and experience with a particular product or service (Schiffman & Kanuk, 2004).

Nonetheless, there are arguments that say consumers did not learn from experiences and made buying decisions based on their own heuristic view. As suggested in Tellis and Gaeth's (1990: 34) study, consumers did not learn from past experiences and consumers also used other available information, for example price as quality indicator when information on quality is low. It was also noted in literature, that past research that investigated the role of consumer prior product knowledge in moderating the relationship between attribute importance variables, interpersonal influence variables on repurchase intention was not clearly defined and remained unclear. For instance, the Biswas and Sherrell (1993) study investigated the influence of product knowledge and brand name on internal price standards and confidence. Blair and Innis (1996), on the other hand, discussed the effects of product knowledge on the evaluation of warranted brands. They did not investigate the relationship among the sets of variables as mentioned.

Some studies such as in Bei and Heslin (1997) and Coupey, Bodur and Brinberg (1998) investigated on consumers' decision choices in relation to prior knowledge and product involvement and the effects of prior knowledge on aspects of predecision processing in consumer choice. Most past studies also reported the moderating effect of prior product knowledge and experience as a cue in product evaluation, the effect of prior knowledge on price acceptability and information acquisition, the relationship between prior brand knowledge and information acquisition order, the effect of prior knowledge in phases of choice process on consumer's decision and judgments respectively (such as found in Bettman & Park, 1980; Simonson, Huber & Payne, 1988; Rao & Monroe, 1988; Herr, 1989; Rao & Sieben, 1992; Peracchio & Tybout, 1996; Wang, Dacko & Gad, 2008; Hong & Sternthal, 2010).

As a conclusion, in general, it was observed that many past studies that were directly investigating the importance that consumers place on certain attribute importance variables such as quality, price, brand name, product information, normative influence and informational influence in explaining repurchase intention was very fuzzy. Most of these studies were fragmented and only investigated part of the relationship.

Likewise, past studies on the moderating role of consumer prior product knowledge in the relationship between these sets of variables was also not clear. Prior knowledge or consumer prior knowledge sometimes interchangeably refers to as consumer familiarity and experience. It was revealed that a majority of past research reported prior knowledge in relation to product evaluation, price adaptability and information acquisition, its moderating role in the relationship between satisfaction and loyalty, and the role it plays in the phases of consumer choice decision processes (such as in Bettman & Park, 1980; Peracchio & Tybout, 1996; Bei & Heslin, 1997; Coupey, Bodur & Brinberg, 1998; Soderlund, 2002; Tuu, Olsen & Linh, 2011).

The nature of problem identified based on past literature was, most of these past studies were conducted in the western society's environment and the lack of research related to repurchase intention of high involvement products and low involvement products was carried out in Malaysia, in particular Kuching city. Kuching city is of interest to be the focus of this study location for few reasons. First, Kuching is a vibrant state capital of Sarawak, the fourth most populous states in Malaysia. Second, Kuching city is one of the gates way for international business entries and the main commercial and businesses center in East Malaysia. Its population consists of the major races and ethnicities, representing Malaysia diversity and cultural differences in terms of races and ethnicities.

Third, almost all major world brand names are available in Kuching, inclusive of fast food restaurants, departmental stores, world class international hotels, and the list goes on. Besides, the nature of this study is fundamental, which its main focus is to test the conceptual framework. Thus, location and sample units of analysis are not the main issue. Furthermore, past research revealed that most of these studies used induced experimental laboratory setting and the sample units were mostly university students to test the theoretical framework of similar nature as the current study.

While consumer theories and models might be applicable globally but consumers purchasing behaviour and their repurchase intention could be different geographically due to differences in culture and norms practiced at local level. For example, Kuching city consumers might behave differently in terms of their repurchase intention for both high involvement products and low involvement products. This nature of research is a neglected area of research in this part of the world. Therefore, urging the need to investigate further by employing real consumer shopping experiences at shopping malls exit points to collect the data and test the conceptual framework of this study as opposed to induced experimental setting. Please refer to Figure 1.1 in sub-section 1.2.1 for the proposed conceptual framework of this study.

In view of these gaps in the literature concerning the relationship among the sets of independent variables and dependent variable as discussed, it can be concluded that the direct relationship between attribute importance variables (quality, price, brand name and product information), interpersonal influence variables (normative influence and informational influence) and consumer repurchase intention is not well established in past research, for both high involvement products and low involvement products.

Similarly, the moderating role of consumer prior product knowledge in moderating the relationship between these variables is also not explicitly researched.

Hence, based on these arguments and discussions in the background of the study and the recognition of problem arising from the findings in past research, the attempts of this study, firstly, is to determine the consumers purchasing behaviour pattern on selected consumer goods (high and low involvement products) and addresses the issues on which products categories are considered as an important buying decisions, the reasons to buy, time to buy, place to buy, the amount & frequency of buying, the medium that influence buying decision, and the influence of significant others.

Second, this study also examines the significant mean difference among groups of consumers, in terms of gender and consumer product involvement on the main independent research variables used in this study with regards to repurchase intention of high involvement products and low involvement products.

Third, this study also aims to determine the importance that consumers place on attribute importance variables chosen viz: quality, price, brand name and product information; and interpersonal influence variables viz: normative influence and informational influence with regards to consumer repurchase intention for high involvement products and low involvement products. Finally, to determine the moderating effects of consumer prior product knowledge in relation to attribute importance variables, interpersonal influence variables and consumer repurchase intention of high involvement products and low involvement products.

1.4 Research Questions

Recognising the research gaps as stated in the above arguments and discussions, this study intends to address them into three broad research questions. The first research question addresses two issues which include: first, the consumer general purchasing behaviour pattern and the factors that influence their purchasing behaviour for buying high involvement products (fashion clothing, personal computer and branded perfumed) and buying low involvement products (instant noodles, instant coffee and detergent). From among these product categories, the study investigates which one they consider as an important buying decision. Second issue is to examine the significant mean difference among groups of consumers (gender and consumer product involvement) with regards to the main research variables in relation to repurchase intention of high involvement products and low involvement products chosen in this study. If they differ, who and which attribute importance variables and interpersonal influence variables reach significant level?

The second research question also addresses two issues: first, at this stage this study proposes a conceptual model using extended stochastic brand choice model adopted from Jones and Zufryden's (1980) the Integrated Multivariate Brand Choice and Purchase Incidence model to investigate the importance or relevance of the purchase demonstrating the linear relationship between attribute importance variables comprising of quality attribute, price attribute, brand name attribute and product information attribute in predicting consumer repurchase intention by comparing between high involvement products and low involvement products; and secondly, with respect to the importance or relevance of the purchase with regard to the linear relationship between interpersonal influence variables consisting of normative influence and informational influence in explaining consumer repurchase intention by making a comparison between

high involvement products and low involvement products. Therefore, this study will test which attribute importance variables and interpersonal influence variables contribute significantly in the prediction of repurchase intention.

The third research question of this study addresses the issue of the moderating effects of consumer prior product knowledge in relation to attribute importance variables - quality, price, brand name and product information and repurchase intention comparing between high involvement products and low involvement products; and consumer prior product knowledge in relation to interpersonal influence variables - normative influence and informational influence and consumer repurchase intention comparing between high involvement products and low involvement products. In relation to these three broad research questions, the following specific research questions and objectives are identified. Specific research questions addressed in this study are:

1. What is the general consumers purchasing behaviour pattern when they decide to buy selected consumer goods for high involvement products and low involvement products?
2. Is there any significant mean difference between groups of consumers (gender and consumer product involvement) and the main research variables when they intend to repurchase high involvement products and low involvement products?
3. What is the relationship between attribute importance variables - quality, price, brand name and product information - and consumer repurchase intention for high involvement products and low involvement products?
4. What is the relationship between interpersonal influence variables - normative influence and informational influence - and consumer repurchase intention for high involvement products and low involvement products?

5. Is there any moderating effect of consumer prior product knowledge in the relationship between attribute importance variables - quality, price, brand name and product information - and consumer repurchase intention for high involvement products and low involvement products?
6. Is there any moderating effect of consumer prior product knowledge in the relationship between interpersonal influence variables - normative influence and informational influence - and consumer repurchase intention for high involvement products and low involvement products?

1.5 Research Objectives

On the basis of the research questions as mentioned above, the specific objectives addressed by this study are listed below.

Specific objectives addressed in this study are:

1. To determine the general consumers purchasing behaviour pattern when they decide to buy selected consumer goods for high involvement products and low involvement products.
2. To identify the significant mean difference between groups of consumers (gender and consumer product involvement) and the main research variables in terms of repurchase intention for high involvement products and low involvement products.
3. To examine the relationship between attribute importance variables - quality, price, brand name and product information - and consumer repurchase intention for high involvement products and low involvement products.
4. To determine the relationship between interpersonal influence variables - normative influence and informational influence - and consumer repurchase intention for high involvement products and low involvement products.

5. To determine the moderating role of the consumer prior product knowledge in the relationship between attribute importance variables - quality, price, brand name and product information - and consumer repurchase intention for high involvement products and low involvement products.
6. To examine the moderating role of consumer prior product knowledge in the relationship between interpersonal influence variables - normative influence and informational influence - and consumer repurchase intention for high involvement products and low involvement products?

1.6 Scope of Study

This study is focusing on consumers residing in Kuching City center, a capital state of Sarawak situated in one of the states in East Malaysia. It involves a small sample size (approximately 500 respondents), using quota sampling technique to determine the sample whereby the respondents is proportioned based on gender, that is, 50% males and 50% females. Other demographic variables are not included as the main subjects of investigation in this study. The sample units are intercepted at the exit point of the main shopping stores located at the main business center of Kuching city which include hypermarkets, departmental stores, supermarkets, small retails and specialty stores.

In addition, only a few of consumer goods representing high and low involvement products are selected for this study, which included three categories of high involvement products consisted of fashion clothing (designer label), personal computer and branded perfume, and three categories of low involvement products comprised of instant noodles, instant coffee and detergent.

Therefore, caution should be exercised in the interpretation of this study as it only emphasises on a small group of consumers, that is, 500 respondents which may not be representative of the overall population of consumers in Malaysia and elsewhere at the global scenario. Furthermore, only six categories of consumer products are chosen which may also be not as representative in comparison if more products are considered in the study. As such the findings of this study which will be discussed in the following chapter 4 on results and interpretation analysis is unique and robust for the group of consumers of Kuching city and could only be generalised based on this limitation.

1.7 Significance of the Study

This study is expected to make significant contributions to academician, practitioners, businesses and managerial decisions. First, this study is significant in the sense that it extends the existing brand purchase behaviour model by integrating marketing elements - quality attribute, price attribute, brand name attribute, and product information attribute; and aspects of consumer behaviour elements, that is interpersonal influence - normative influence and informational influence in predicting repurchase intention into an integrated research conceptual model framework. Please refer to Figure 1.1 in the previous sub-section on the background of the study.

In doing so, the Integrated Multivariate Brand Choice and Purchase Incidence Model by Jones and Zufryden (1980) is adapted and applied to predict repurchase intention behaviour of consumers in relation to attribute importance variables and interpersonal influence using high involvement products and low involvement products to make a comparison.

In the context of marketing and consumer behaviour research, the determination of relationships among these two variables to predict repurchase intention using Jones and Zufryden's model is being attempted for the first time.

The conceptual model proposed in this study is also unique by itself in such a manner that it compares the predicting power of attribute importance variables and interpersonal influence variables on consumer repurchase intention of high involvement products and low involvement products in particular. Most previous studies did not compare directly the relationship of attribute importance variables and interpersonal influence variables and repurchase intention of high involvement products and low involvement products.

Second, even though the proposed conceptual model framework of this study is developed based on Jones and Zufryden's (1980) the Integrated Multivariate Brand Choice and Purchase Incidence Model. However, the concept itself is unique, very important and significantly contributes to the body of knowledge and the first of its kind in comparison to previous models or past studies. Previous models or past studies mainly focused on purchase behaviour and brand choice behaviour without making comparison between high involvement products and low involvement products in assessing the predicting power of attribute importance variables and interpersonal influence variables as being investigated by this current study.

Third, previous models also did not touch on consumer prior product knowledge as a moderator in the relation between attribute importance variables, interpersonal influence variables and repurchase intention of high involvement products and low involvement products. The addition of consumer prior product knowledge in the conceptual model is also new to the body of knowledge and different from the previous models.

There were no established past studies at the time of this study that investigated this relationship in particular.

Finally, the inclusive of two components of interpersonal influence, that is, normative influence and informational influence in a consumer brand purchase behaviour model is new in marketing and consumer behaviour research. Hence, the main contribution of this study is its attempt to fill-in the gap of past studies in relation to attribute importance variables and interpersonal influence variables in the context of consumer repurchase intention behaviour for consumer goods using high involvement products and low involvement products as a comparison.

Therefore, this study provides new theoretical framework that explains the paths from consumers' perspective regarding the various factors that predict their repurchase intention of high involvement products and low involvement products with prior consumer product knowledge plays a role as the moderator variable. By testing the proposed conceptual model, this study will be able to explain the valence of each attribute importance variable and each of interpersonal influence variable in predicting consumer repurchase intention. Also, this model will be able to determine the valence of consumer prior product knowledge in moderating the relationship between these two independent variables and the dependent variable as specified in the discussion above.

1.8 Summary on Organisation of the Report

The report is organised into five chapters. Chapter 1 introduces the direction of the study's conceptual framework, explanation on the justification of using Kuching City as the location to conduct the research and the reasons for using quota sampling technique to select the data.

Next, this chapter also describes an overview on the consumers' general purchasing behaviour pattern and shopping behaviour and/or shopping orientation pattern in Malaysia in general and as well as at global stage as a whole, the importance for marketers and businesses alike to understand consumer purchase behaviour and the factors that influence their purchase and repurchase intention behaviours. It also discusses the research problem statement, research questions and objectives, scope of the study and the significance of the study.

Chapter 2 reviews the origin of consumer behaviour theories and conceptions. It provides further discussions on the main theories and concepts related to the development of the conceptual framework of this study, and then compare and contrast these available models. Among these models, which one is adopted as reference theory to develop this study conceptual's framework. This chapter further provides an explanation on consumer involvement theory and consumer relevance, types of involvement, and definitions of product categories - high involvement products and low involvement products is also provided. Discussion on past behavioural theories and concepts applicable in marketing and consumer research is also explained. Next, this chapter reviews the concepts of attribute importance/product attribute, interpersonal influence, consumer prior product knowledge, and consumer repurchase intention behaviour. Chapter 2 also provides intensive reviews on the link between the independent variables (attribute importance/product attributes, interpersonal influence) and the dependent variable (repurchase intention). Several evidences in past research concerning the factors that influence consumers' purchase/repurchase behaviour as well as other factors that are not encountered in past research are provided and discussed. This section of the chapter further discusses consumer prior product knowledge in relation to the sets of variables under investigation. The limited literature regarding

repurchase intention related to sets of independent variables and dependent variable as mentioned in previous discussions drives this study to be conducted in order to fill-in these gaps.

Chapter 3 outlines the proposed hypotheses, which will be tested and discussed in chapter 4. It further describes the research methodology of the study. These include the explanation on research paradigm and design, justification on survey research design, the operationalisation and justification of measurements and scales psychometric properties used in the study. The chapter also describes the product categories selection justification, the description of focus group characteristics and selection criteria, technique used to analyse focus group discussion and the results of focus group discussion. It also details the research instrument used to collect the data, questionnaire pre-testing, the purpose of pre-testing, assessment of pre-testing results and pre-test constructs reliability. Next, this chapter also discusses on the sampling technique employed and background of the study's location, sampling procedure and the target sample size, data collection procedures and retail outlet selection criteria.

It further describes the data analysis procedures performed which includes assumptions of multivariate technique, sample size determination, multicollinearity test, outliers, normality, linearity and homoscedasticity. The chapter also describes the statistical techniques that will be used to analyse and interpret the results of the study in chapter 4, which includes correlation analysis, exploratory factor analysis (EFA), reliability and validity assessment, multivariate analysis of variance (MANOVA), multiple regression procedures - standard and hierarchical multiple regression analysis.

Chapter 4 discusses the findings of the research based on the information derives from the data analysis. The first part of the chapter describes the survey results on data collection process and response rate, data cleaning and manipulating, a description of sample analysis regarding the respondent profile and consumer purchasing and shopping behaviour. The second part of chapter 4 discusses the results of MANOVA (multivariate and univariate tests), regarding the significant differences among group of consumers in relation to the main research variables and repurchase intention.

Next, is a discussion on the correlation analysis between independent variables and dependent variable, results of exploratory factor analysis is also presented, followed by explanation on reliability and validity assessment. Discussions on multiple regression analysis and hierarchical multiple regression procedures to test formulated hypotheses and assessment of model estimation “goodness-of-fit” are also provided. Finally, the results of hypotheses testing are presented and interpreted.

Chapter 5 concludes the findings of the study. It further elaborates on the research theoretical contribution to the body of knowledge, marketing management and consumer behaviour model building. It also provides detailed discussions on the contributions of the study to theory, methodology and practice. Managerial and marketing implications are also discussed. Finally, directions for future research are recommended to incorporate the limitations of this study.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews some theories and models applicable to marketing and consumer behaviour, discusses consumer shopping behaviour and types of shopping behaviour orientation. Next, the concept of consumer involvement, types of involvement, and explanation of high and low involvement products, which also form one of the essential reference of this research are also highlighted. The various attributes such as price, quality, brand name, product information and interpersonal influence variables that might influence consumers purchase decisions and repurchase intention are also explained.

All these factors in turn affect consumers' future intention/repurchase intention. Extensive reviews on past research regarding attribute importance variables and interpersonal influence variables in relation to purchase intention and repurchase intention are discussed in length to support the development of conceptual framework of this current study. The moderating effect of consumer prior product knowledge is also highlighted to be incorporated in the conceptual framework. Finally, the hypotheses of the research conceptual framework are formulated to be tested empirically.

2.2 Development of the Research Concepts an Overview

The area on attributes or products-related attributes and attribute importance, interpersonal influence, prior product knowledge and purchase and/or repurchase intention is not new and has been widely researched as shown in consumer behaviour literature as well as in a marketing context. However, research that integrates and

directly investigates the relationship among all these sets of variables into one model is relatively neglected and not well established in literature. Past research on brand choice, purchase/repurchase intentions are fragmented. For examples, out of 230 articles reviewed, only 23 articles discussed topics related to the current study, but were not similar. Only very few of these articles touched on repurchase intention with regards to product attribute importance variables, interpersonal influence variables, such as in Jones and Zufryden's (1980) study on brand choice and purchase incidence. But, Jones and Zufryden did not make a purchasing comparison on high and low involvement products. They use consumer panel data taken from various supermarkets, emphasised on brand purchase and purchase behaviour and not repurchase behaviour intention. They only study low involvement products (nick named as brands A).

Nonetheless, research on repurchase intention, also known as "consumer loyalty" or repatronage in service marketing is common in the service industry setting and retailing. These include commercial banks, finance and insurance, retail outlets, tourism and hospitality, transportation, restaurants and the like. Examples of these studies are conducted by Olsen (2002), Hellier, Geursen, Carr and Rickard (2003), Jiang and Rosenbloom (2005), Zboja and Voorhees (2006), Esch, Langner, Schmitt and Geus (2006), and Dholakia and Zhao (2010) respectively. The findings of these studies indicate that quality, brand image (brand name), price and as well as product information found to have a direct significant positive relationship with customer loyalty or return purchase in the future (repurchase) ($p < 0.05$).

Besides, most of the models developed since the time of stochastic models that are related and applied in consumer behaviour and marketing literature are very complex in nature. Furthermore, the mathematical formulas are very difficult to understand and

apply in practice, especially for business people, in providing inputs for marketing and management decisions. Examples of these theories are the Theory of Behavioural Intention (TBI) by Fishbein and Ajzen (1975), the Theory of Reasoned Action (TRA) by Ajzen and Fishbein, (1980), and the Theory of Planned Behaviour (TPB) by Ajzen (1991), which is an extension of the two theories above. These theories revolve around the attitude toward the behaviour and subjective norms in explaining intention and in turn behaviour (action). These two dimensions of attitude and subjective norms are moderated by perceived behavioural control. In contrast, the TRA emphasis is the predictor role of attitude towards behaviour and subjective norms in explaining behaviour (action). Please refer to Figure 2.1 and Figure 2.2.

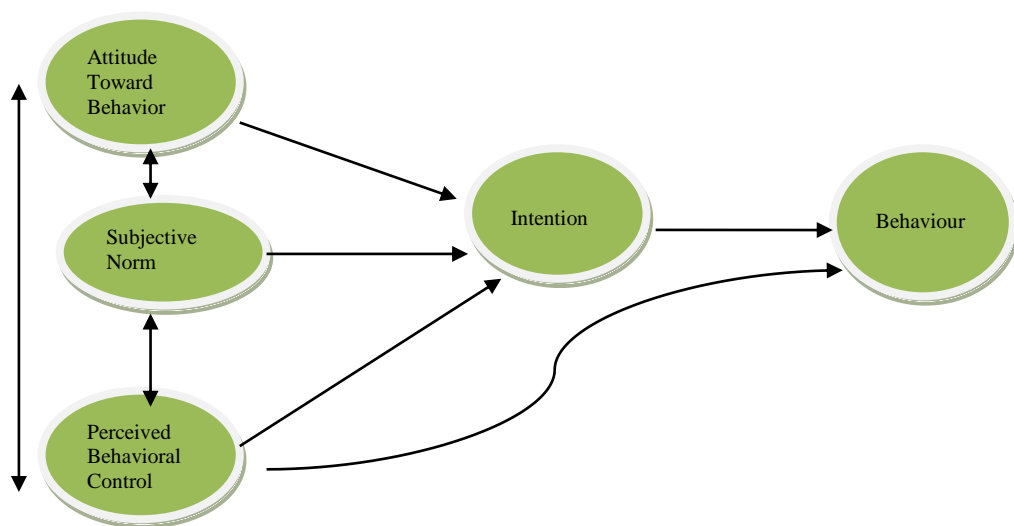


Figure 2.1: Theory of Planned Behavior

Source: Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Processes*, 50, 179 - 211.

The generalisation and application of TPB and TRA in consumer behaviour and cross-cultural marketing received criticisms from many researchers, as can be noted in Bagozzi and Warshaw (1990); Davis and Warshaw (1991); Malhotra and McCort (2001). Malhotra and McCort test the applicability of TRA and compare it with other theories across cultural boundary (that is between USA and Hong Kong samples, using

athletic shoes as product intend to purchase). Bagozzi and Warshaw (1990) further extend TPB and TRA model and introduce the Theory of Trying to Consume (TTC). This theory incorporates the antecedents (attitude toward success, expectation of success, attitude toward failure and expectation of failure) that lead to attitudes towards trying which lead to intention to try in turn leads to trying.

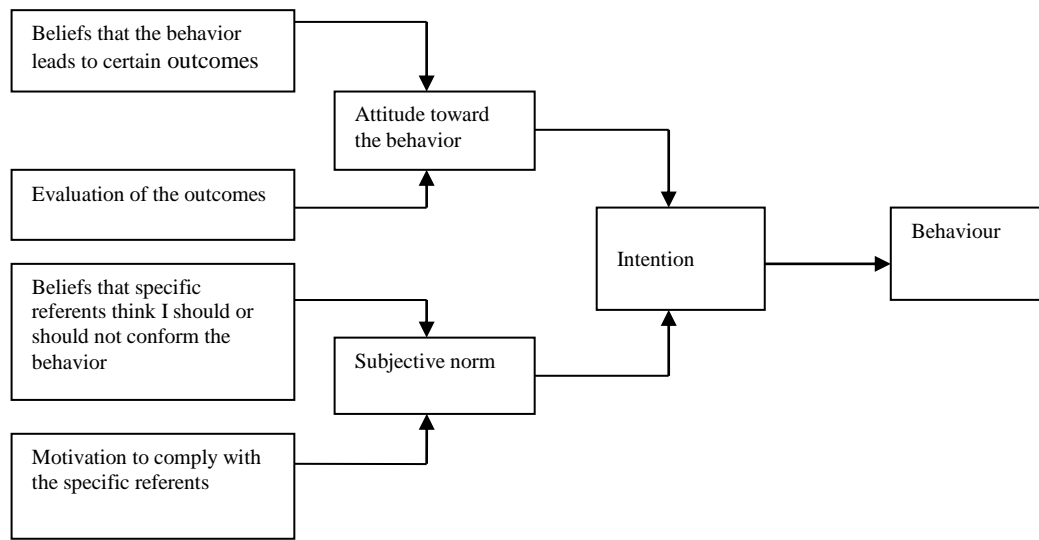


Figure 2.2: A Simplified Version Theory of Reasoned Action

Source: Schiffman, L.G. & Kanuk, L.L. (2004). *Consumer Behavior*. Upper Saddle, New Jersey Pearson Education International, 261.

In this TTC, social norm and frequency of past trying play a role as exogenous variables that impact intention to try which in turn predict trying. The recency of past trying directly predicts future trying. The difference between TRA and TPB in comparison to TTC is its definition of behaviours. Both TRA and TPB argue that all behaviours are goals, which according to Bagozzi and Warshaw (1990) is too narrow in the sense that the incorporated goals in TRA and TPB theories are actually evaluated outcomes (for example, performance) that one seeks through performing reasoned behaviours such as buying a high performance car. The Bagozzi and Warshaw (1990) argument is that, these reasoned behaviours are not considered as goals per se. In contrast, Bagozzi and Warshaw (1990) believe that other factors such as consumer past behaviour (frequency

of past trying) impacts intention to try and recent behaviour (recency of past trying) determines behaviour (trying) and should be taken into consideration in understanding consumer buying behaviour, besides attitudes and subject norms. Please refer to Figure 2.3.

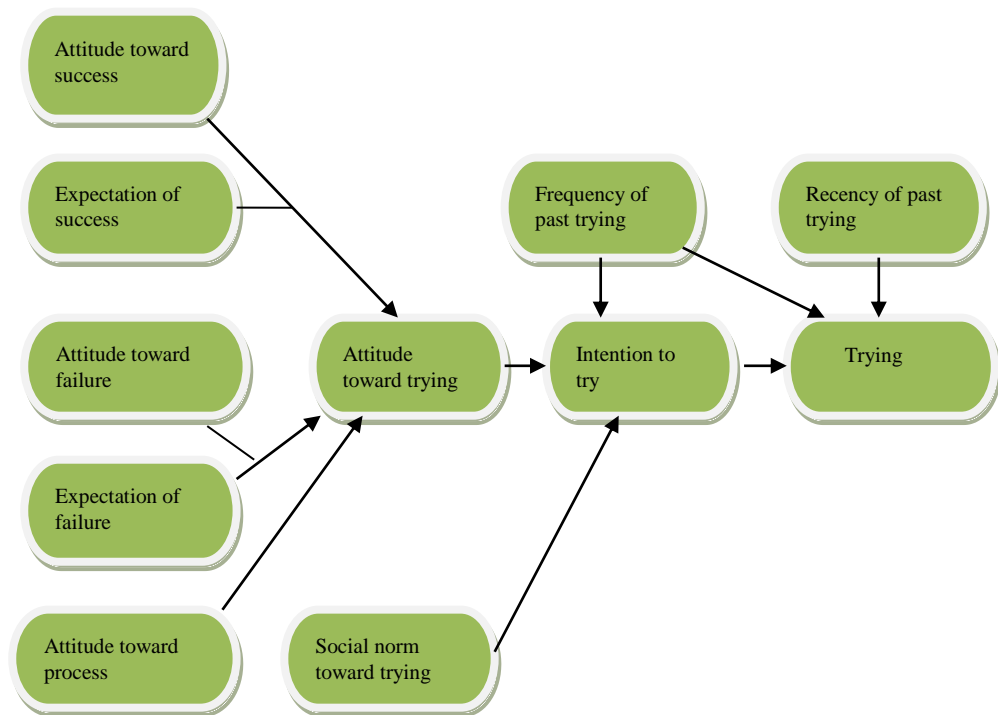


Figure 2.3: Theory of Trying to Consume

Source: Bagozzi, R.P. & Warshaw, P.R. (1990). Trying to Consume. *Journal of Consumer Behavior*, 17, 127 - 140.

Another example is the study performed by Jones and Zufryden (1980), an extension of Stochastic Brand Choice Model and Purchase Incidence Model, which they named as The Integrated Multivariate Brand Choice and Purchase Incidence Model. The independent variables are demographic characteristics (family size, income and presence of children) and one dimension of marketing stimuli (that is, relative price) explains consumer brand choice and purchase behaviour. They performed two experiments to compare and determine which of the two models produce the best results in terms of goodness-of-fit (Model 1 and Model 2 as shown in Figure 2.4).

The results of the two treatments revealed that when family size is deleted from the model, the goodness-of-fit for Model 2 the one which included income, presence of children and relative price, produced the best result on the basis of chi-square value ($X^2 - 0.947$) and p-level - 0.92 (Jones & Zufryden, 1980). Jones and Zufryden's model shows that demographic variables significantly explain purchase behaviour which contradicts most other studies that postulate demographic variables are poor indicator of consumer purchase behaviour (Sheth & Mittal, 2004). Please refer to Figure 2.4.

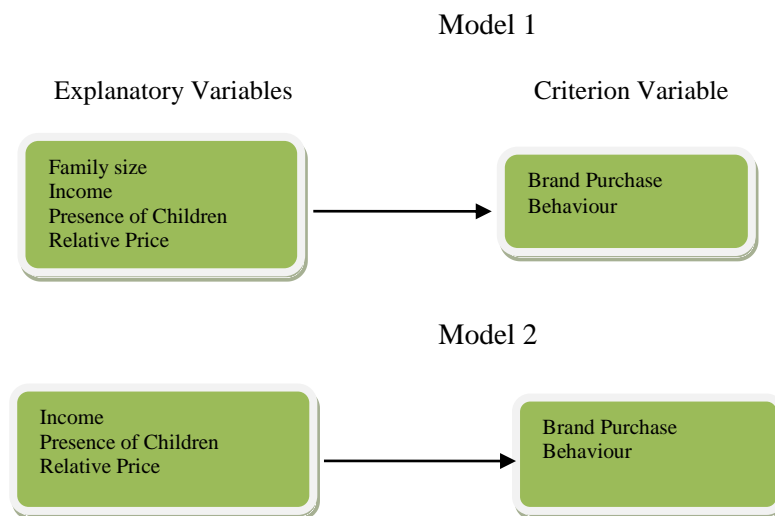


Figure 2.4: The Integrated Multivariate Brand Choice and Purchase Incidence Model

Source: Jones, J.M. & Zufryden, F.S. (1980). Adding Explanatory Variables to a Consumer Purchase Behavior Model: An Exploratory Study. *Journal of Marketing Research*, 17, 323 - 334.

It was observed that the common notion and the main emphasis of these four theories as discussed above is the influence of individual's attitude toward an object (products/services) and how subjective norm (group norm/group influence) plays a role in influencing an individual behavioural intention to purchase or purchase action, which include Fishbein's and Ajzen's (1975) Theory of Behavioural Intention (TBI), Ajzen's and Fishbein's (1980) Theory of Reason Action (TRA), Theory of Trying to Consume (TTC) by Bagozzi and Warshaw (1990), and Ajzen's (1991) Theory of Planned Behaviour (TPB).

However, Bagozzi and Warshaw (1990) further argue that not only attitude and subjective norm influence behaviour but an individual past and recent experiences on certain products or services also play a role (has an interaction effect) in determining a consumer trying to consume. In other words, these two variables (past and recent behaviour) might moderate (strengthened and weakened) purchase intention and trying to consumer (purchase action).

In contrast, Jones and Zufryden's (1980) Brand Incidence Model and Purchase Incidence Model, an extension of Stochastic Buying Behaviour approach, takes a difference perspective. Jones and Zufryden's models focusing on the individuals' demographics characteristics and marketing stimuli in predicting the timing of purchase, frequency of purchase towards a particular brands/products and then leading to specific brand preferences. Consumer attitude and the influence of significant others was not an issue in Jones and Zufryden's models. However, in the process of applying these models or replicating these models, they suggest that researchers or business practitioners can drop and add the predictor variables. In other words, these models allow flexibility for researchers and business people to identify problems and how to solve those problems (business or managerial problems) based on the situation at hand face by the firms or businesses in understanding consumer behaviour.

What was absence or neglected in all these models is the issue of importance and relevance a consumer places on certain product attributes/characteristics (intrinsic and extrinsic cues) in evaluating the products' worth before purchase incidence takes place (purchase intention, purchase action or trying to consume). Intrinsic cues are those attributes which are product-related (Zeithaml, 1988), for example, taste, colour, flavor, texture and the like; and extrinsic cues are those attributes which are not physically

related to the products (Zeithaml, 1988), for example, brand name, store name, quality, labels, product information, price, advertising, and so forth. Based on this premise, the current study main attempt is to extend Jones and Zufryden's model using consumer repurchase intention (instead of brand choice and purchase behaviour), and employs high involvement products and low involvement products as a comparison.

Following the path of stochastic buying behaviour approach as explained in chapter 1, page 1 to 6, the current study assumes that the importance that a consumer places on certain product attributes (in this study using extrinsic cues as a predictor variables, that is, quality, price, brand name and product information) and interpersonal influence variables (normative and informational/group influence/subjective norm) predict a consumer repurchase intention and consumer prior product knowledge (past and recent experience) moderates this relationship. The conceptual framework of this current study does not include attitude variable as a predictor variable to predict repurchase intention based on the assumption that attitude is more appropriate if the research framework is adopting TRA, TPB and TTC theories as a reference.

As such among the four models (TRA, TPB, TTC, and Brand Choice and Purchase Incidence Models), the model developed by Jones and Zufryden (1980) is adopted as reference theory due to its practicality and ease of application. Furthermore, the model is easy to comprehend and fit the purpose of this study. Hence, the purpose of this chapter is to extensively reviews past and recent studies related to this current study, in terms of theoretical origins and conceptions of consumer behaviour models, and its application in marketing and consumer research. The empirical evidences related to the conceptions of price, price-quality relationship, brand, product information, interpersonal influence variables in relation to purchase and repurchase intention are

also determined and discussed. In addition, it was noted that incorporating attribute importance variables and interpersonal influence variables to predict repurchase intention as well as incorporating the moderating effects of consumer prior product knowledge in relation to these relationships are rare in past models. Therefore, this study aims to fill-in these gaps. The following section discusses the origin of consumer behavioural theories and conceptions, and its application in marketing and consumer research. It then continues on the discussions on consumer involvement theory and consumer relevance, the concept of high involvement and low involvement, high involvement products and low involvement product.

Next the discussions on the determinants influencing consumer purchase behaviour in relation to attribute importance variables/product attribute, interpersonal influence variables and repurchase intention are provided. It also provides intensive reviews on the link between the independent variables (quality, price, brand name, product information, normative, informational influence) and dependent variable (repurchase intention), then, followed by reviewing the moderating effect (interaction effect) of consumer prior product knowledge in the relationship between these sets of variables. Based on these reviews the research conceptual framework is proposed and hypotheses of this study are developed and formulated.

2.3 Behaviourial Theories and Conceptions Applicable in Marketing and Consumer Research

This section discusses and explains the origin of consumer theories and conceptions and its application in the context of marketing and consumer behaviour. Then, it is followed by discussions on the reasons to adopt and extend the existing model. The study of consumer behaviour is a relatively new field and a young discipline.

As such, textbooks on consumer behaviour were written and introduced to the academic world from the mid and late 1960s (Schiffman & Kanuk, 1998: 9; Mowen & Minor, 2001: 3). Having no history and/or body of its own research, consumer behaviour theories and conceptions heavily borrowed concepts developed from other scientific disciplines mainly from psychology (the study of the individual), sociology (the study of groups), social psychology (the study of how individual operates in groups), anthropology (the study on the influence of society on the individual), and economics (Schiffman & Kanuk, 1998: 9). These theorists and models include: a) the Black Box Model, b) the Comprehensive Models such as the Howard - Sheth Model, c) the Personal Models which amongst others included the Fishbein Behavioral Intention Model, Theory of Reasoned Action Model, Theory of Planned Behaviour, Theory of Trying to Consume; and d) the Stochastic brand choice and purchase incidence model. The first two models are very complex consumer behaviour models and very few empirical studies attempt to investigate its practical applications and implications in comparison to the other two models.

The Black Box Models treats the individual and his/her physiological and psychological make-up as an impenetrable black box, and are also concerned with the external environment that will influence the consumer behaviour. Therefore, in the context of this model, by evaluating the relative importance of stimulus variables such as product, price, place, promotion, personal, psychological, social and culture, the marketers will be able to determine the actions needed to influence the consumer behaviour in favour of the firms' products offering (William, 1982). On the other hand, the comprehensive models take both the personal and environment variables into consideration. For example, in the Howard-Sheth Model, input stimuli consists of information obtained from the social and commercial environment, and output responses are buyer behaviour,

including attitudes and motivational sets, the intervening variables are perception and learning (William, 1982). Please refer to Figure 2.5 and Figure 2.6.

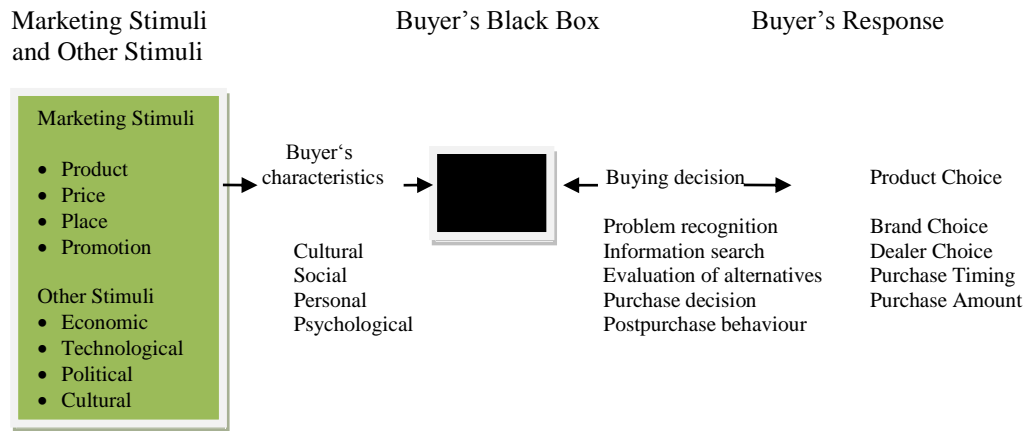


Figure 2.5: Black Box Model/Model of Buyer Behaviour

Source: Kotler, P. (2003). *Marketing Management* (11th Edition). Upper Saddle, New Jersey, Pearson Education, Inc., 184.

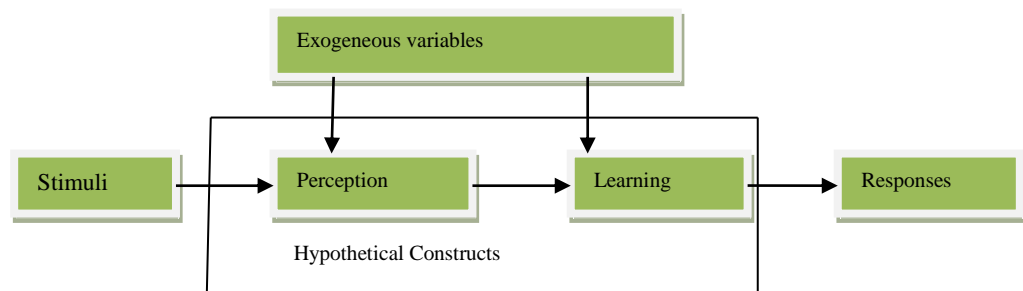


Figure 2.6: Howard-Sheth Behavioural Model Simplified Version

Source: William, K.C. (1982). *Behavioural Aspects of Marketing*. Linacre House, Jirdan Hill, Oxford Butterworth Heinemann Ltd., 158.

The other models, that is, the personal models and stochastic models are more simplistic in comparison to the black box and comprehensive models of consumer behaviour. A number of empirical evidences and comprehensive experiments and surveys were performed by researchers and practitioners to test and replicate these models.

Good examples of personal models were the Fishbein Behavioural Intention Theory (Fishbein & Ajzen, 1975), Theory of Reasoned Action (Ajzen & Fishbein, 1980), Theory of Trying to Consumer (Bagozzi & Warshaw, 1990), Theory of Planned Behaviour (Ajzen, 1991) as shown in Figure 2.1, Figure 2.2 and Figure 2.3 in the previous sub-section above. The Fishbein and Ajzen's and Bagozzi and Warshaw's models and theories are more concerned with personal variables such as beliefs, attitudes, subjective norms, and buying intentions that may affect behaviour and exclude the external and environment stimuli.

On the other hand, Stochastic models are more specific in the sense that the models are concentrated on consumer brand choice and purchase behaviour. Different from personal models, the stochastic brand choice and purchase incidence models take into consideration the personal as well as the external environment such as marketing mix, socio-economic and demographic variables that may affect consumer brand choice and purchase behaviour. Massy, Montgomery and Morrison (1970), Blattberg and Sen (1976), and Jones and Zufryden (1980) performed comprehensive studies on these models. Some of these replicated models were realistic and complex, thus very difficult for user to understand, especially manifested in user understanding of its mathematical application and in parameter estimation.

As discussed previously, consumer behaviour concepts were developed based on a combination of scientific disciplines of psychology, sociology, social psychology, anthropology and economics. Theoretically, in the field of psychology and social psychology, there are a number of theories and models that provided marketing implications and added to the understanding of consumer behaviour and research in marketing context.

Schewe (1973) extensively reviewed and discussed some of these models in terms of its marketing implications which included the McClelland Model, the Goffman Model, the Festinger Model and the Riesman Model. These four social psychological theories, essentially had contributed considerable value in understanding why individuals buy and how they operate in groups (Schewe, 1973).

For instance, McClelland's theory of learned needs is based on four basic assumptions that motivate people to take actions: achievement, affiliation, power and uniqueness (Schiffman & Kanuk, 1998; Mowen & Minor, 2001). The need for achievement implies that a person who is highly motivated will strive for success and takes responsibility for solving problems (Schiffman & Kanuk, 1998; Mowen & Minor, 2001). The need for affiliation inspires a person to make friends, to be in a group and associate with group members. The need for power motivates people to be in control and exercise power on others, and the need for uniqueness or novelty reflects one's desire to be different from others (Schiffman & Kanuk, 1998; Mowen & Minor, 2001).

Although the importance of the McClelland idea of influencing consumer behaviour is not very clear, there are few empirical studies that revealed the consistency of McClelland's motives, especially in terms of the needs for affiliation (through personal portrayal and social interaction) and power (Mowen & Minor, 2001).

The next social psychological theory is the Goffman Model, borrowed directly from role theory, which perceives a person as actor or playing a role (Schewe, 1973: 33). According to this theory, in the presence of others, the actor is seen to organise his activity in order to express an impression that he wishes to convey and the dimensions included in the model are role expectation, role location, role demands, role skills, self-

role congruence, and the audience as the independent variables and the dependent variable is role enactment (Schewe, 1973:33). The premise of Goffman's concept of self-congruence is that, an individual cognitive structure is based on his or her past experiences with other persons and objects (Schewe, 1973). For example, consumers use brands to communicate their self-image or status, and the brand image chosen must be congruent to their own and match to groups they aspire to, in order to establish an association or bond with it (Burnkrant & Cousineau 1975; O'Cass & Frost, 2002; Escalas & Bettman, 2003).

There are also several past studies that investigated the applicability of Goffman's theory in the marketing and consumer behaviour context, particularly the dimension of self-congruence in relation to consumer choice, brand selection, store image and personal image such as in Burnkrant and Cousineau, (1975), Bearden, Netemeyer and Teele, (1989), O'Cass and Frost (2002), and Escalas and Bettman (2003).

The Festinger Model is also an important model applicable within the domain of marketing and consumer behaviour. The Festinger's Model is comprised of a branch of concepts derived from cognitive consistency theories such as balance theory, congruity theory and the theory of cognitive dissonance. Within the marketing context, the most discussed and investigated amongst these three theories was the theory of cognitive dissonance. Similar to the balance and congruity theory, the cognitive dissonance theory holds that:

“An individual strives to maintain internal harmony among his opinions, values, attitudes, and knowledge” - however the difference was that dissonance theory deals only with inconsistency which arises after a decision is made” (Schewe, 1973:35).

In other words, cognitive dissonance simply means the feelings of conflicts encountered by a consumer after the purchase has been made, that is, a favourable or unfavourable feeling, likes or dislikes. If a consumer feels satisfied with the products or services purchased then he or she will feel happy and delighted and in turn will tell others about it and he or she may reinforce his or her behaviour, that is, the possibility of repeat purchase or re-buy again in future for the same products or services or repurchase again from the same companies. For example, if the consumer was not satisfied with the products/services that he or she purchased or they fell short of expectations, then he or she will bad-mouth and will not repurchase or switch to other better products offerings available in the market.

The other branch of social psychological theory which was also related to marketing and consumer behaviour is the Reisman Model's (1961), cited in Schewe (1973). According to Reisman theory, human beings can be grouped into three social characteristics: tradition-directed, inner-directed and other-directed. Tradition-directed concept assumes that an individual should conform to groups' norms or society they belong to, the inner-directed individual, on the other hand, has a feeling of control over his or her life and sees his goal as striving for a career, and other-directed individual behaves according to the expectations and preferences of their contemporaries (Schewe, 1973:37). In other words, instead of family members, the other-directed concept emphasis was the influence of peer group in consumer's purchase decisions. Kassarian (1981) investigated these concepts and developed valid and reliable constructs to measure inner and other-directed dimensions.

The other related theory which is closely related to interpersonal influence is attribution theory which is one of the social psychological theories that appeared to be applicable to

the study of consumer behaviour, particularly in the form of attribution others directed to an individual towards his or actions to purchase and/or repurchase certain categories of products. This attribution can be positive or negative. Attribution theory owed its origin to two theoretical perspectives suggested by Jones and Davis (1965), and Kelly (1967) quoted in Calder and Burnkrant (1977), which refers to the cognitive processes through which an individual infers the cause of an actor's behaviour (Calder & Burnkrant, 1977: 29) in influencing his or her decision making. These processes are known as attributional sensitivity, that is, the influence that others have on consumer decision making is more pronounced for individuals who are sensitive to the attributions referents made with regard to their behaviour (Netemeyer, Bearden & Teel, 1992: 381). In other words, consumer who is sensitive to this attribution will identify himself or herself so that his or her behaviour/action is congruent to the group norms. Attribution theory was widely used in the study of consumer susceptibility to interpersonal influence.

For example, researchers such as Witt (1969), Burnkrant and Cousineau (1975), and Bearden and Etzel (1982) had investigated social and group influence on brand choice and product/brand purchase decision and the influence of informational influence and normative influence in buyer behaviour. Park and Lessig (1977), and Bearden, Netemeyer and Teel (1989) had developed constructs to measure group influence and consumer susceptibility to interpersonal influence in relation to consumer purchase decisions on different product categories. It was observed that, the most popular models used as reference theory in the field of marketing are the personal models and stochastic models to predict consumer buying behaviour. Fishbein and Ajzen's (1975) Behavioural Intention Model, Ajzen and Fishbein's (1980) Theory of Reason Action, Theory of Trying to Consume by Bagozzi and Warshaw (1990), and Theory of Planned Behaviour

by Ajzen (1991) are among few models that follow the path of personal models. The main concern of these theories is to understand consumer attitude and subjective norm in influencing consumer purchasing actions and the existence of other variables that intervene and mediating these relationships to affect purchase intention and behaviour. On the other hand, most of those research that replicated and adopted stochastic model as reference theory did not take consumer attitude as the predictor variable to affect purchasing behaviour (purchase intention and action). In other words, on the premise of stochastic model, a person attitude toward a product or service offered in the market place (positive or negative) is not always one of the reason that influence purchase behaviour. Both personal characteristics and environmental factors impact a person's buying behaviour. Hence, the stochastic model approach main emphasis is how environmental factors such as demographic variables, social environment/consumer characteristics (group influence or social norm) and products characteristics (attributes and its importance and relevance to consumer) influence consumer behaviour (brand choice, purchase intention and action).

Among the researchers that replicated and adopted stochastic approach are Blattberg and Sen (1974, 1975, 1976), used this model to identify market segments; Jones and Zufryden (1980, 1982) used this model to determine consumer purchase behaviour and how this information can be used to predict future purchase behaviour in terms of time, brand preferences, price preference, and frequency of purchase.

Several other empirical evidences had also embraced stochastic buying behaviour model to understand and investigate consumer behaviour in terms of purchase intention, purchase action and future purchase behaviour (repurchase/repeat purchase/repatronage behaviour). Among such studies are those conducted by Winer (1986), Dodds, Moore

and Grewal (1991), Chang and Wildt (1994), Quester and Smart (1998), Bristow and Asquith (1999), Mac Donald and Sharp (2000), Wickliffe and Psyarchik (2001), Bristow, Schneider and Schuler (2002), Lee, Kim, Pelton, Knight and Forney (2008), Park and Sullivan (2009), Nasir, Vel and Mateen (2012), Wong and Osman (2013), Sarabia-Sanchez and Ostrovskaya (2014), and Shriver (2015). Whereas the other models/theories such as the Goffman Model, Festinger Model, Reisman Model, and the Involvement theory and consumer relevance are very focused oriented, and the research main concern is to understand how an individual make decision in group and how this behaviour in turn influence their purchasing behaviour. Park and Lessig (1977), Clarke and Belk (1979), Vaughn (1980), Bearden and Etzel (1982), Zaichkowsky (1985), Laurent and Kapferer (1985), Netemeyer, Bearden and Teel (1989), and Kropp, Lavack and Silvera (2005) are among researchers that conducted empirical studies to investigate consumer involvement (high and low involvement) and the influence of significant others (interpersonal influence) in making purchase decision.

In view of the above discussions in terms of similarities and differences in approaches undertaken by researchers to understand consumer behaviour and the driving forces that influence those behaviours, therefore, the direction of this current study is to follow the path of stochastic approach and using Jones and Zufryden's (1980) model as a frame of reference to develop the current research conceptual model.

This current study intergrates the marketing element (in terms of product attribute/attribute importance in predicting consumer repurchase intention behaviour - such as quality, price, brand name, and product information) and consumer characteristics (in terms of interpersonal influence – normative and informational) to predict consumer purchasing behaviour (in this case is consumer repurchase intention,

instead of brand choice and purchase incidence), and consumer prior product knowledge as the moderator variable by using high and low involvement products as a comparison. In this current study, the demographic variables were dropped based on the assumption that demographic variables are not always a good predictor of consumer purchasing behaviour (Sheth & Mittal, 2004). Nonetheless, both the personal models and stochastic models are mostly replicated and adopted in the field of marketing and consumer research to understand consumer purchasing behaviour which involves the purchasing of consumer tangible goods (food items and non-food items, durables and non-durables, high and low involvement products), retail selection and patronage, and services such as restaurants, transportation, hospitality, banking and the like. However, these models are modified according to the situations and the nature of the studies intent to investigate. Some examples of empirical evidence that replicate both of these models are studies conducted by Chang and Wildt (1994), Zeithaml, Berry and Parasuraman (1996), Swanson and Davis (2002), and Molinari, Abratt and Dion (2008).

As a conclusion, the premise of this current study is guided by all the above mentioned theories and conceptions, unless otherwise stated. If there is no body of research to be used as frame of references, empirical evidences related to the current research areas are widely used to support the arguments. The following sub-sections provide explanation on consumer theory and consumer relevance, consumer involvement concepts, high involvement and low involvement products to provide readers further understanding of these concepts, which is essential to this study. The following sub-sections also provide intensive reviews on the relationship between independent variables (attribute importance variables, interpersonal influence variables) and dependent variable (repurchase intention) used in this study, and the moderating role of consumer prior knowledge in this relationship.

2.4 Consumer Involvement Theory and Consumer Relevance

2.4.1 Introduction

Another family of theories and concepts, which was widely researched in the field of consumer behaviour is the involvement theory and consumer relevance. The theory of involvement had a long history of development. This concept of involvement routed back to the work of Krugman (1965) which appeared in Public Opinion Quarterly in 1965. The involvement concept by Krugman as quoted in Leavitt, Greenwald and Obermiller (1981: 15) conceptual paper stated that:

“There are two entirely different ways of experiencing and being influenced by mass media. One way is characterized by lack of personal involvement, which, while perhaps more common in response to commercial subject matter, is by no means limited to it. The second is characterized by a high degree of personal involvement. By this we do not mean attention, interest, or excitement but the number of conscious “bridging experiences”, connections, or personal references per minute that the viewer makes between his own life and the stimulus. This may vary from none to many. The significance of conditions of low and high involvement is not that one is better than the others, but that the processes of communication impact are different. That is, there is a difference in the change processes that are at work. Thus, with low involvement one might look for gradual shifts in perceptual structure, aided by repetition, activated by behavioral-choice situations, and followed at some time by attitude change. With high involvement one would look for the classic, more dramatic, and more familiar conflict of ideas at the level of conscious opinion and attitude that precedes changes in overt behavior” (Krugman, 1965: 355).

The main impact of Krugman's conceptualisation is that it has stimulated the development of involvement concepts by consumer behaviour researchers. Subsequent comprehensive studies are conducted to investigate the concepts and meanings of involvement which are categorised under high involvement and low involvement.

Among these studies are the Elaboration Likelihood Model (ELM) by Petty, Cacioppo and Schumann (1983) which explains under what situations that a message cue will be able to persuade a consumer to purchase a product. According to ELM, there are two routes to persuade consumers to purchase a new product, that is central and peripheral, and the route chosen depending on a consumer's level of involvement. ELM model suggests that high involvement consumers are likely to be motivated to process central cues (such as message argument and its quality – known as the central route). In contrast, low involvement consumers are likely to be persuaded and focused on peripheral cues (such as a source characteristic not argument of the message – named as the peripheral route).

However, it is observed that in the earlier studies, most of the investigations on involvement are concentrated on mass media and communication such as in the field of advertisements and mass media messages and how audiences react to these ads messages, printed or broadcasted. From the conceptualisation of high and low media involvement, the focus of the researchers after Krugman's is to relate consumer involvement with products and purchases (Schiffman & Kanuk, 1998; Mowen & Minor, 2001; Sheth & Mittal, 2004).

Eventually, it is hypothesised that there are high and low involvement consumers, and there are high and low involvement purchases (Schiffman & Kanuk, 1998). The premise

of these two hypotheses is that a consumer's level of involvement depends on the degree of personal relevance that the product holds and the importance of the purchases to the consumers (Schiffman & Kanuk, 1998; Mowen & Minor, 2001; Sheth & Mittal, 2004).

In other words, consumers' involvement is high if the perceived risk of the purchases is relatively high and the prices of the products are expensive and therefore the needs for information search effort. On the other hand, if the involvement is low and the purchases involved low involvement inexpensive products and routine decision making, very little effort on an information search is required (Lamb, Hair & McDaniel, 2000; Kotler, 2003). Table 2.1 shows the differences between these two concepts of involvement in relation to consumer buying behaviour.

Table 2.1: Consumer Buying Behaviour – High Involvement and Low Involvement

Differences	High Involvement	Low Involvement
Significant Differences between Brands	Complex buying behaviour. <ul style="list-style-type: none"> - Price of products usually expensive, bought infrequently, risky and highly self- expressive. - Extensive search information and consumer's make thoughtful choice. - Examples of products are personal computer, car, a tennis racket, a designer label fashion clothing, branded perfumes and cosmetics. 	Variety-seeking buying behaviour <ul style="list-style-type: none"> - Price of products reasonably inexpensive, frequently purchased products. - Consumer switch to other brands not due to dissatisfaction but a desire to taste other brands or out of boredom. - Little information effort required. - Examples of products are cookies, biscuits.
Few Differences between Brands	Dissonance-reducing buying behaviour <ul style="list-style-type: none"> - The purchase is expensive, infrequent and risky. - Consumer compares price, quality and suitability of the products before deciding to purchase. - Examples of products are carpets, household and electrical appliances. 	Habitual buying behaviour buying behaviour <ul style="list-style-type: none"> - Price of products are usually inexpensive, frequently purchased products. - Consumers do not search extensively for information and do not make thoughtful decision making. - Examples of products are toothpaste, shampoo, salt, instant noodles, instant coffee and instant tea.

Source: Kotler, P. (2003). *Marketing Management* (11th Edition). Upper Saddle, New Jersey, Person Education, Inc., 200-202.

Examples of past studies conducted by consumer researchers on consumer involvement can be seen in Lastovicka and Gardner (1978), Clarke and Belk (1979), Petty and Cacioppo (1980), Kassarian (1981), Bloch and Bruce (1984), Schrader (1990), Muncy (1990), Hugh, Hutchins and Karathanassi (1998), Gordon, McKeage and Fox (1998), Warrington and Shim (2000), McColl-Kennedy and Fetter (2001), and Kim (2005). While, some researchers such as Kapferer and Laurent (1985), Zaichkowsky (1987), and Mittal (1989) develop and provide valid and reliable constructs to measure consumer involvement and/or product involvement.

On the basis of the arguments as discussed in the above section, it is in the interest of this current study to investigate the differences of consumer product involvement in relation to repurchase intention of certain categories of high involvement products and low involvement products chosen in this study. The following sub-sections will discuss the concept of consumer involvement, types of involvement and categories of involvement products - high and low involvement purchases, and high and low involvement products.

2.4.2 The Concept of Consumer Involvement

This section introduces the concept of consumer involvement, types of involvement and the differences between high involvement products and low involvement products in relation to the sets of variables used in the conceptual framework of this study, and argues the approaches taken by previous studies and the path of this current study in relation to high involvement products and low involvement products.

a. Consumer Product Involvement, Types of Involvement, High and Low Involvement Products

The relationships between product importance and product involvement are widely discussed in literature. Earlier definition by Howard and Sheth (1969) equated involvement with importance. Day (1970) defines involvement as the general level of interest in the object (product), or centrality of the object (product) to the person's ego structure. On the same notion, Bloch (1982: 413) defines product involvement as a unique relationship between consumer and product that is an unobservable state reflecting the amount of interest, arousal or emotional attachment evoked by the product in a particular individual.

On the other hand, Laurent and Kapferer (1985), Kapferer and Laurent (1985) posited that the meaning, value and the nature of relationships between consumers and product categories can be displayed in the form of involvement profiles. In similar tone, Zaichkowsky (1985: 342) also developed involvement constructs and she defined involvement as "a person's perceived relevance of the object based on inherent needs, values and interests". Jacoby and Hoyer (1989: 434-443) defined consumer involvement as "the perceived personal importance or interest attached to the acquisition, consumption, and disposition of a good, service or idea". Later Evrard and Aurier (1996) suggested that involvement was at the heart or the centrality of the "person-object relationship" and the relational variable that predicts purchase behaviour.

However, in this study, product involvement refers to the importance that consumers place on certain attributes and other determinants that influence their repurchase intention. This importance varies among different consumers depending on the product categories they decide to repurchase, that is, between high involvement products and

low involvement products. In literature, it is observed that there are several factors that influence the level of consumer involvement, which includes the type of products considered to be purchased; the characteristics of the communication received by consumer; the characteristics of situation within which the consumer is operating; and the personality of the consumer (Mowen & Minor, 2001: 39-40). In the context of this study, the focus is more on investigating the importance that the consumer places on two types of product categories that is, high involvement products and low involvement products. In other words, the importance that the consumer places on different attribute importance variables and interpersonal influence variables in relation to repurchase intention of these two types of product categories is determined. For this purpose, it is worth noting the two broad types of product involvement commonly found and widely researched in literature. These two common types of product involvement are situational involvement and enduring involvement (Richins & Bloch, 1986; Mowen & Minor, 2001: 39-40).

Situational involvement occurs over a short period of time such as a specific need to replace a product (Richins & Bloch, 1986; Mowen & Minor, 2001) which is not functioning properly, such as in the case where consumer wants to replace a tyre on his or her car. On the contrary, enduring involvement refers to a longer commitment and concern with a product class and consumer spends time thinking either on a daily basis or on a long term basis, which involves search effort activities and information processing and as well as a decision making process (Richins & Bloch, 1986; Mowen & Minor, 2001). For example, a consumer may think about or intend to purchase a new brand of car to replace the old one or perhaps whether to buy a new brand of cookies. This can be to fulfill his or her desire to look for varieties or out of boredom.

These two scenarios display a consumer buying behaviour and/or repurchase intention behaviour in relation to certain types of product categories, that is, high or low involvement products. These two broad categories of product purchasing require different types of buying decision process. Within this context, high involvement products are categories of products that the consumer purchases with several considerations in mind in terms of perceived importance and relevance of the purchase (Richins & Bloch, 1986; Mowen & Minor, 2001); Kotler, 2003). These products are expensive, usually infrequently purchased products and require a consumer to involve themselves in a complex decision making process (Kotler, 2003). On the other hand, low involvement products are inexpensive products which involve less search effort and the purchase decision making process is habitual (Kotler, 2003). For example, if the product considered to be purchased by the consumer is expensive, connotes social visibility, and involves risky decision, the level of importance and involvement will increase substantially in comparison to a situation of less expensive and less risky products or services purchase consideration (Kotler, 2003).

In past studies, it was observed that involvement scores for some product categories, such as dresses/fashion clothing, bras, television sets, washing machines, calculators, automobiles tend to command high level of involvement or importance than a product such as instant coffee, detergent, breakfast cereals, mouthwashes and oils (Laurent & Kapferer, 1985; Zaichkowsky, 1985; Rosa-Diaz, 2004). Most of these previous studies did not directly compare the attribute importance variables, interpersonal influence variables and its relation to repurchase intention behaviour with regards to high involvement products and low involvement products. The concerns of these studies centered on the degree of involvement display by the consumers when purchasing certain product categories and which products are considered as high involvement

products and which products categorised as low involvement products. In other words, even though some products were considered as important, especially food items, but not involving because the decision is habitual. On the other hand, eventhough the products are considered as not important but consumer involvement tends to be higher when the purpose of buying is for gift-giving. On this pursuit and to fill-in this gap, therefore, this study takes an initiative to investigate from a different perspective, that is, to determine the extent of attribute importance variables and interpersonal influence variables combined together to explain repurchase intention between high involvement products and low involvement products, in particular. Table 2.2 shows some examples of past research related to involvement in relation to the purchasing of high involvement products and low involvement products.

Table 2.2: Past Empirical Research on Involvement in Relation to Purchase High Involvement Products and Low Involvement Products

No.	Author (s)	Research Focus	Research Findings	Types of Product Categories
1.	Clarke & Belk (1979)	The effects of product involvement and task definition on anticipated consumer effort	The amount of effort is greater for high involvement products than for low involvement products. However, if the product is for gift-giving, even if it is uninvolved products, the amount of effort exerts is higher especially during peak holiday gift giving periods.	High and low involvement products (bubble bath, blanket, record album and jeans).
2.	Zaichkowsky (1985)	Measuring the involvement construct	There was a positive relationship between the scale scores and the subjects' responses to the statements of theoretical propositions pertaining to involvement.	Low and high involvement products.
3.	Beharrel & Denison (1995)	Involvement in a routine food shopping context	Association between purchase involvement and brand commitment is significant even if the product is of low involvement categories, indicating that strong brands are highly involving. The powerful influence of involvement on purchase intentions by brands within product class is significant.	Low involvement products (preserves, bakery, cereals, dairy, soup, toiletries, fresh meat).

'Table 2.2, continued'

4.	Foxer & Pallister (1998)	Measuring purchase decision involvement for financial services: comparison between the Zaichkowsky and mittal scales	Buyers are more involved in buying life insurance, mortgages and savings and investment, using Zaichkowsky personal involvement inventory measurements. However, buyers are more involved in buying mortgages and savings and investment using Mittal purchase involvement measurements.	Financial services (pensions, life insurance, mortgages, savings and investments).
5.	Hughes, Hutchins & Karathanassi (1998)	Purchase involvement methodology and product profiles: the case of cheese products in Greece	Consumers consider purchasing certain types of cheese as important but not involving.	Low involvement products (cheese)
6.	Gordon, Mckeage, & Fox (1998)	Relationship marketing effectiveness; the role of involvement	The findings indicate that relationship marketing tactics increase purchase likelihood in situation when buyer involvement is higher. The results also suggest that culture and gender also influence relationship marketing effectiveness.	High involvement products (jeans).
7.	Warrington & Shim (2000)	An empirical investigation of the relationship between product involvement and brand commitment	Product involvement and brand commitment are not highly related ($r=0.20$, $p=0.05$). Product involvement and brand commitment significantly influence product evaluation as well as sources of brand information.	High involvement products (jeans)
8.	Mckoll-Kennedy & Fetter, Jr (2001)	An empirical examination of the involvement to external search relationship in services marketing	Involvement does indeed impact search, which indicates that consumer views external search as important to reduce perceived risk. Consumer involvement is especially manifested in terms of search source and effort.	Service settings (life insurance, furnace overhaul, exercise club, vacation in Caribbean)
9.	Qvester & Lim (2003)	Product involvement/brand loyalty: is there a link?	There is a significant relationship between involvement and brand loyalty ($p=0.05$).	Low and high involvement products (sport shoes/sneakers and ball-point pen)
10.	Hansen (2005)	Perspective on consumer decision making: an integrated approach	Quality and attitude predicts consumer buying intention. The results also indicate that consumer will be likely to be involved when involvement is based on positive motivations like buying shrimps and cheese for guest purposes.	Low involvement products (shrimps and cheese)
11.	Kim (2005)	Consumer profiles of apparel product involvement and values	Overall mean scores for each dimension, respondents' involvement with three involvement dimensions; perceived importance/risk, perceived symbolic/sign, and pleasure/interest are relatively high.	High involvement product (apparel)

'Table 2.2, continued'

12.	Kinard & Capella (2006)	Relationship marketing: the influence of involvement on perceived service benefits	The findings indicate that consumers perceived greater relational benefits when engaged in a relationship with a high contact (hairdresser/barber haircut), customized service versus a more standardized, moderate or low contact service (fast food restaurants).	Service settings (fast food restaurants-low contact and hairdresser-high contact)
13.	Clarke (2006)	Christmas gift giving involvement	Moderate involvement is indicated. Parents appear to consider gifts in terms of product category first then choose the brand.	Christmas gifts (high involvement)

2.5 Attribute Importance Variables, Interpersonal Influence Variables and Consumers Purchasing Behaviour a Review

Understanding consumer behaviour is paramount for both marketers and businesses alike. Two factors critical to understanding consumer behaviour are: firstly, the degree of differentiation that a consumer perceives in the product or service; and secondly, the fundamental determinant of consumer behaviour is their degree of involvement in the purchase (Lamb, Hair, & McDaniel, 2000; Kotler & Armstrong, 2003; Blackwell, Miniard, & Engel, 2004). Conceptually, consumer buying decisions generally fall along the continuum of three broad categories: routine response behaviour or habitual decision making; limited-decision making; and extensive/complex decision-making (Lamb, Hair, & McDaniel, 2000, Kotler, 2003).

The common notion is a consumer tends to be highly involved when they purchase expensive items, and less involved when they purchase low involvement products that they purchase frequently and the price is less expensive (Blackwell, Miniard, & Engel, 2004). Prior to choice decision or purchase intention, consumers have placed a number of attributes in his or her choice sets, in order of importance and relevance. Among these attributes are worth and quality, and consumers tend to use price as a proxy to quality (Lichtenstein, Bloch, & Black, 1988; Dodds, Monroe, & Grewal, 1991; Ofir,

2004). However, studies also reveal that, besides price and quality, other cues that are also considered as more important to assess the product's worth, are attributes such as brand, store name, past experience, attitude and product information (Stafford & Enis, 1969; Erikson & Johansson, 1985; Cury & Riesz, 1988; Zeithaml, 1988; Tellis & Geath, 1990; Dodds, Monroe, & Grewal, 1991).

Brand name, for example, often signals as a cue or as a surrogate of product quality use by consumers in their evaluation of goods or services before they decide to purchase. Some researchers argue that the effect of price tends to be stronger when it is presented alone as compared when it is combined together with brand name (Dodds & Monroe, 1985; Dodds, Monroe, & Grewal, 1991). On the other hand, Bristow, Schneider, & Schuler (2002) suggest that if consumers believe that there are differences among brands, then the brand name becomes the center piece of information in the purchase decision or repurchase intention and the dependence on the usage of brand name in the search information will likely increase.

Consumers, sometimes, associate themselves to a given brand name when they make brand choice, and also make their brand choice based on associations with manufacturer's brand name (Fugate, 1986; Aaker, 1997). Besides, brand names contribute value to the consumer's image, as well as the economic success of the businesses, and it also can affect preference, purchase intention and consequently, sales (Alreck & Settle, 1999; Ataman & Ulengin, 2003).

Another branch of consumer behaviour research related to brand is that, consumers use brands to create or communicate their self-image or status (O' Cass & Frost, 2002; Escalas & Bettman, 2003).

Besides brand names, product information also triggers a consumer to purchase or not to purchase. An economic theory of information was first proposed by George Stigler in 1961. Accordingly, this theory assumes that the markets are characterised by price dispersions and both seller and buyer has little information about this dispersion of prices (Avery, 1996). As such, the consumer has to engage in search activity in order to obtain information about the products and price at cost.

According to Avery (1996) rational consumers are assumed to search for product information/price information to a point where the marginal benefits of search are equal to the marginal costs of search. The search for product information varies in accordance to price and quality perception on products or services to be purchased. If consumers perceive that there is a high level of price and higher quality variability in the market then they should be more willing to engage in search activities for price and quality information (Avery, 1996).

Consumers' purchase/repurchase intention or purchase decision for a product and/or service is driven by various reasons, which can be triggered by rational or emotional arousal (Schiffman & Kanuk, 2004). For example, consumers use brands to communicate their self-image or status, and the brand images chosen must be congruent to their own and match to groups they aspire to establish an association with (Burnkrant & Cousineau, 1975; Bearden, Netemeyer, & Teele, 1989; O' Cass & Frost, 2002; Escalas & Bettman, 2003).

Similarly, consumers will seek others who are significant to them for information (informational influence) or wish to associate or bond with, that is, the group social norms (normative influence) with whom consumers aspire to in order to establish a

psychological association or bonding such as friends, neighbours, and the like (Bunkrant & Consineau, 1975; Park & Lessig, 1977; Bearden, Netemeyer, & Teele, 1989; Murali, Laroche, & Pons, 2005; Kropp, Lavack, & Holden, 2005; Kropp, Lavack & Silvera, 2005).

All these attributes (quality, price, brand name, product information) and the influence of significant others (interpersonal influence - normative and informational) in one way or another will trigger consumer actions to purchase or repurchase or not to purchase or repurchase a firm's product offerings in the market. Besides, to determine whether a consumer level of involvement is high or low is depending on the types of product categories to be purchased or repurchased.

However, in a normal situation, before a consumer makes a final decision whether to purchase or repurchase a product, he or she has to undergo several stages beginning with problem identification, information search, evaluation of alternatives, then purchase decision and post purchase behaviour regarding product choice, brand choice, dealer choice, purchase timing and purchase amount (Kotler, 2003).

Furthermore, while in the process of search information, making an evaluation on several alternatives and choice decision a consumer is exposed to other variables that may moderate his or her purchase decision/repurchase intention such as prior product knowledge, past experiences with the products and product's familiarity. Therefore, it is the intention of this study to explore the possibility of these issues using high involvement products and low involvement products as a comparison. The following sub-section summarises the direction, the research conceptual framework and the reference theory adopted by this study.

2.6 The Development of Research Conceptual Framework a Summary

As discussed in the previous section, past and recent studies provide empirical evidences that suggest the existence of a relationship between attribute importance variables and purchase or repurchase intention. Nonetheless, within the domain of service marketing studies the determinants that influence consumers' repurchase intention and satisfaction are widely investigated and researched in comparison to tangible consumer products, both high involvement products and low involvement products.

These determinants include service quality determinants such as reliability, access, courtesy, competence, responsiveness, tangibles, credibility, communication, customisation, understanding customers' needs, and security (Parasuraman, Zeithaml & Berry, 1988; Ghobadian, 1994; Mittal & Lassar, 1998). Other determinants that are also mentioned in past studies include past experience, prior knowledge or familiarity, culture, demographic variables such as income, education, household size, children and so forth.

Likewise, the studies on consumer susceptibility to interpersonal influence are also well research but the study directly investigating the relationship between interpersonal influence variables and consumers repurchase intention is still not well established. Furthermore, in the literature, past studies which integrate attribute importance variables, interpersonal influence variables in explaining repurchase intention is also unclear and neglected area of research.

It is also noted in the literature that the moderating role of consumer prior product knowledge in the relationship between attribute importance variables, interpersonal

influence variables and repurchase intention is also very fuzzy, except for two studies conducted by Biswas and Sherrel (1993), and Blair and Innis (1996). However, these two studies only investigate the influence of prior product knowledge and brand name on internal price standards and confidence and the effects of prior product knowledge on the evaluation of warranted brands respectively.

Theoretically, the common notion is that satisfaction and attitude are two major variables explaining customer repurchase intention (Oliver, 1980; Bearden & Teele, 1983). In this perspective, customer satisfaction is the overall pleasure and contentment resulting from past experiences with a product or service leading to the development of customer's positive attitude, neutral or negative disposition towards a product or service and then in turn will result in repeat purchase (repurchase) or switching behaviour in the case of dissatisfaction (Hellier, et al., 2003).

However, the antecedents of satisfaction and attitude in explaining customer repurchase intention are found to be not consistent in past research. For example, in Hellier, et al., (2003) indicate that customer satisfaction did not significantly has a direct positive relationship with customer repurchase intention and loyalty. Their study found out that other variables such as brand preference/name has a direct positive effect on repurchase intention and customer loyalty has a direct positive effect on brand preference/name. Syzmansky and Henard's (2001) also reported that satisfaction fails to explain repurchase behaviour. In contrast, several other past studies suggest that besides satisfaction, product information, price, quality, brand name significantly predict customer repurchase intention (such as in Olsen, 2002; Jiang & Rosenbloom, 2005; Aydin, & Ozer, 2005; Dholakia & Zhao, 2010; Ranjbarian, et al., 2012).

It is also observed that, few past studies indicate that satisfaction has a significant positive relationship with customer loyalty (Bruner, Stocklin & Opwis, 2008). But, it is argued that satisfied customer does not necessarily explain repurchase intention because there are indications that other situational factors and switching behaviour may influence this behaviour (Aydin & Ozer, 2005). In other words, a customer may be satisfied with the products or services, but they still can buy similar products from competitors with better offering, in terms of quality and brand image (Aydin, & Ozer, 2005).

Due to these conflicting findings amongst past studies, therefore this study takes a difference perspective and attempts to investigate these issues by focusing on stochastic approach which assumes that customer repurchase intention as a behaviour rather than taking a deterministic approach which assumes that customer repurchase intention as an attitude (Ehrenberg, 1988, cited in Aydin & Ozer, 2005).

Hence, this study follows the path that assumes a consumer repurchase intention is influenced by a number of factors that affect this behaviour such as attaching the importance of certain product attribute variables/attribute importance variables before a customer intends to repurchase certain types of product categories. For this purpose, satisfaction and attitude are dropped from the research conceptual framework of this study. However, other marketing factors such as quality, price, brand name, and product information are maintained and included as the independent variables to influence repurchase intention using high involvement products and low involvement products as a comparison.

Further more, although in literature, there are many product attribute variables/attribute importance variables that influence repurchase intention and/or purchase behaviour, but very limited studies that examine the relationship among all these sets of variables concurrently and jointly. For example, out of 62 articles reviewed related to product attributes and purchase and/or repurchase intention, none of these studies take or jointly combined all the available attributes in one study. For instance, in Wee, Tan and Cheok (1995), they only investigated the influence of non-price determinant/attribute (perceived quality combined with other non-price variables) on consumer behavioural purchase intention.

Whereas in other instances, some studies concentrated on price, quality and brand name in predicting consumer purchase behaviour intention and product preferences (such as indicated in Zeithaml, 1988; Wickliffe & Psyarchik, 2001). On the other hand, Dodds, Monroe and Grewal (1991) investigated the effect of price, brand name and product information (store information) on consumer's product evaluation and purchase behaviour. Some studies focused only on brand name and product information search to understand consumers' behaviour (such as in Bristow, Schneider & Schuler, 2002; Punj & Brookes, 2002; O'Cass & Grace, 2003; Dimara & Skuras, 2005)

Therefore, in this study and with reference to past literature, only four variables are chosen which include quality attribute, price attribute, brand name attribute and product information attribute. In this pursuit, one of the main objectives of this study is to determine the prediction power of attribute importance variables (quality, price, brand name and product information) in relation to repurchase intention and to test the strength of relationship among these variables using high involvement products and low involvement products as a comparison.

Another area incorporated in the current study's conceptual framework is taken from social factors in the form of interpersonal influence/group influence variables (normative and informational influence) as independent variables in explaining repurchase intention. These two dimensions of interpersonal influence variables are taken with a strong belief that a person's reference groups directly or indirectly influence his or her behaviour and attitude towards a product or service. This is evidenced in past studies suggesting that social factors strongly influence an individuals' repurchase intention (Chang, et al., 2010).

Past research also indicate that the influence of reference groups or social norms usually stronger for both product and brand choice which are mainly applicable to high involvement products such as automobiles and television, expensive furniture, and designer label fashion clothing; and products that are bought for gift-giving; products that are treated as a taboo to certain groups or social groups such as beer and cigarettes (Kotler, 2003; Clarke, 2006; Chang, et al., 2010). Hence, the next main objective of this study is to determine the extent that interpersonal influence both in the form of normative influence and informational influence predict a consumer's repurchase intention making a comparison between high involvement products and low involvement products.

Consumers are dynamic human being. They may have decided to purchase or repurchase certain types of products/brands but they are also exposed or overloaded with the latest information about a product's worth or some sort of prior knowledge about the products. The information gathered or experienced may impact their repurchase intention because consumers sometimes make a decision based on recent information and their own heuristic judgment. It is indicated that in a few past studies,

researchers have found that a customer prior knowledge or familiarity has a role in relation to repurchase intention. Empirical evidences from earlier studies also suggested that consumers use prior knowledge as a cue in products evaluation before they make a purchase (Rao & Monroe, 1989; Peracchio & Tybout, 1996). For example, Soderlund (2002) concludes that high familiarity (knowledgeable) customers are more likely to repurchase in comparison to low-familiarity (less knowledgeable) customers. Tuu, Olsen and Linh study's (2011) also indicated that when objective knowledge plays a role as a moderator, customer satisfaction and loyalty (repeat purchase/repurchase intention) towards a product increases. Esch, et al., (2006) reported that prior knowledge or awareness on product/brand has not directly affected future purchase (repurchase intention). However, this relationship is indirect through knowledge and awareness of brand image of a product to be purchased or repurchased.

Hence, it is observed that in literature, research on consumer prior knowledge as a moderator variable between attribute importance variables and interpersonal influence variables in relation to repurchase intention is a neglected area of research. As such, this study attempts is to explore the possibility of consumer prior product knowledge to moderate the relationship between these two set of variables in relation to repurchase intention using high involvement products and low involvement products to make a comparison.

Therefore, in view of these arguments, to fill-in the gap in the literature and as well as extending to the body of new knowledge in consumer behaviour modeling, this study attempts to explore, in specific the relationship amongst all these variables (attribute importance variables, interpersonal influence variables and repurchase intention) pertaining to consumers intend decision to repurchase selected high involvement

products and low involvement products. In this case, consumer prior product knowledge is predicted to moderate these relationships. For the purpose of this study, the following research conceptual framework is developed as depicted in Figure 2.7.

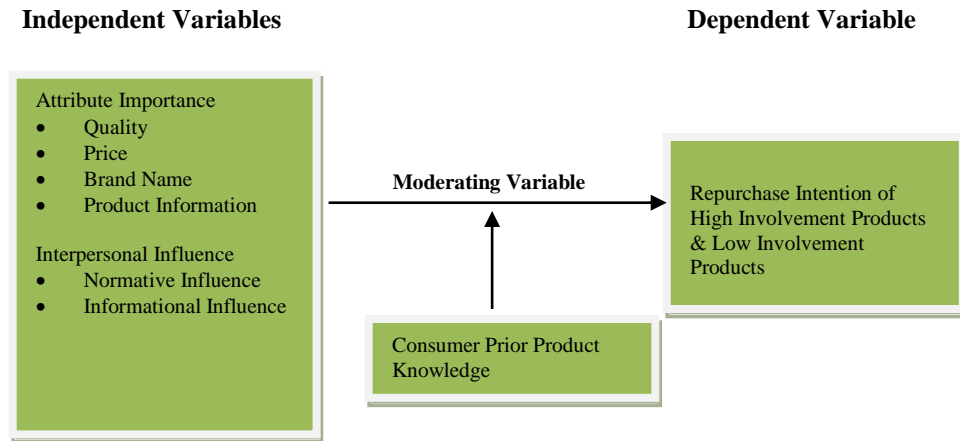


Figure 2.7: The Research Conceptual Framework of the Study

The research conceptual framework of this study is developed based on stochastic models of brand choice and purchase incidence as modified by Jones and Zufryden (1980). The justification of using stochastic consumer buying behaviour model as a frame of reference has been explained in details in chapter 1. The current research conceptual framework is tested using standardised multiple regression procedures to determine the linear relationship between the main variables used in the study.

Mean while, hierarchical multiple regression analysis is performed to test the moderating effect of consumer prior product knowledge in the relationship between attribute importance variables, interpersonal influence variables and repurchase intention. Descriptive statistics and multivariate analysis of variance (MANOVA) are employed to analyse categorical and non-metric data. The following sub-sections review the main variables used in this study and intensively discusses the link among these variables (independent variables, dependent variable and the moderator variable).

2.7 Attribute Importance, Interpersonal Influence and Repurchase Intention

2.7.1 Attribute and Attribute Importance Variables a Review

a) Attribute Variable

The consumer purchase decision or repurchase intention is determined by several factors, such as the specific attributes that a consumer associates with a product in terms of quality, price, brand name, product information and the like. These attributes can be both intrinsic and extrinsic.

Intrinsic cues involve the physical composition of a product and extrinsic cues are product-related but not part of the physical product itself (Zeithaml, 1988). Examples of intrinsic cues are flavour, colour, texture, sweetness and so forth and extrinsic cues include attributes such as quality, price, brand name, store name, level of advertising and the like (Zeithaml, 1988).

An attribute by far is one of the main indicators that consumers search for when they decide to purchase/repurchase products or specific product categories regardless of whether the products are durables or non-durables, high involvement products or low involvement products, and whether the purchases are high involvement purchases or low involvement purchases. Attributes or commonly referred to as product attributes are used interchangeably in literature (Zeithaml, 1988).

b) Attribute Importance Variables

Attributes also differ widely in terms of importance and relevance for different consumers. In specific terms, Mowen and Minor (1998: 246-249) postulated that “attribute importance is defined as a person’s general assessment of the significance of an attribute for products or services of a certain type”. This definition equates

Blackwell, Miniard and Engel (2001) image analysis or assessment of the product to be purchased which involves a consumer examines and analyses the product's attributes and associations, which can be in the form of product-related (such as taste, texture, colour, flavor, etc.) or not product related (such as product's reliability, product's quality, product's brand name, general product's information, labeling and nutritional information, etc.).

These several attribute importance variables or the attributes that consumers associate to products or services in the process of assessing the product's or service's worth has also been strongly linked to prestige and self expression (Erickson & Johansson, 1985; Lichtenstein, Ridgway & Netemeyer, 1993), particularly in terms of quality, price and brand name. Fugate (1986) used the term determinant attributes to denote attributes importance. These attributes would be used by consumers to compare alternatives, then assessed among these alternatives to decide which one will be considered as important by the consumers and would significantly influence their buying or purchasing decisions.

In literature, product characteristics, product attributes, attribute importance variables or determinant attributes are of the same taxonomy. Examples of past research that developed measurements/items to measure specific attributes importance variables/product attributes are those conducted by Fugate (1986) - price and brand name scale, Sproles and Kendall (1986) - quality and price scale, Lichtenstein, Ridgway and Netemeyer (1993) - price scale, Quester and Smart (1998) - price attribute importance scale, Wickliffe and Psyarchik (2001) - brand and price scale, Bristow, Schneider and Schuler, (2002) - brand name scale, and Aliman (2007) - product information scale.

Among the common attribute importance variables (product related or physically not product-related) in past research that are considered as important by consumers when making an assessment whether to purchase or not certain types of product categories or services are quality, price, brand name/image, product information, labeling, package, taste, colour, flavour, texture (Banks, 1950; Brown, 1950; Zeithaml, 1983; Asseal, 1987; Sproles & Kendall, 1986; Zeithaml, 1988; Murray, 1991; Mowen & Minor, 1998; Quester & Smart, 1998; Schiffman & Kanuk, 2001; Wickliffe & Pysarchik, 2001; Punj & Brookes, 2002; Ataman & Ulegin, 2003; Escalas & Bettman, 2003; Ofir, 2004; Brady, Bourdeau & Heskell, 2005; Chen, Chang & Chang, 2005; Dimara & Skuras, 2005; Hansen, 2005; Akir, Sidi, Malie & Wan Sunusi, 2007; Akir, Sidi & Malie, 2008; Akhter, 2009; Akir & Othman, 2010; Hess & Hensher, 2013).

These attributes are indicators used by consumers to evaluate a product's worth and common determinants that determine a consumer purchase intention and/or repurchase intention across broad product categories including both tangible and intangible products (services), and high involvement products and low involvement products. However, most of these past studies discussed the consumer purchase intention, but not directly related to repurchase intention, such as found in Jones and Zufryden (1980), Nicholls, Roslow and Dubliss (1996), Nicholas (1997), Nicholls, Li, Mandokovic, Roslow and Kranendonk (2000). These studies reported on consumer purchase behaviour, then analysed the purchase frequencies and several factors that influence these behaviours. The products used for the analysis were low involvement products that the consumer bought on a routine basis, that is food and beverages and other products (product categories other than food and beverages), indicating the use of low involvement products.

While other studies reported the price-quality relationship, the role of price, product information and brand name in influencing purchase intention, such as in Standford and Enis (1969); Erickson and Johansson (1985); Chang and Wildt, (1994); O' Cass and Frost (2002). Some of these studies concentrated on high involvement products, while others used only low involvement products in their investigation. Some studies compared both high involvement products and low involvement products (such as in Wee, Tan & Cheok, 1995; Bristow & Asquith, 1999).

Consistent to involvement theory and consumer relevance, most studies suggest that consumer's involvement is high if the purchase involve high involvement products, the purchase decision is risky and complex in comparison to purchasing low involvement products which is less expensive, require little search and routine decision (Laurent & Kapferer, 1985; Zaichkowsky, 1985; Richins & Bloch, 1986; Mowen & Minor, 2001; Kotler, 2003; Rosa-Diaz, 2004). In other words, the importance that a consumer places on an attribute depending on the types of product categories that he or she intends to purchase or repurchase. Further, the degree of importance varies among different level of consumers' product involvement.

These past studies as mentioned above are few of the examples that display an explicit gap in past research concerning the linkages between attribute importance variables and repurchase intention as far as tangible consumer products are concerned. Nevertheless, several studies on the relationship between attribute importance variables and repurchase intention, also known as customer loyalty or re-patronage are common in other types of industries such as in the service industry, conventional retailing, online retailing and restaurants (Aydin & Ozer, 2005; Joo, 2007; Brunner, Stocklin & Opwis, 2008; Yang, 2009; Tuu, Olsen & Linh, 2011).

Hence, for the purpose of this study, only four attribute importance variables which are quality attribute, price attribute, brand name attribute and product information attribute taken to be included in the study conceptual framework. The choice of these attributes is based on past research which connote that consumer behaves differently and evaluates a product importance and relevance on the basis whether the purchase involves high involvement products or low involvement products when they decide to make repurchase intention decision. Although there are several attributes that may influence repurchase intention, however, it is impossible to investigate all these relationships simultaneously and jointly. Therefore, it is worth noting to further investigate the linkages of attribute importance variables and repurchase intention and test these relationships in the context of repurchase intention of high involvement products and low involvement products.

2.7.2 Interpersonal Influence Variables a Review

Apart from attribute importance variables, the other important variables that influence consumer purchasing behaviour/decision and intention to purchase is consumer susceptibility to interpersonal influence in the form of normative influence and informational influence. In other words, the influence of significant others that consumer considers as important references in the process of making a purchase decision. These significant others include family members, spouses, friends, neighbours, salespersons and the like. The concept of interpersonal influence or susceptibility to interpersonal influence has its origins in the work of McGuire's (1968) concept of influenceability. According to this concept, an individual tends to have a significant positive relationship to his or her influenceability in a range of other social situations such as shopping with companions or a need to replace an old product with a new one.

While, Bearden, Netemeyer and Teel (1989: 473) definition on the concept of consumer susceptibility to interpersonal influence as “the need to identify with or enhance one’s image in the opinion of significant others through the acquisition and use of products or brands, the willingness to conform to the expectations of others regarding purchase decisions, and/or the tendency to learn about products from others” before making a purchase. This concept reflects both normative influence and informational influence as proposed by psychologists (Deutsch & Gerard, 1955; Kelman, 1958). Informational influence is viewed as the tendency to accept information as evidence of reality by observing others or actively seeking information from others who are knowledgeable (Deutsch & Gerard, 1955; Kelman, 1958; Park & Lessig, 1977).

The concept of consumer susceptibility to interpersonal influence also reflects informational influence, value expression and utilitarianism as postulated by behaviourists (Burnkrant & Cousineau, 1975; Park & Lessig, 1977; Bearden & Etzel, 1982). Normative influence is thought to either value expressive or utilitarian factors (Bearden, Netemeyer & Teel, 1989: 473). On the other hand, consumer susceptibility to informational influence is reflected in the desire to obtain objective information about products or brands (Netemeyer, Bearden & Teel, 1992: 380-381).

In this context, depending on the nature of the purchase, that is, situational or enduring, a consumer choice varies across product categories, whether high involvement products or low involvement products, and durables or non-durables. Several studies in the past reported that the consumer intention to purchase a product is influenced by the presence of others (such as family members or friends). Social shoppers (those with companions) tend to purchase more in comparison to solitary shoppers (those who shop alone). For instance, Nicholls, Roslow and Comer (1996); Nicholls, Roslow and Dublish (1997:

198), concluded that “there appears to be connection between shopping with companions and purchase behaviour among Hispanics shoppers”. In another instance, a cross-cultural study by the same researchers (Nicholls, Roslow & Comer 1996; Nicholls, Roslow & Dublish, 1997) also confirmed the existence of a significant relationship between the presence of others or companions and purchase decision. However, the relationship between shopping with companions is found to be significant for American shoppers but has no effect on purchasing decisions for Indian shoppers. The findings of these studies are consistent with Belk’s (1975) concepts of situational variables and its relationship on aspect of consumer behaviour, that is, the social surroundings, such as the presence of other persons will influence one’s purchase decision.

Similarly, Park and Lessig (1977), Bearden, Netemeyer and Teel (1989), Netemeyer, Bearden and Teel (1992) also postulated that other people have a decisive role in consumer purchase behaviour and consumers are susceptible to that influence. Later studies such as those reported in Kropp, Lavack and Holden, (1999), Mangleburg, Doney & Bristol, (2004), Murali, Laroche and Pons, (2005), and Kropp, Lavack and Silvera (2005) concluded that significant others (interpersonal influence) play an important role in consumers purchase decision. They are also susceptible to interpersonal influence such as in the form of normative influence and informational influence.

As mentioned in earlier discussions, in terms of theory and empirical evidence, the relationship between consumer susceptibility to interpersonal influence in the form of normative influence and informational influence are self-explanatory. In other words, most of the time the consumer will refer to others who are important to them when in

the process of making a decision to purchase or not to purchase a product or service, no matter whether the products are high involvement products or low involvement products. Several of these past empirical evidence point only to the relationship between consumer susceptibility to interpersonal influence in regards to purchase decision and purchase intention. But only few studies such as those conducted by Chang, et al., (2010), and Wong and Osman (2013) reported that group influence or norm has a direct significant relationship with repurchase intention in the case of repurchase intention for cigarettes and fashion clothing.

Nevertheless, there are indications that suggest interpersonal influence or group influence are common for products which is expensive and highly involving such as designer fashion clothing, expensive furniture and automobiles, products which are taboo to social norms and products which are bought for gifts in comparison to low involvement products (Kotler, 2003; Clarke, 2006; Chang, et al., 2010; Wong and Osman, 2013). If low involvement products are bought for “gift-giving” then consumer high involvement in this case is temporal and situational (Clarke, 2006). Nonetheless, the probability of consumer susceptibility to interpersonal influence in the form of normative influence and informational influence is relatively neglected area of research as far as repurchase intention behaviour is concerned.

In other words, does interpersonal influence also has an impact on consumers’ repurchase intention in relation to purchasing high involvement products and low involvement products? These linkages are not well-established in the literature. As such, it could not be conclusively assumed that interpersonal influence also influences repurchase intention. In this context, this study intends to further investigate the probability of this relationship.

2.7.3 Repurchase Intention a Review

A consumer goes through five stages in his or her decision making process, that is, need recognition, information search, evaluation of alternatives, purchase and finally post purchase behaviour (Lamb, Hair & McDaniel, 2000; Kotler, 2003). In this regard, purchase behavioural intention can be referred to as a person conscious plan to exert an effort to carry out a particular behaviour with intentions being formed by personal evaluation and normative influence (Eagly & Chaiken, 1993). Zeithaml, Berry and Parasuraman (1996) describe repurchase intentions alongside with loyalty, as a person willingness to pay a price premium, word-of-mouth communication and complaining which represent the five behavioural intentions.

As such, repurchase behavioural intention refers to a person's willingness to re-buy in the future or as equated with Oliver's (1997:35) definition, the behavioural intention as a person's "conative loyalty" or an "intention to re-buy". Hellier, Geursen, Carr and Rickard (2003: 1764) define repurchase intention as "the individual's judgment about buying again a designed service from the same company, taking into account, his or her current situation, and likely circumstances". In other word, repurchase behaviour is a form of an individual loyalty towards people, organizations, products or services. Therefore, the customer disposition to repurchase is an essential element of loyalty and an outcome of a satisfaction process (Anderson, Fornell & Lehmann, 1994; Anderson & Mittal, 2000; Law, Hui & Zhao, 2004).

In the domain of service marketing and industry, repurchase intention often equates as consumer loyalty towards the services provided by the service providers. In other words, the loyalty and repurchase intentions aspects of the taxonomy are similar in nature (Zboja & Voorhees 2006: 383).

On the other hand, Soderlund (2003: 870) reported that customers who are highly satisfied (under condition of high performance) and are high-familiarity customers (very knowledgeable customers) are significantly ($p = 0.001$) more likely to repurchase than low familiarity-customers. On the other hand, dissatisfied customers (under condition of low performance), who are high-familiarity customers has significantly lower level of repurchase intentions than low-familiarity (less knowledgeable) customers ($p = 0.002$) (Soderlund, 2003).

In conclusion, based on the discussions above, a consumer's repurchase behavioural intention can be predicted by several determinants based on circumstances and situations such as attitudes, subjective norms, perceived quality and value, attributes which include price and non-price determinants such as quality, brand name, product information and labeling, packages, tastes, store names, accessibility, availability and customers demographic characteristics as well as customers susceptibility to interpersonal influence, that is, the influence triggered by others or groups.

In addition, for the purpose of this study and reference from many past surveys, questions on purchase and repurchase intentions covered a wide variety of consumer goods both frequently purchased and infrequently purchased and expensive items, with a time frame of purchase or repurchase intentions between one week to 24 months (Morisson, 1979). The following sub-sections review consumer prior product knowledge as the moderator variable in the relation between attribute importance variables, interpersonal influence variables and repurchase intention.

2.8 Consumer Knowledge and Consumer Prior Product Knowledge a Review

Generally, an individual knowledge is stored in both short-term and long-term memory. In a marketing context, long-term memory is a person's knowledge about a consumption environment. Hence, consumer knowledge refers to the amount of experience and the information that a person has about particular products or services (Mowen & Minor, 2001: 62).

There are three broad types of knowledge: objective knowledge, subjective knowledge and information about the knowledge of others. Mowen and Minor (2001) refer to objective knowledge as the correct information a consumer has about a product class or service; while subjective knowledge is how much a consumer knows or thinks he or she knows about a product or service; and information about knowledge of others is concerned with how much others know about products or services.

In the literature, it is postulated that a consumer often obtains knowledge through the process of cognitive learning, that is, learning through formal education, which is external in nature and learning through a person's experience, which is internal (Mowen & Minor, 2001; Lamb, Hair & McDaniel, 2000; Kotler, 2003; Schiffman & Kanuk, 2004). Within this context, consumer prior product knowledge refers to a consumer knowledge stored in his or her long-term memory as a result of his or her formal learning and experience with a particular product or service.

It is acknowledged that, in some studies, experience and familiarity has been used as a proxy for knowledge (Moore & Lehmann, 1980; Rao & Monroe, 1988). Consumer knowledge is also known and discussed under various labels, such as frequency and expertise (Park & Lessig, 1977; Alba & Hutchinson, 1987; Biswas & Sherrell, 1993;

Blair & Innis, 1996). It is observed that, knowledge and search use interchangeably in the sense that people who are knowledgeable tend to search more and those people who are less knowledgeable tend to search less. However, the issue of the effects of prior product knowledge on aspects of consumer behaviour in terms of search behaviour is a continuous controversy in the literature (Fiske, Luebbehusen, Miyazaki & Urbany, 1994).

In the service industry and fashion industry, for example, prior product knowledge often equates to past experience or familiarity (Kujala & Johnson, 1993; Biswas & Sherrel, 1993; Blair & Innis, 1996; O’Cass & Frost, 2002). In the literature, the role of prior product knowledge in moderating the relationship between attribute importance variables, interpersonal influence variables on repurchase intention is not well documented or discussed, in particular in relation to purchasing high involvement products and low involvement products.

However, in the concept of consumer involvement and making decision process, a consumer is said to be involved in search activity (to obtain prior knowledge about a product or service) when confronted with the choice of purchasing certain types of product categories, which the consumer is not familiar with or has prior knowledge about the product or service. This level of involvement varies according to product categories (high involvement products or low involvement products) and the relevance and importance of the purchase to a consumer. Therefore, it is assumed that consumer prior product knowledge and past experience with the product categories may moderate his or her decision when considering repurchasing the same product categories in future.

Hence, the intent of this study is to fill-in this gap and investigate the probability of consumer prior knowledge in moderating this relationship among the sets of independent variables and dependent variable in this study.

In other words, it is hypothesised that consumer prior product knowledge moderates the relationship between attribute importance variables - quality attribute, price attribute, brand name attribute and product information attribute on repurchase intention for high involvement products and low involvement products; and consumer prior product knowledge moderates the relationship between interpersonal influence variables - normative influence and informational influence on repurchase intention for high involvement products and low involvement products.

2.9 The Link between the Independent Variables and the Dependent Variable

This section reviews the link between quality attribute, price attribute, brand name attribute, product information attribute and repurchase intention. The elaboration is provided in the following sub-section.

2.9.1 Linking Quality Attribute Importance and Repurchase Intention for High Involvement Products and Low Involvement Products

Quality is one of the indicators that drive a consumer to purchase products or services. Tellis and Gaeth (1990: 34) define quality as a product's outcome or performance according to specifications and information as the consumer's knowledge of the product's outcome. On the otherhand, quality has been variously defined as fitness for use, conformance to requirements and freedom from variation (Kotler & Armstrong, 1996).

Attributes that signal quality can be in the form of intrinsic cues and extrinsic cues (Olson, 1972; Zeithaml, 1988). Intrinsic cues involve the physical composition of the product, for example, in beverages, these cues include flavour, taste, colour, degree of sweetness; and extrinsic cues are product-related, but not part of the physical product itself such as price, brand name, quality and level of advertising (Zeithaml, 1988: 6; Hansen, 2005: 502).

According to cue utilisation theory, when consumers face with uncertainty regarding which cues are relevant and important, consumers usually select one or more cues such as quality attribute as a basis of assessment to overcome their uncertainty and lack of information on the products to be purchased (Olson, 1972; Olson & Jacoby; 1972). Hansen (2005) also reported that depending on situation and purpose of the purchase, a customer reference on quality and product involvement varies and indicates that consumer involvement is high if the motive of buying is positive, that is, buying food (shrimps and cheese) to entertain guests in comparison to daily usage of the products, even though these two products are low involvement products.

On the other hand, on the perspective of the information processing, a high involve consumers are more likely to process a large amount of cognitive information in comparison to low involvement consumers (Hansen, 2005). Celsi & Olson (1988) conceptualise that personal relevance as the essential characteristics of involvement. In other words, if consumers perceive that quality attribute is relevant and considered as an important attribute, then consumer involvement is high and vice-versa.

It is evident from involvement research that suggests one of the factors likely to increase involvement is quality attribute in particular for high involvement products, products

that connote status visibility and products that have a strong social influence, and even for low involvement products if the purpose is to entertain guests and gift-giving (Clarke & Belk, 1979; Olsen, 2002; Kotler, 2003; Hansen, 2005; Clarke, 2006), and in situation of comparative evaluation between different products (Chang, et al., 2010).

Essentially, the usage of quality attribute to evaluate the products or services worth are widely reported in the food industry, service industry as well as in the fashion clothing industry. Agarwal and Teas (2002) also indicate that quality attribute is one of the cues considered as an important factor to influence consumer's willingness to purchase high involvement products (branded wristwatch). In other instance, past research suggest that the relationship between quality attribute and restaurant re-patronage/repurchase behaviour is also significant (Swanson & Davis, 2003).

Eventhough there are also studies that revealed the link between quality and repurchase intention are not significant (Zeithaml, 1988; Molinari, Abratt & Dion, 2008). But, in the context of service marketing (restaurants, airlines, cleaning services, retailing), the quality attribute along with other attributes are widely researched and the relationship between quality and repurchase intention are found to be significant (Swanson & Davis, 2003; Olorunniwo, Hsu & Udo, 2006; Akir, Sidi, Malie & Wan Sunusi, 2007; Akir, Sidi & Malie, 2008; Akir & Othman, 2010).

In tourism and hospitality, for example, service quality dimensions play an important role in inducing consumers to re-patronage or revisit. For example, in Chen and Gursoy (2001); Kvist and Klefsjo (2006), among all service quality dimensions, reliability (ability to deliver the promised service) and the quality of service related to safety are

found to be a significantly important dimension that induce a consumer purchase decision and their decision to repurchase in future, particularly for inbound tourists.

Also, while it is apparent that “service quality is an important driver of behavioural intentions, its indirect effect through customer satisfaction is overwhelmingly larger than the direct effect in generating favourable behaviour intentions” (Olorunniwo, Hsu & Udo, 2006: 68). While the study of the quality attribute in predicting a purchase decision and product worth evaluation was not new in the literature, the direct link that suggest quality attribute importance in explaining consumer repurchase intention of high involvement products and low involvement products is fragmented and not well established.

It was observed that, in most past studies and recent ones, quality attribute is among one of the most important determinants that influence consumers’ repurchase intention behaviour, particularly in service industry and as well as in food industry and fashion clothing industry. Hence, it is of interest to understand whether the importance of quality attribute is stronger for high involvement products than low involvement products when a consumer makes a decision to repurchase these two product categories. Please refer to Table 2.3 on related studies that link quality attribute and repurchase intention for high involvement products and low involvement products.

Therefore, in the pursuit of the above discussions and arguments, this study hypothesises that quality attribute tends to predict repurchase intention stronger for high involvement products in comparison to low involvement products. Hence, the following hypothesis is formulated:

Hypothesis 1: Quality attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

Table 2.3: Linking Quality Attribute Importance and Repurchase Intention: A Review between High Involvement Products and Low Involvement Products

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
1.	Zeithaml (1988)	Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence.	Price as quality indicator and perceptions on quality is dynamic and changes through time as a result of added information. Price-quality relationship to assess a product's worth to purchase decreases if other cues such as brand name, store names are available.	Low involvement products (fruit and tomato-based beverages).
2.	Tellis & Gaeth (1990)	Best value, price-seeking and price-aversion: the impact of information and learning on consumer choices.	The notion that price-quality correlation is likely to vary in importance by consumers or by product categories is supported by the results of the study. Subjects whose brands needed repairs frequently, most likely to switch than those who do not need frequent repairs (repurchased) in relation to price.	Simulated setting buying different brand names of boots.
3.	Wee, Tan & Cheok (1995)	Non-price determinants of intention to purchase counterfeit goods: an exploratory study.	Consumers' intention to purchase counterfeit products is among others influenced by perceived quality.	Computer software, wallets/purses and watches.
4.	Chen & Gursoy (2001)	An investigation of tourists' destination loyalty and preferences	Safety is one of the important dimensions to be considered when consumers intend to revisit tourist destinations, along with perceived cultural differences and convenience transportation.	Tourism industry (destination loyalty and preference for South Koreans tourists)
5.	Agarwal & Teas, 2002	Cross-national applicability of a perceived quality model (Belgium, USA and Sweden)	The impact of quality cues on formation of quality perceptions vary across countries.	Infrequently purchase/high involvement product (Wristwatch).
6.	Swanson & Davis, 2002	The relationship of differential loci with perceived quality and behavioral intentions (repurchase intentions)	Outcome quality is reported as significantly related to repurchase intentions/repatronage ($P < 0.10$).	Family-style restaurants patronage.
7.	Hansen, 2005	Understanding consumer perception of food quality: the cases of shrimps and cheese	Expected quality showed positive effect for high involved consumers but not for low-involved consumers.	Low involvement products (Shrimps and cheese).
8.	Kvist & Klefsjo (2006)	Which service quality dimensions are important in bound tourism? A Case study in a peripheral location	Reliability (ability to deliver the promised service) is one of the important service quality dimensions considered as the most important by tourists future visit/revisit.	Tourism industry (peripheral tourist location in Sweden).
9.	Olorunniwo, Hsu & Udo, 2006	Service quality, customer satisfaction, and behavioral intentions (repurchase intentions) in the service industry.	Service quality is an important driver of behavioural intentions/future intentions.	Hotel settings.
10.	Akir, Sidi & Malie (2008)	Determinants of consumers' supermarket selection: empirical evidence on East Malaysian consumers.	Beside tangible attributes, price and service quality considered as important determinants by consumers to patronage and repatronage supermarkets.	Retail settings-Supermarkets.
11.	Molinari, Abratt & Dion, 2008).	Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in B2B services context.	The result shows strong significant relationship from disconfirmation to satisfaction, disconfirmation to quality and value to repurchase intention. However, there was no significance found for quality to repurchase in this study.	Airlines, transport companies, packaging companies, trucking and shipping companies, rail company, logistics company and warehouse company.
12.	Akir & Othman (2010)	Consumers' shopping behaviour pattern on selected consumer goods: Empirical Evidence from Malaysian consumers (Kuching City).	Quality is among important attributes considered by consumers to repurchase certain types of products categories.	Low and high involvement products (fashion clothing, branded perfumes, and instant coffee).

2.9.2 Linking Price Attribute Importance and Repurchase Intention for High Involvement Products and Low Involvement Products

As contended by Zeithaml (1988), one of the dimensions in the domain of the definitions of price consciousness in the literature is price importance. “Price importance is the salience of price as an attribute in consumer decision - making” (Zeithaml, 1988: 615). In some instances, consumers are highly price sensitive, and therefore, price becomes one of the most important attributes evaluated by consumers in their purchase/repurchase intention decision process (such as in studies conducted by Zeithaml, 1988 - beverages, soft drinks; Urbany & Dickson, 1991 - frequently purchase products and low involvement products, packed goods; Quester & Smart, 1998 - high involvement product, high quality wine; Ofir, 2004 - frequently purchase products and low involvement products, instant coffee and body lotion; Chen, Chang & Chang, 2005 - service setting, banking; Akhter, 2009 - entertainment, symphony orchestra; Park & Sullivan, 2009 - infrequent, expensive and high involvement products, fashion clothing; Akir & Othman, 2010, high and low involvement products, branded perfume & instant noodles).

Mitra, Reiss and Capella (1999), Park and Sullivan’s (2009), Akhter’s (2009), and Akir and Othman’s (2010) studies conclude that the relationship between price and repurchase intention/repatronage behaviour is highly significant, indicating high consumer involvement due to the nature of the service (credence based and difficult to evaluate even after purchase), and the nature of the products offered (expensive, hedonic, interest value).

As expected and consistent to theory of involvement and consumer relevance, customer product involvement is relatively low for low involvement products such as packed goods, instant coffee, body lotion and instant noodles. Hence, it is speculated that

customers consideration for price attribute importance in relation to low involvement products in this case could be due to customers are price-sensitive because in reality an increase in prices will lead to customers switching behaviour. Therefore, businesses have to pay special attention to segment of price-sensitive consumers. As discussed earlier in sub-section of quality attribute, the application of cue utilisation theory is also appropriate in relating the link between price attribute importance and repurchase intention.

Studies by several researchers reveal that besides quality cue, price attribute is one of the factors consumers choose to influence their repurchase intention (Tellis & Gaeth, 1990 - boots, social visibility product and high involvement products (Jiang & Rosenbloom, 2005 - online shopping, experience based and high involvement). Past studies on involvement perspective indicate that consumer involvement is higher for the purchase of product that display social visibility (Clarke & Belk, 1979) such as boots and experience based service (Mitra, Reiss & Capella, 1999) such as online shopping, particularly after products delivery.

In addition, studies on price have analysed the importance of price in consumers' purchase decisions/repurchase decisions. Most of these studies have found that those consumers who perceive prices more accurately are the ones who place a higher degree of importance on them (Kujala & Johnson, 1993; McGoldrick & Andre, 1997; Quester & Smart, 1998; Brady, Bourdeau & Heskell, 2005). Other studies report on the importance of the price attribute in influencing consumers' purchase decisions/repurchase intentions are sometimes, operationalised indirectly, for example, through other related variables such as the attention consumers pay to prices, the use of price information, and the tendency to compare price on a regular basis (Winer, 1986;

Dodds, Monroe & Grewal, 1991; Urbany, Dickson & Kalapurakal, 1996; Vanhuele & Dreze, 2002). But studies also reveal that price is not always an important factor to make an assessment in influencing a product purchase for non-durables and habitual purchase decisions and low involvement products, even though price is a popular indicator in economic theory (Zeithaml, 1988). Some researchers also argue that while it could be true that price is an important element for consumers to take into account when they decide to purchase/repurchase high involvement products or services however, sometimes, the reverse may occur (Daly, Gronow, Jenkins & Plimmer, 2003; De Bruin & Flint-Hartle, 2003).

It is observed in the literature that the findings of past studies suggest that price attribute and repurchase intention relationship is significant for both high involvement and low involvement product categories. However, consumer product involvement for both high and low involvement product categories vary depending on the nature of the product/service and the purpose of the purchase and repurchase intention. Further, the relationship between price attribute and purchase/purchase intention is clearly indicated and well established in literature in comparison to price attribute and repurchase intention. Although there are few direct studies that relate the price attribute in predicting repurchase intention, Zeithaml, Berry and Parasuraman (1996), believe that willingness to pay a price premium represented one of the behavioural intentions along with repurchase intentions. Nevertheless, there are also indications in literature that suggest the probability of the price attribute importance in predicting consumer repurchase intention, especially in the service industry and retailing activities, and as well as in several tangible consumer goods as discussed previously. Please refer to Table 2.4 on related past studies that link price attribute and repurchase intention for high involvement products and low involvement products. Eventhough, in terms of

economic theory (Zeithaml, 1988; Avery, 1996), price is an important indicator in predicting consumer buying behaviour and willingness to buy. However, studies also suggested that price importance tends to decrease if combined with other variables such as quality, brand name, store name and the like (Stafford & Enis, 1969; Zeithaml, 1988). Therefore, consequently, the main focus of this study is to determine the valence of price attribute importance in explaining repurchase intention of high involvement products and low involvement products as a comparison.

On this premise, it is speculated and hypothesised that price attribute in explaining repurchase intention is stronger for high involvement products than low involvement products. Hence, this study proposes the following hypothesis:

Hypothesis 2: Price attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

Table 2.4: Linking Price Attribute Importance and Repurchase Intention: A Review between High Involvement Products and Low Involvement Products

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
1.	Winer (1986)	A reference price model of brand choice for frequently purchased products.	Price play an important role in inducing purchase, especially for those consumers who are price sensitive and purchase more during promotion deals.	Low involvement products and frequently purchased products (coffee).
2.	Curry & Reisz (1988)	Prices and price/quality relationships: a longitudinal analysis.	A firm positioned in the high price and high quality range must shift its resources to marketing communications that explicitly inform consumers about its brands' quality features.	A broad spectrum of products (bicycles, blenders, antennas, cameras, blankets, changers record) -high involvement
3.	Lattin & Bucklin (1989)	Reference effects of price and promotion on brand choice.	Reducing price during promotion deals successfully induce consumer purchase of certain type of brands.	Low involvement products and frequently purchased products/ (coffee)
4.	Tellis & Gaeth (1990)	Best value, price-seeking and price-aversion: the impact of information and learning on consumer choices.	The importance of objective information, the importance of quality, and price-quality relationship correlates with consumer choices/repurchase intentions. Consumers did not learn from experience and react more to their most recent experience or reports from experts and rating agencies.	High involvement product, display social visibility. Experiment and simulation setting using boots with different names.

'Table 2.4, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
5.	Dodds, Monroe & Grewal, 1991;	Effects of price, brand and store information on buyer's product evaluations.	Consumers are less likely to rely on price-quality relationship for a particular product class in the presence of other cues such as brand and store image in purchase intentions. In general, combine together, brand and store information with price provide small to moderate effects on buying behavior intentions (repurchase intentions).	High involvement product and infrequently purchased products (calculator and stereo headset player).
6.	Chang & Wildt (1994)	Price, product information and purchase intention: an empirical study.	Perceived price and perceived quality have direct effects on purchase intention, in addition to the indirect effects through perceived value. In addition, the influence of perceived price on perceived quality is lessened in the presence of substantial direct intrinsic product attribute.	High involvement products and infrequently purchased products (apartments and PCs)
7.	Urbany, Dickson & Kalapurakal, (1996)	Price search in the retail grocery market.	Economic benefits and costs of search generally influence search behaviour. However, economic factors do not fully account for price search, and become less significant when other variables are entered into the model such as knowledge, habit and social returns.	Low involvement products - grocery retail products (packed goods).
8.	Zeithaml, Berry & Parasuraman (1996)	The behavioural consequences of service quality.	Willingness to pay a price premium represents one of the behavioural intentions along with repurchase intentions.	Multicompany (service companies).
9.	Qeester & Smart (1998)	The influence of consumption situation and product involvement over consumer use of product attributes.	The relative importance of price is influenced by the anticipated consumption situation whether the consumer is highly involved or less involved in the product category.	High involvement product, quality wine.
10.	Ofir (2004)	Reexamining latitude of price acceptability and price thresholds: predicting basic consumer reaction to price.	Price consciousness, product involvement and price-quality relation predict the shape of consumer price acceptability function.	Low involvement products and frequently purchased products (cooking oil and jam).
11.	Chen, Chang & Chang (2005)	Price, brand cues and banking customer value.	Price and brand cues can impact customer value mainly by lowering perceived risk, especially in terms of price.	Service settings - commercial banks customers.
12.	Akhter (2009)	Niches at the edges: price-value tradeoff, consumer behaviour and marketing strategy.	In the under-priced (cheaper price) group, 83.3 percent of the consumers repurchased the ticket versus 64.7 percent in the over-priced group (higher-priced), significant relationship between price and actual repurchase, at $p=0.000$.	Service settings - entertainment (Symphony orchestra).
13.	Vanhuele & Dreze (2002).	Measuring the price knowledge shoppers bring to the store.	A large majority of consumers hold some sort of price information for frequently purchased products in memory. The result of the study implies that in terms of memory organization, prices are not just linked to the respective brands but somehow are also related to the product category. In learning perspective, frequently purchased products categories and loyalty (repurchase) to a brand lead to better price knowledge.	Low involvement products and frequently purchased products (mineral water, milk, toilet paper).

'Table 2.4, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
14.	Akir, Sidi & Malie (2008)	Determinants of consumers' supermarket selection: Empirical evidence on East Malaysian consumers	Beside tangible attributes, price range and service quality considered as important determinants to patronage and re-patronage a supermarket.	Retail settings - supermarkets.
15.	Park & Sullivan (2009)	Market segmentation with respect to university students' clothing benefits sought: shopping orientation, clothing attribute evaluation and brand re-patronage	Consumers in the hedonic group rated the highest in their repurchase intention in comparison to the benefit sought (such as price) group and utilitarian group of consumers.	High involvement products and infrequently purchased products (fashion clothing).
16.	Akir & Othman (2010)	Consumers' shopping behaviour pattern on selected consumer goods: Empirical Evidence from Malaysian consumers (Kuching City)	Besides quality, price is among important attributes considered by consumers to repurchase certain types of consumer goods.	Low and high involvement products (branded perfumes and instant noodles).

2.9.3 Linking Brand Name Attribute Importance and Repurchase Intention for High Involvement Products and Low Involvement Products

Aaker (1995) defines a brand on different levels and argues that a brand is not merely the physical product, but also consists of brand attributes, symbols, brand-consumer relationships, benefits of self-expression, customer profiles, associating it with a country of origin, and corporate image or identity. While, the American Marketing Association defines brand as “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2003).

However, the concept of brand choice and the determinants that influence brand choice can be traced back to the work of Brown's (1950) and Banks' (1950). Brown's (1950: 702) classifies the factors that influence brand choices as: 1) Physical characteristics of the brand; and 2) The user's experience with the brand. Brown (1950) further categorises these factors into qualifying and determining factors. Examples of qualifying factors related to the consumers' brand choice besides the brand name are experience, price, convenience, dealer service and prestige, while unfavorable or negative evaluations are determining factors. Products chosen are coffee, aspirin and

gasoline. Accordingly, Brown (1950: 703) argues that “the consumer’s final selection of a brand rests upon the comparative net balances of *all* influences, both favourable and unfavourable, that bear upon each brand to which he is exposed”. In Banks’ (1950: 145) study on housewives preference for brand name tested on seven classes of daily household products - coffee, peanut butter, cleanser, potato chips, catscup, mayonese, salad dressing, icecream, amongst others, report that the “consumer brand preference or dependence on brand as an important cue to evaluate a purchase, is almost similar to purchase intention and is a good predictor for future purchases”.

Banks’ (1950: 149) study also suggests that the purchase intention and actual purchase with regards to brand name preference is closely related and conclude that “considering all purchase intention statements, positive and negative, 52.4 percent of the housewives’ purchase intentions were carried out exactly: if they name a specific brand, they bought it; if they were going to buy from a group of named brands, not specifying which one, they bought from that group; if they said they were not going to buy anything during the time of study, they reported no purchase” (Banks, 1950: 149).

On the other hand, Sheth (1968) provides the operational definition of brand loyalty as a function of a brand’s relative frequency of purchase in both time-independent and time-dependent situation. In other words, the notion of this definition implies that the more frequently a consumer repurchases certain brand name, the more loyal that consumer is said to be toward that brand name, which in turn lead to repurchase intention behaviour. There are studies that also indicate that brand name is an attribute that can motivate the consumers’ intention to purchase (Fugate, 1986) - catsup & cake mix. Several past studies on brand name preference suggest that the dimensions of brand name is congruent with one’s personality and can use to project one’s self image or status

(Aaker, 1997 - products selected are jeans, tennis shoes, computers, soft drinks, toothpaste, cosmetics, fragrance, pain relievers, film; Graeff, 1997 - selected products is beer, Budweiser & Heineken brand name; Hogg, Bruce, & Hill, 1999 - used T-shirts; Hussey & Duncombe, 1999 - products chosen are coffee, slice bread, chocolate, cereal; O’Cass & Frost, 2002 - product selected fashion clothing; O’Cass & Grace, 2003 - taken well-known banks; Ataman & Ulegin, 2003 - selected products are beverages; Escalas & Bettmann, 2004 - conduct experiment on brand image; Brady, Bourdeau & Heskell, 2005: 405 - mutual funds, computers and hotels).

Further, Dekimpe, Steenkamp, Mellen and Abeele (1997) - product selected are food & beverages, personal hygiene & pet food; and Bhattacharya (1997) - daily groceries products, report that consumers repeat purchase/loyalty on certain brand names (low involvement products) did not decline over time, instead this brand loyalty steadily increased, indicating a positive probability of relationship between the brand name attribute importance and repurchase intention.

Almost all the above studies are in accordance to congruity theory that states “the greater the brand name/self image congruence the more a brand will be preferred, and that this congruity can exist along a number of the dimensions of self concept” (Hussey & Duncombe, 1999: 29). In other words, most of the studies discussed above indicate that the more the brand’s image/name is congruent to the subject’s self-image, the more favourable the consumer’s attitude and purchase intention toward the intended brand to be purchased. Hence, these studies suggest that the more congruent a brand name to consumers self image, the more favourable that brand will be and therefore will influence purchase intention in future.

Past research also suggest that when price, brand name and the product information attribute are presented together, the influence of brand name is more dominant (Stafford & Enis, 1969; Zeithaml, 1988; Dodds, Monroe & Grewal, 1991). In other instances, such as in Kwon, Lee and Kwon (2008: 9), it is found that “consumers are more likely to buy private brand names in product categories where involvement and perceived switching cost are low”. Low involvement products chosen are shampoo, detergent, toothpaste, vegetable oil, fruit juice, glue sticks, chocolate and air freshners.

Besides, empirical evidence on cross-cultural studies also indicated that a brand name is one of the factors that consumers consider in their pre-purchase search before the actual purchase of products or services. The importance that consumers place on brand name also differs among groups of consumers across cultural background. For example, Bistow and Asquith (1999: 197) – using sunglasses, alcohol, automobiles, blue jeans, book bags, found out that “Hispanic consumers view brand name as more important than their Anglo counterparts when they purchase products regardless of product categories, high involvement products or low involvement products (alcohol, books bags, blue jeans, sunglasses and automobiles)”. Brand name also determines consumer decision to repurchase (MacDonald & Sharp, 2000) for frequently/low involvement repeat purchase product, $p < 0.001$ (orange cordial),

Likewise, Wickliffe and Pysarchik, (2001: 105) report that “the US and Korean students living in the USA find brand name to be more important than Korean and US factory workers when selecting a product ($p < 0.05$), while Korean students living in the USA find price to be more important when selecting a product than the US students and factory workers ($p < 0.05$)”. In other words, “if a consumer believes there are true differences among brand categories, then the brand name becomes an important piece of

information in the purchase decision, and reliance on the brand name is likely to increase” (Bristow, Schneider & Schuler, 2002: 350) - products studied are blue jeans and personal computers. A later study conducted by Lee, et al., (2008), also reported that Mexican college students are generally brand conscious and indicate that their purchase intention on US apparel brands/fashion clothings, influence by their emotional bond to that brand.

In addition, as observed in the literature presented in this sub-section, it is evident that there are indications that suggest there is a relationship between brand name attribute importance and repurchase intention either directly or indirectly across a broad spectrum of high involvement products and low involvement product categories and as well as across consumers cultural background. This relationship is also projected indirectly through brand loyalty, which is sometimes used interchangeably in literature referring to repurchase intention (Sheth, 1968).

On the other hand, consistent to cue utilisation theory (Olson, 1972; Olson & Jacoby, 1972) and information processing theory (Bettman, 1979) and consumer personal relevance theory (Celsi & Olson, 1988; Chow, Celsi & Abel, 1990), consumer product involvement towards products intend to repurchase/purchase varies depending on the types of product categories, purchase decision situations, the purpose of the purchase, the importance and the relevance of the products in consumer buying decision making process. Therefore, when consumers are encountered in situations of uncertainty and lack of latest information about the products to be repurchased, even though they have prior knowledge and experiences with the products, but their involvement will still be higher especially for expensive high involvement products, social visibility products, symbolic value products and products that are taboo to social norms. Examples of these

products as reported in these past studies are designer label fashion clothing, hotels, personal computers, automobiles, tennis shoes, wine, alcohol and beer. As such consumers involvement are usually high when purchasing these products in comparison to purchase low involvement products, inexpensive, daily groceries and personal care products which consumers purchase on a routine basis (Clarke & Belk, 1979; Kotler, 2003; Chang, et al., 2010). These high involvement products usually require high information search and complex buying decision making. Further, consumers' cultural background and conformation to group norms also play a role in consumer repurchase intention (Bristow & Asquith, 1999: 197; Wickliffe & Pysarchik, 2001: 105; Lee, et al., 2008; Chang, et al., 2010).

In conclusion, evidence from past studies as mentioned above revealed that brand name is one of the major determinants in inducing consumer repurchase intention for certain type of product classes. What was neglected or was not indicated is the differences in terms of the strength of brand name influence in predicting repurchase intention for high involvement products and low involvement products. In other words, no direct comparisons were clearly suggested in most of these past studies that state whether brand name attribute predicts repurchase intention stronger for high involvement products in comparison to low involvement products. Hence, this study attempts is to explore the probability of these differences. For the purpose of this study and taking empirical evidence from past literature, it is hypothesised that brand name attribute importance has a direct relationship with repurchase intention of high involvement products and low involvement products. Therefore, the following hypothesis is formulated:

Hypothesis 3: Brand name attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

Please refer to Table 2.5 on related studies that indicate directly or indirectly the link between brand name attribute and repurchase intention between high involvement products and low involvement products.

Table 2.5: Linking Brand Name Attribute Importance and Repurchase Intention: A Review between High Involvement Products and Low Involvement Products

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (Low and High Involvement Products)
1.	Stafford & Enis (1969)	The price-quality relationship: An extension.	Most significant result of this study is that in the presence of other attributes and information such as product quality and store image/brand, consumer reference for price information decreases.	Infrequently purchased products (carpets) (High involvement product)
2.	Fugate (1986)	The effects of manufacturers disclosure on consumer perceptions of private brand grocery product attributes.	Brand name acceptability shows significant result under condition of low intensity-familiar manufacturer, indicating that selected product attributes appear to benefit from association with a well-known manufacturer or suffer from association with an unknown manufacturer.	Frequently purchased products/low involvement products (catsup and cake mix)
3.	Zeithaml (1988)	Consumer perceptions of price, quality and value: a means-end model and synthesis of evidence	Price as quality indicator and perceptions on quality is dynamic and changes through time as a result of added information such as brand name.	Non-durables products/low involvement products (fruit and tomato-based beverages)
4.	Curry & Reisz (1988)	Prices and price/quality relationships: a longitudinal analysis.	A firm positioned in the high price and high quality range must shift its resources to marketing communications that explicitly inform consumers about its brands' quality features.	A broad spectrum of products (bicycles, blenders, antennas, cameras, blankets, changers record) -high involvement products.
5.	Dodds, Monroe and Grewal, 1991;	Effects of price, brand and store information on buyer's product evaluations.	Consumers are less likely to rely on price-quality relationship for a particular product class in the presence of other cues such as brand and store image in purchase intentions. In general, combine together brand and store information with price, price provide small to moderate effects on buying intentions.	Infrequently purchased products/high involvement products (calculator and stereo headset player).
6.	Beharrell & Denison (1995)	Involvement in a routine food shopping context.	Strong brands/established brands are highly involving. The influence of involvement on purchase intentions by brands within product class is significant.	Frequently purchased products/low involvement products (preserves, bakery, cereals, dairy, soup, toiletries, fresh meat)
7.	Bristow & Asquith (1999)	What is a name? An intercultural investigation of Hispanic and Anglo consumer preferences.	Hispanic consumers place more importance on brand name than Anglo consumers for five types of products categories (alcohol, book bags, blue jeans, automobiles and sun glasses ($p < 0.005$).	High/Low involvement products (sunglasses, automobile, car stereos, alcohol, book bags, blue jeans, and cigarettes)
8.	Hussey & Duncombe (1999)	Projecting the right image: using projective techniques to measure brand image.	The relationship of the product image and consumer's self-image determine the symbolic meaning of a product.	Frequently purchased products/low involvement (coffee, sliced bread, chocolate, breakfast cereals)
9.	Hogg, Bruce & Hill (1999)	Brand recognition and young consumers.	Young consumers display established brand recognition and the images they associated with the brands were clearly demonstrated.	High involvement product - T-shirts.

'Table 2.5, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (Low and High Involvement Products)
10.	MacDonald & Sharp (2000)	Brand awareness effects on consumer decision making for a common, repeat purchase product: a replication.	Brand awareness seems to be an important choice tactic for consumers, even when facing a familiar or repeat choice task. Some consumers who are aware of one brand in a choice set tend to sample fewer brands across a series of product trials.	Low involvement products/frequently purchased products (peanut butter and orange cordial).
11.	Wickliffe & Psyarchik (2001)	A look at product attributes as enhancers of group integration among US and Korean consumers.	Korean students living in USA find price to be more important when selecting a product than the USA students and factory workers. US and Korean students living in USA find brand name to be more important than Korean and factory workers when selecting a product (purchase). Collectivists were found to place more importance on price than individualists.	High/low involvement products (electronics, cars, fashion, home appliances, food and beverages).
12.	Bristow, Schneider & Schuler (2002)	The brand dependence scale: measuring consumers' use of brand name to differentiate among product alternatives.	Correlation between brand dependence and brand disparity significant at the $p < 0.05$ level. Results indicate that subjects reported higher levels use of the brand name in making purchase decision.	High involvement products (jeans and computer).
13.	O'Cass & Frost (2002)	Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption.	Symbolic characteristics, self-image congruency and brand feelings were the strongest predictors for both the status ascribed to a brand and conspicuousness of consumption for specific brands (purchase).	High involvement products (Fashion clothing).
14.	O'Cass & Grace (2003)	An exploratory perspective of service brand associations.	The formation of very specific brand association with meaningful relationship to specific brands and a strong impact of such associations on attitude towards service brands. Brand attitude influence consumer's intention to purchase specific service brands over others.	Well-known banks.
15.	Escalas & Bettman (2004)	Self-construal, reference groups and brand meaning.	Consumers report higher self-brand connections for brands with images that are consistent with the image of an in-group compares to self-brand connections for brands that are consistent for the image of an out-group.	Simulated brand names.
16.	Brady, Bourdeau & Heskell, (2005)	The importance of brand cues in intangible service industries: an application to investment services.	The intrinsic brand cues are more important for mutual fund purchase decisions than for hotels and computers purchases. Alternatively, extrinsic cues (such as price) are less important for mutual fund purchases than for computers and hotels.	Tangible consumer products (computer). Intangibles/services (mutual fund, hotels).
17.	Chen, Chang & Chang, (2005)	Price, brand cues and banking customer value.	Price and brand cues can impact customer value mainly by lowering perceived risk, especially in terms of price.	Well-known Banks

'Table 2.5, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (Low and High Involvement Products)
18.	Kwon, Lee & Kwon (2008)	The effect of perceived product characteristics on private brand purchases.	Consumers are likely to buy private brands where involvement and switching cost are low. The findings also indicate the robust effects of product characteristics (product involvement and switching cost) across level of consciousness.	Non-durables/low involvement products (frozen foods, paper products and plastic bags).
19.	Lee, Kim, Pelton, Knight & Forney (2008)	Factors affecting Mexican college students' purchase intention toward a US apparel brand.	Normative influence, brand name consciousness and emotional value are direct and indirect antecedents of purchase intention.	High involvement product (designer level apparel brand - Polo).
20.	Akir & Othman (2010)	Consumers' shopping behaviour pattern on selected consumer goods: Empirical Evidence from Malaysian consumers (Kuching City).	Besides quality and price, brand name is among important attributes considered by consumers to repurchase certain types of consumer goods.	High/low involvement products (personal computer, fashion clothing, detergent).

2.9.4. Linking Product Information Attribute Importance and Repurchase Intention for High Involvement Products and Low Involvement products

As discussed earlier in the chapter, an economics theory of information was first proposed by George Stigler in 1961. This theory assumes that the markets are characterised by price dispersions and both the seller and buyer has little information about this dispersion of prices (Avery, 1996). As such, the consumer has to engage in a search activity to obtain information about the products and price at cost. According to Avery (1996) rational consumers are assumed to search for product information/price information to a point where the marginal benefits of the search are equal to the marginal costs of search.

The search for product information varies in accordance to price and quality perception on products or services to be purchased. If consumers perceived that there is a high level of price and higher quality variability in the market then they should be more willing to engage in search activities for price and quality information (Avery, 1996) - products chosen are daily groceries bought at grocery stores, which are low involvement products.

Hence, in this case consumer product involvement is assumed to be lower and little search activity is required, unless there is a large variability in terms of price, quality and product information.

Furthermore, according to consumer involvement and relevance theory which suggest that under low involvement conditions, that is, if the decision is not important and the products bought are frequently purchased products, individuals engage minimal search activity, while under high involvement conditions, that is, if the decision is important and the product purchase is a high involvement purchase, thus expensive, individuals engage themselves in an extensive search (Lamb, Hair & McDaniel, 2000; Kotler, 2003; Blackwell, Miniard & Engel, 2004; Sheth & Mittal, 2004).

Another branch of information theory related to involvement suggest that the consumer will become involve in search activity, if he or she perceives that there is a high risk in the purchase decision such as functional, performance and social risk (Assael, 1987; Murray, 1991; Mowen & Minor, 2001; Schiffman & Kanuk, 2004). Hence, in this situation, consumers will be highly involved in searching for product information before they engage in repurchase decision making process.

In addition, according to information processing theory proposes by Bettman (1979), consumers search for information in pursuit of a particular goal is triggered by internal and external forces. This theory postulates that an internal search is concerned with consumer's memory or experience/knowledge with the products to make a decision to purchase or repurchase, while an external search is more related to the environment or situations such as advertisements, brand name, price, importance and relevancy of the purchase to the consumers prior to making a purchase/repurchase decision.

Comprehensive studies on information search and consumer behaviour are conducted by researchers to test these theories and assumptions (such as Moore & Lehmann, 1980, (five types of bread chosen); (Urbany, 1986 (mattress, cloth dryer); Beatty & Smith, 1987 (used white and color televisions, video cassettes recorders, computers); Murray, 1991 (services and consumer goods); Cole & Balasubramanian, 1993 (used groceries); Mangleburg, Grewal & Bristol, 1997 (used of product labels); Punj & Brookes 2002 (new cars).

Most of these studies confirm that consumers become engage in both internal and external search activity to acquire information on the product prior to purchase/repurchase in relation to price, brand name, quality, store name, and labeling regardless of whether the products are durables or non durables, high or low involvement products (Moore & Lehmann, 1980; Beatty & Smith, 1987; Murray, 1991; Cole & Balasubramanian, 1993; Mangleburg, Grewal & Bristol, 1997; Guthrie, 1997; Punj & Brookes 2002). These past studies also suggest that consumer search behaviour and involvement is higher for consumer goods in comparison to services.

In this sense, consumers are highly involved in search activity for product information prior to repurchase intention or purchase due to several reasons, first the purchase or repurchase decision is important because it involves purchasing high involvement products such as buying new cars and home computers which is high in technological complexity, and second the perceived risks in term of financial and functional in comparison to purchasing/repurchasing inexpensive low involvement products such as groceries and bread and low social visibility products such as mattress and cloth dryer.

Essentially, consumer involvement and search for product information increases if the information on the product to be purchased is insufficient. This is done to avoid risks after the purchase has been made; and in some instances, if the purchases are important decisions and highly priced items (high involvement products) or the products purchased display social visibility or status connotation (Clarke & Belk, 1979; Moore & Lehmann, 1980; Urbany, 1986; Beatty & Smith, 1987; Tellis & Geath, 1990; Murray, 1991; Mueller, 1991 (food product) ; Cole & Balasubramanian, 1993; Jensen & Kesavan, 1993; Avery, 1996; Shine, O'Reilly & Sullivan, 1997 (food products); Punj & Brookes, 2002; Dimara & Skuras, 2005).

Further, consumers also value objective information and consider it as very important when making a product choice along with quality and price (Tellis & Gaeth, 1990) - experiment setting using boots. Tellis and Gaeth (1990) also conclude that a prior purchase and information about product influence subjects/customers repurchase intention for the same product in future.

Some studies also report that the search for product information such as nutrition labels/front label is one of the important factors stated by consumers when selecting and making a decision to purchase/repurchase or not to purchase/repurchase (Achterberg, 1997; Guthrie, 1997 (processed food); Shine, O'Reilly & O'Sullivan, 1997 (food products); Mitra, Reiss & Capella, 1999; Dimara & Skuras, 2005 - quality wine). Consumer high involvement in search for product information in terms of labeling is due to the needs for consumer to check the nutrients and the contents of the products to avoid the risk of contamination and poisonous substances especially food products (Guthrie, 1997).

As has been discussed, it is evident that most past studies relate the search for product information to purchase intention and choice. However, there are indications that relate the importance of product information attribute to be taken into consideration when consumers decide to repurchase the same products manifested in terms of quality and price-quality relationship (Tellis & Gaeth, 1990), nutrition facts, labeling and complexity of the products (Mueller, 1991; Guthrie, 1997). Mitra, Reiss and Capella (1999) indicate that pre-purchase product information influence on customer repurchase intention is significant and highest for search-based services (checking account and selecting a mail service), followed by experiences-based (hair cuts & waiters/waitresses) and then credence-based (therapist and research firm). Further, clarity of product information is also important to influence consumer repurchase intention for online retail shopping and service settings (Mitra, Reiss & Capella, 1999; Dholakia & Zhao, 2010) - using online and different service providers as a comparison.

The role of product information attribute in influencing purchase intention and choice is explicitly established. Nonetheless, in service setting clarity of product information attribute is among one of the important attributes to evaluate service worth and predict repurchase intention. Please refer to Table 2.6 on related past studies that relate the link between product information attribute and repurchase intention for high involvement products and low involvement products.

Based on the literature as discussed above, it is observed that the search for product information attribute relatively influence purchase intention/repurchase intention for both high involvement products and low involvement products. But the degree of involvement is dependent on the purchase situations and the types of product categories. Degree of involvement is speculated to be high in perceived risks situations such as

purchasing for food products and when the products purchased are expensive and complex high involvement products such as cars and computers. As a conclusion, there is an indication that product information attribute play a role in predicting consumer repurchase intention, though indirectly through labeling, information on nutrition facts and the complexity of products to be repurchased. But what is lacking in past research was that, there is no direct comparison whether the influence of product information attribute in predicting repurchase intention is stronger when consumer intends to purchase high involvement products compared to low involvement products. On this premise, it is hypothesised that product information attribute importance predicts repurchase intention significantly stronger for high involvement products than low involvement products. Hence, this study proposes the following hypothesis:

Hypothesis 4: Product information attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

Table 2.6: Linking Product Information Attribute Importance and Repurchase Intention: A Review between High Involvement Products and Low Involvement Products

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
1.	Clarke & Belk (1979)	The effects of product involvement and task definition on anticipated consumer effort.	Consumers are highly involved if the products purchased connote social visibility and for gift giving. Hence, actively involved in search for product information.	High and low involvement products (bubble bath, record album, jeans and blanket)
2.	Moore & Lehmann (1980)	Individual differences in search behavior for nondurables.	Consumer prior knowledge/experience on product purchase shows significant result, that is, less information acquired for subsequent choice/purchase.	Low involvement product (Bread)
3.	Urbany (1986)	An experimental examination of the economics of information.	Prior knowledge reduces search behaviour on product information. Price dispersion and search cost perceptions does not affect search behaviour of consumers who have lower uncertainty in making purchase decisions.	Low involvement products (mattress and cloth dryer)
4.	Beatty & Smith (1987)	External search effort: an investigation across several product categories.	An individual with little knowledge is highly likely to obtain information from a friend (interpersonal search for product information) especially at the early stage of the purchase decision.	High and low involvement products (TV sets, PCs and Cassettes recorders)

'Table 2.6, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (Low and High Involvement Products)
5.	Tellis & Gaeth (1990)	Best value, price-seeking and price aversion: the impact of information and learning on consumer choices.	The importance of objective information, quality and price-quality relationship in explaining consumer choice/repurchase intention. On the other hand consumer's experience does not significantly predict consumer's choice/repurchase intention.	High involvement product (winter boots simulated brand names From A to G, experimental study)
6.	Murray (1991)	A test of services marketing theory: consumer information acquisition activities.	In the face of greater uncertainty and loss consumers engaged in an extended decision process. Information from interpersonal sources is more important for services than for tangible goods. Pre-purchase product information tend to influence repurchase intention.	Service (experimental setting)
7.	Cole & Balasubramanian (1993)	Age differences in consumers' search for information: public policy implications	Elderly adults tend to be more satisfied and search less intensely and less accurately than younger adults, especially in an environment in which information has to be stored and processed in memory.	Low involvement product/frequently purchased (cereals)
8.	Jensen & Kesavan (1993)	Sources of information, consumer attitudes on nutrition, and consumption of dairy products.	Information on nutritional attributes of products indirectly affect consumers demand for food products through advertising messages by creating consumers' awareness, changing their attitudes and knowledge which in turn affect their final consumption action/purchase intention.	Low involvement product/frequently purchased (dairy products)
9.	Avery (1996)	Determinants of search for nondurables goods: an empirical assessment of economics of information theory.	The results reveal that consumers search for information is lower due to high stock of information already available to them. Furthermore, majority of them are regular customers of the stores they are visited/re-patronaged.	Low involvement products (groceries)
10.	Mangleburg, Grewal and Bristol (1997)	Socialization, gender and adolescent's self-reports of their general use of product labels	Parents influence is strongest in comparison to peers in relation to teenagers' use of product labels/information in purchase decision.	Exposure to market-place related communication (TV ads, peers, parents, social agents)
11.	Shine, O'Reilly and Sullivan (1997)	Consumer use of nutrition labels.	Search for information on nutrition is found to be the second most important attribute to be considered by consumers in their purchase/repurchase decisions.	Frequently purchased/low involvement products (food items)
12.	Punj and Brookes, 2002	The influence of pre-decisional constraints on information search and consideration set formation in new automobile purchases.	Consumers with marketed-related pre-decisional constraints tend to simplify their purchase decisions. They conduct limited external search and tend to have smaller consideration sets.	High involvement product (automobile)

'Table 2.6, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (Low and High Involvement Products)
13.	Dimara and Skuras (2005)	Consumer demand for informative labeling of quality food and drink products: a European Union case study.	Among information on labeling most searches by consumers are year of bottling and location of wine production. Product information on labeling is most important to aid consumers in making purchase decision.	High involvement product (quality wine)
14.	Akir & Othman (2010)	Consumers' shopping behaviour pattern on selected consumer goods: Empirical Evidence from Malaysian consumers (Kuching City).	Besides quality and price, brand name is among important attributes considered by consumers to repurchase certain types of consumer goods.	High/low involvement products (personal computer, branded perfume, instant coffee, instant noodles).

2.9.5 Linking Normative Influence, Informational Influence and Repurchase Intention for High Involvement Products and Low Involvement Products

The concept of interpersonal influence can be rooted back to the work of Deutsch and Gerard's (1955) concept of social influence and Kelman's (1958) concepts of compliance, identification and internalisation. According to Kelman's (1958: 52) concepts "changes in attitudes and actions produced by social influence may occur at different levels. It is proposed that these differences in nature or level of changes that take place correspond to differences in the process whereby the individual accepts influence (or "conforms")".

Kelman (1958: 53) further concludes that how these attitudes change and how an individual accepts or conforms to the process or are likely to be changed, depends on whether attitudes are based on compliance, identification or internalisation. Kelman (1958: 53) distinguishes and defines these three processes of influence into three categories, that is: a) "*Compliance* occurs when an individual accepts influence because he hopes to achieve a favourable reaction from another person or group; b) *Identification* occurs when an individual accepts influence because he wants to establish or maintain satisfying self-defining relationship to another person or a group; and c) *Internalization* occurs when an individual accepts influence because the content of the

induced behaviour - the ideas and actions of which it is composed is intrinsically rewarding and the individual adopts the induced behaviour because it is congruent with his value system". On the premise of Kelman's theoretical framework, the studies on the influence of groups that are related to the consumer product purchases decisions can be traced back at the work of Witt, (1969), and Park and Lessig (1977) studies involving 20 types products consisted of high & low involvement products. It was reported in Witt's (1969) as well as in Park and Lessig's studies (1977), their studies found that there is a significant correlation between group influence and the similarity of brands choice and that the product purchase decisions vary in their susceptibility to group influence. In other words, an individual's inclination in their purchase decisions on what types of products to be purchased are strongly affected by the strength of the influence of members in their group and as well as group cohesiveness. The consumer's decision to purchase certain types of products is "prejudiced by interpersonal influence, the degree of importance and relevance of the products as perceived by the consumer in terms of use and its social visibility" (Burnkrant & Consineau, 1975: 206; Calder & Burnkrant, 1977: 36; Bearden & Etzel, 1982: 183).

The concept of interpersonal influence is also strongly related to the concept of social influence introduced by Deutsch and Gerard (1955). They categorise social influence into two broad types, that is, normative influence and informational influence. Normative influence is the influence to conform or to identify oneself to the expectation of others or another person he or she wishes to bond with, and informational influence refers to the influence to accept the information from others as evidence about reality (Deutsch & Gerard, 1955).

These two concepts are also in agreement with Kelman's (1958) concepts of compliance, identification and internalization. In short, "compliance is in operation when an individual accepts influence when he or she wishes to achieve a favourable reaction from another person or groups of others. Identification is said to be in operation when an individual accepts influence because he or she wants to establish a satisfying relationship with a person or a group he or she wishes to bond with. Internalisation is in operation when an individual accepts the influence because he believes that another person's image or other group's image is congruent with his or self-image" (Kelman, 1958).

However, other researchers argue that informational influence might be accepted depending on the importance of the information, for example when deciding to repurchase certain types of products categories (Burnkrant & Consineau, 1975: 206; Calder & Burnkrant, 1977: 36; Betman, 1979); Bearden & Etzel, 1982: 183). Normative influence, on the other hand, might be used as a frame of reference in terms of the importance of personal relevance, that the influence from another or others who expect the individual to conform or are congruent to the image expected by an individual in the process of making a purchase or repurchase decision (Celsi & Olson, 1988).

In other words, consistent to attribution theory, consumers in general are sensitive to the influence others have on them and therefore their products or brand choices are evaluated based on what is desired by others and/or he or she expects as desirable. Besides, people sometimes use others' product evaluations as a source of information and in some situations people buy products that others in their social groups are buying, not only to impress others but also to acquire what they perceived to be good product (Burnkrant & Consineau, 1975: 206).

In other instances, Netemeyer, Bearden and Teel (1992: 391) indicate that “people high in susceptibility to interpersonal influence are more likely to purchase products that they perceive will lead others to make favourable attributions about them and less likely to buy products that they perceive will lead others to make negative evaluations of them”.

Studies across cultural diversity also reveal the influence of interpersonal influence on consumer purchase behaviour. For example, Canadian consumers consider interpersonal influence and word-of-mouth communication equally important in influencing their purchase decisions, while French consumers are highly susceptible to normative influence than informational influence in comparison to Canadian consumers (Mourali, Laroche & Pons, 2005: 170 - general products).

Similarly, Korean consumers susceptibility to interpersonal influence is greater in comparison to Australian, Canadian and Norwegian consumers (Kropp, Lavack & Silvera, 2005: 27 -general products), which can be predicted on the basis of differences on the individualism -collectivism dimension of Hofstede's. On the other hand, past studies also reveal that young female customers/teenaged girls customers are socially oriented and interpersonal (normative and informational) in nature (Bush, Bush, Clark & Bush, 2005: 261).

Later studies further confirm that interpersonal influence has direct relationship with either the consumer's product evaluations or purchase behaviour (purchase intention and repurchase intention). However, some studies reveal that normative influence did not influence one's consumption and purchase behaviour and suggest that informational influence (friends) has more impact on shopping attitudes and behaviour than normative influence (Kropp, Lavack & Holden, 1999 - cigarettes and beer; Mangleburg, Doney &

Bristol, 2004: 112 - retail choice, shopping products). Kim, Forsythe, Gu and Moon (2002) study's on apparel products, suggest that customers social affiliation, loyalty to certain apparel products and purchase behaviour are closely related indicating that there is a positive relationship between interpersonal influence and repurchase intention (loyalty). Chang, et al., (2010) study's, on the other hand concludes that social norms/group influence has significant effect on customer repurchase intention for taboo product such as cigarettes but on the negative direction due to prevention act imposed by government and reported that the degree of consumer involvement and repurchase intention show positive and significant effect.

On the contrary, Hungarian women opinion leaders seek information greater than non women opinion leaders in their quest to purchase new cosmetic products (Coulter, Feick & Price, 2002: 1302-1303) - established brand name of cosmetic products, high involvement products. This study indicates that customers (women opinion leaders) buy more than non-opinion customers (women non-opinion leaders) and has a strong tendency to make repeat purchase or to repurchase in future. They are also highly involved in terms of seeking for information (mainly from salespersons) about the cosmetic products that they purchase because these products are new and at the early stage of product life cycle.

In conclusion, even though interpersonal influence role in consumer's repurchase intention behaviour is not well-researched in the literature, particularly in comparing the purchase of high involvement products and low involvement products. However, an individual susceptibility to interpersonal influence in making evaluations and purchase decisions/repurchase intention shows positive and significant effect for high involvement products and products that have social visibility (fashion clothing/apparel),

branded cosmetic products and socially taboo products such as cigarettes, wine, beer, and condoms. It is noticed in literature, the products studied in past studies that are related to interpersonal influence are mostly high involvement products which require high consumer involvement. Besides, past studies on interpersonal influence are also common in cross-cultural studies comparing customers groups affiliation and its influence on their purchase behaviour and decision making process. Hence, there was an indication that suggested the relationship between interpersonal influence and consumer repurchase intention. What was neglected in the past studies is the explicit comparison of the strength of interpersonal influence has on consumer repurchase intention between high involvement products and low involvement products. In this regard, it is hypothesised that normative influence and informational influence explain a consumer's repurchase intention stronger for high involvement products than low involvement products. Hence, this study proposes that:

Hypothesis 5: Normative influence of high involvement products contribute to stronger repurchase intention than that of low involvement products.

Hypothesis 6: Informational influence of high involvement products contribute to stronger repurchase intention than that of low involvement products.

Please refer to Table 2.7 on related studies that indirectly link interpersonal influence and repurchase intention for high involvement products and low involvement products.

Table 2.7: Linking Normative Influence, Informational Influence and Repurchase Intention: A Review between High Involvement Products and Low Involvement Products

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
1.	Witt (1969)	Informal social group influence on consumer brand choice.	Significant relationship between group influence and brand's choice. However, brand's choice decisions vary in susceptibility to group influence.	Low involvement products (beer, after shave lotion, deodorant, cigarettes).
2.	Burnkrant & Cousineau (1975)	Informational and normative social influence in buyer behavior.	Consumers use others' product evaluation as a source of information about a product indicate significant correlation ($r= 0.59$) but not normative influence.	Low involvement products (coffee).

'Table 2.7, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
3.	Calder & Burnkrant (1977)	Interpersonal influence on consumer behavior: an attribution theory approach.	Under low choice situation, consumer tends to be less thoughtful if the purchase of product is for private use product.	Low involvement product (deodorants for private use and mascara for public use-dinner).
4.	Park & Lessig (1977)	Students and housewives: differences in susceptibility to reference group influence.	Students are more likely to be receptive to group influence than housewives given a particular product, and students are more receptive to reference group influence for a larger number of product classes.	High and low involvement products (20 categories of high and low involvement products).
5.	Bearden & Etzel (1982)	Reference group influence on product and brand purchase decisions.	For product decisions, public necessities were perceived as involving more value-expressive and utilitarian influence than private luxuries. Brand decisions for public necessities involved less informational influences than for private luxuries.	High and low involvement products (golf clubs -publicly consumed luxury, trash compactor-privately consumed luxury, wrist-watch-publicly consumed necessity, mattress-privately consumed necessity).
6.	Netemeyer, Bearden & Teel (1992)	Consumer susceptibility to interpersonal influence and attributional sensitivity.	Individuals high in attributional sensitivity scored higher on various measures of consumer susceptibility to interpersonal influence than individuals who are low in attributional sensitivity, suggesting that consumers susceptibility to influence of others are more likely to purchase products that are perceived will lead others to make favourable attributions about them and vice-versa.	High involvement product (automobile).
7.	Kropp, Lavack & Holden (1999)	Smokers and beer drinkers: values and consumer susceptibility to interpersonal influence	Smokers are less susceptible to interpersonal influence than non-smokers. No significant relationship between drinkers and non-drinkers susceptibility to interpersonal influence.	Low involvement products (cigarettes and beer)
8.	Coulter, Fieck & Price (2002)	Changing faces: cosmetics opinion leadership among women in the new Hungary.	Informational influence high group opinion leaders more than low group opinion leaders customers. They are also highly involved and make repeat purchase more than non-opinion leaders customers.	High involvement products - new cosmetic products.
9.	Kim, Forsythe, Gu & Moon (2002)	Cross-cultural consumer values, needs and purchase behaviour.	Social affiliations, product loyalty and purchase behaviour are closely related.	High involvement products (Fashion clothing/fashion clothing).
10.	Bush, Bush, Clark & Bush (2005)	Girl power and word-of-mouth behavior in the flourishing sports market.	Normative and informational influence teenaged girls in their product and service decisions/repurchase decisions.	Athlete WOM behaviour.
11.	Mangleburg, Doney & Bristol (2004)	Shopping with friends and teens' susceptibility to peer influence	Teens' susceptibility influence is positively associated with informational influence rather than normative influence. In other words, co-shopping with peers who are more knowledgeable about marketing phenomena especially beneficial and favourably viewed by teens.	Retail choice/selection.

'Table 2.7, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
12.	Kropp, Lavack & Silvera (2005)	Values and collective self-esteem as predictors of consumer susceptibility to interpersonal influence among university students	Normative consumer susceptibility to interpersonal influence is higher among Korean students than other students (Canadian, Norwegian and Australian)	Socially taboo products related to drinking, smoking and use of condoms.
13.	Marouli, Laroche & Pons (2005)	Individualistic orientation and consumer susceptibility to interpersonal influence	French Canadians are significantly more susceptible to normative influence than English Canadians. French Canadians are also less individualistic than English Canadians.	General products.
14.	Akir & Othman (2010)	Consumers' shopping behaviour pattern on selected consumer goods: Empirical Evidence from Malaysian consumers (Kuching City).	Besides quality and price, brand name is among important attributes considered by consumers to repurchase certain types of consumer goods.	High/low involvement products (personal computer, branded perfume, instant coffee, instant noodles).
15.	Chang, et al., (2010)	The influence of consumer's emotional response and social norm on repurchase intention: a case of cigarette repurchase in Taiwan.	Social norm/group influence has significant influence on repurchase intention.	Cigarette (social taboo product).

2.10 Consumer Prior Product Knowledge as the Moderating Variable between the Independent Variables and the Dependent Variable

2.10.1 Introduction

Prior to making a purchase, a consumer uses a number of attributes to evaluate a product's worth. These attributes can be in the form of intrinsic and extrinsic cues. Besides price, there are various non-price determinants that can have an impact on a consumers' purchase intention towards specific product classes or categories. These non-price determinants include psychographic factors such as attitude, brand status, and novelty seeking; demographics such as age, income, levels of education; and product attributes such as quality, appearance, taste, design, features, brand image, brand name, labeling, packaging, and other product information (Wee, Tan & Cheok, 1995; William, 2002).

The importance that a consumer attaches to an attribute or attributes depends on the context, situation, types of products or services, degree of importance, relevance and

perceived differences of a product to a consumer. For example, if a consumer considers price as an important consideration in his or her evaluative criteria, then price become the center piece of information that influence his or her purchase decision (Zeithaml, 1988; Avery, 1996; Bristow, Schneider & Schuler, 2002). Further, the importance that the consumer places on quality attribute varies as perceived by consumers and also by products category (Tellis & Gaeth, 1990: 43).

However, some argue that if other important information and attributes are available which consumers feel as more important to evaluate a product's or a service's worth such as brand name, reputation, store name, quality, experience, prior knowledge with the products or services, the importance that the consumers place on price decreases (Stafford & Enis, 1969; Obermiller & Whetley, 1984; Curry & Reisz, 1988; Zeithaml, 1988; Bristow, Schneider & Schuler, 2002). This may also be true when the market is characterised by price dispersions and both seller and buyer provide little information on the existence of price dispersions (Urbany, 1986; Avery, 1996).

Similarly, if the consumers consider brand name as important, and there are significant brand differences to be chosen, variability in quality and price dispersions, then the consumers will depend on brand name to evaluate a product's quality and worth (Bristow, Schneider & Schuler, 2002). Therefore, consumers actively engage in search activity in order to find information on the products or services to be purchased in terms of information on product's quality, price, brand name and other important attributes that are relevant to the consumers before they engage in a purchase decision (Avery, 1996; Lamb, Hair & McDaniel, 2000; Kotler, 2003; Blackwell, Miniard & Engel, 2004).

Hence, the importance of these evaluative criteria as discussed may vary by level of involvement (Rothschild & Houston, 1977; Laurent & Kapfere, 1985), by purchase situations (Miller & Ginter, 1979; Dickson, 1982; Gensch & Javalgi, 1987), and purchase experience (Bettman & Sujan, 1987; Tellis & Gaeth, 1990). For example, if the products or services purchased meet the consumers' expectations, they will be satisfied and delighted and tell others about it and become loyal customers and bond themselves with the specific products/brands or firms (O'Cass & Frost 2002; Kotler, 2003; O'Cass & Grace, 2003).

On the other hand, with the advancement of technology and easy internet accessibility, if consumers have had a bad experience with the products or services in the past, they will bad mouth and tell other consumers about the products' shortcomings, especially if the products or services they purchased fall short of their expectations (Kotler, 2003).

The consumers' level of involvement and types of purchases also determines the importance that consumers place on certain attributes in their evaluative criteria and purchase decision. On the high end extreme, consumers are highly involved when they decide to purchase high involvement products, which require them to seek information and the perceived risks in the purchase is very high such as when purchasing an expensive item or product that connotes high status visibility; and on the low end, when the purchases involve low involvement products and habitual buying decision, the consumers' level of involvement is lower and engagement in searching for information is very minimal (Vaughn, 1980; Tellis & Gaeth, 1990; Murray, 1991; Mowen & Minor, 2001; Kotler, 2003; Schiffman & Kanuk, 2004).

There are also indications in literature, which assumes that an individual will seek information from others (susceptibility to interpersonal influence) in the process of making a purchase decision. The tendency of obtaining information from others is often driven by an individual desire to improve knowledge on products to be purchased rather than seek opinions, which is normative in nature. Thus shopping with friends or others who are more knowledgeable will improve one's knowledge about market phenomena and products/brands to be purchased (Mangleburg, Doney & Bristol, 2004).

While it was observed in literature that all these variables directly or indirectly have a significant relationship in predicting purchase behaviour (purchase intention and repurchase intention). Unfortunately, in the context of the predictor power of the attribute importance and interpersonal influence in relation to repurchase intention using high involvement products and low involvement products as a comparison is a neglected area of research.

Furthermore, the role of consumer prior product knowledge in moderating the relationship between the sets of variables (attribute importance and interpersonal influence) discussed in this study such as quality attribute, price attribute, brand name attribute, product information attribute, normative influence, informational influence on repurchase intention was not explicitly well established empirically in the literature. On this premise, one of the main objectives of this study is to determine to what extent consumer prior product knowledge has a role in moderating the relationships between these sets of variables. The following sub-sections discuss the justification for choosing consumer prior product knowledge as the moderator variable of this relationship and also review whether this role exists in literature.

2.10.2 Justification for Selecting Consumer Prior Product Knowledge as the Moderating Variable: A Review and Hypotheses Development

Generally, an individual's knowledge is stored in both short-term and long-term memory. In the marketing context, long-term memory is a person's knowledge about consumption environment. Hence, consumer knowledge refers to the amount of experience and the information that a person has about particular products or services (Mowen & Minor, 2001: 62).

In the literature, it is postulated that the consumer often obtains knowledge through the process of cognitive learning, that is, learning through formal education, which is external in nature; and learning through a person's experience, which is internal (Lamb, Hair & McDaniel, 2000; Mowen & Minor, 2001; Kotler, 2003; Schiffman & Kanuk, 2004). Within this context, consumer prior product knowledge refers to consumer knowledge stored in his or her long-term memory as a result of his or her formal learning and experience with a particular product or service.

Knowledge obtained through experience heralds a more specific stock of information that can become tentative as a market evolves (Tang & Murphy, 2012), which is very important for product/service providers and consumers alike especially with the introduction of new products and service offerings in a market. Also, consumers' prior product knowledge of a product category and the way they process information affect their evaluation (Hong & Sternthal, 2010).

However, the issue of the effect of consumer prior product knowledge on aspects of consumer behaviour in terms of search behaviour is a continuous controversy in literature (Fiske, Luebbehusen, Miyaki & Urbany, 1994).

As observed earlier in the literature, knowledge, search and familiarity have been used interchangeably. In the service industry and fashion industry, for example, consumer prior product knowledge often equate to past experience or familiarity (Kujala & Johnson, 1993; Biswas & Sherrel, 1993; Blair & Innis, 1996; O’Cass & Frost, 2002). In some studies, experience and familiarity has been used as a proxy for knowledge (Moore & Lehmann, 1980; Rao & Monroe, 1988).

Consumer knowledge is also known and discussed under various labels, such as frequency and expertise (Park & Lessig, 1977; Alba & Hutchinson, 1987; Biswas & Sherrell, 1993; Blair and Innis, 1996). Hence, the role of consumer prior product knowledge in moderating the relationship between attribute importance variables and repurchase intention; and moderating role of consumer prior product knowledge between interpersonal influence variables and repurchase intention is not well documented or discussed, particularly in relation to high involvement products and low involvement products repurchase intention.

However, the concept of consumer involvement and personal relevance and decision making process (Celsi & Olson, 1988; Mowen & Minor, 2001; Kotler, 2003) connote that consumer is said to be involved in search activity when confronted with the choice of purchasing certain types of product categories, especially at the early stage of product life cycle. This level of involvement varies according to the product categories (high involvement products or low involvement products) and the relevance and importance of the purchase to a consumer (Celsi & Olson, 1988; Zeithaml, 1988; Hansen, 2005).

Furthermore, according to information processing theory proposes by Bettman (1979) postulates that consumer search for information in pursuit of a particular goal is

triggered by internal and external forces. This theory states that an internal search is concerned with consumer's memory or knowledge with the products in making a decision to purchase or not to purchase, while an external search is more related to the environment or situations such as advertisements, brand name, price, importance and relevancy of the purchase to the consumers prior to making a purchase decision.

In other words, the role of consumer prior knowledge is very important in strengthening or weakening consumer behaviour decision to purchase or repurchase a product. Bettman and Park (1980) indicate that consumers with more knowledge tend to use brand processing than less knowledgeable consumer, starting with attribute-based evaluations and then make comparisons as the choice process unfolds. Rao and Siben (1992) also suggest that increases in consumer prior knowledge lead to willingness to pay and purchase the products, indicating a willingness to rebuy the products in future.

On the other hand, past studies also reveal that there are differences between high knowledgeable and less knowledgeable consumers in terms of processing knowledge and how this knowledge affect their purchase and repurchase decision depending on the environment, situations, internal forces and product categories (Herr, 1989). For example, Soderlund (2002) concludes that high knowledgeable customers have high level of satisfaction and this indirectly has a positive influence on repurchase intention than less knowledgeable customers. They also relatively have high evaluative standards and easily accessible to product information and judgment than less knowledgeable customers.

Thus, a consumer prior product knowledge (high knowledgeable or low knowledgeable) on product categories might moderate his or her choice decision to repurchase or not to

repurchase regardless whether the products are considered as high involvement products or low involvement products because consumer sometimes use his or her own heuristic judgment to decide whether to repurchase or not to repurchase base on the knowledge available to him or her at hand.

Eventhough, in literature the role of consumer prior product knowledge as the moderator variable in the relationship between attribute importance, interpersonal influence and consumer repurchase intention is not clear. But the general concept acknowledges that when a consumer is highly knowledgeable the level of satisfaction is high compared to less knowledgeable consumer, and a consumer also tends to be more accessible to product information and made better judgment (Soderlund, 2002). Hence, the findings of Soderlund's (2002) study suggest that consumer prior knowledge about the products might strengthen and weaken the directional relationship of other attribute importance variables and interpersonal influence variables on consumer repurchase intention base on the assumption that consumer sometimes makes decision on his or her own judgment about information available at hand.

The findings of Bettman and Park's (1980) study, and Simonson, Huber and Payne (1988) also implies that consumer with more knowledge tend to process brand/product in greater extent compare to those who are less knowledgeable, suggesting that the more knowledgeable a consumer has on a particular brand/product to be repurchased, the importance place on brand name attribute tends to decrease.

On the premise of the above arguments, this study decides to use consumer prior knowledge as a moderator variable in the relationship between attribute importance, interpersonal influence and consumer repurchase intention. Besides, consumer prior

product knowledge is more objective and easy to measure and determine its interacting power as a moderator variable as compared to other variables such as experience, frequency and expertise which are relatively subjective and confusing.

Therefore, it is hypothesised that consumer prior product knowledge as the moderator variable first, between attribute importance variables (quality, price, brand name, product information) and repurchase intention; and second, between interpersonal influence variables (normative and informational) and repurchase intention using high involvement products and low involvement products as a comparison. Hence, the following hypotheses are formulated:

Hypothesis 7 – Consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products.

Hypothesis 8 – Consumer prior product knowledge moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products.

Hypothesis 9 – Consumer prior product knowledge moderates the relationship between brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products.

Hypothesis 10 – Consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products.

Hypothesis 11 – Consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products.

Hypothesis 12 – Consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products.

Please refer to Table 2.8 on related studies indirectly related to consumer prior product knowledge and consumer purchase behaviour (purchase and repurchase intention) of high involvement products and low involvement products.

Table 2.8: Consumer Prior Product Knowledge as the Moderator Variable and Consumer Purchase Behaviour: A Review of High Involvement Products and Low Involvement Products

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
1.	Bettman & Park (1980)	Effects of prior knowledge and experience and phase of the choice process on consumer decision processes; a protocol analysis.	The moderate group appear to process information more than high and low groups. Consumers with more knowledge tend to use brand processing to a greater extent. Consumers tend to start with attribute-based evaluations and comparisons, and then turning to brand processing as the choice process unfolds.	Experimental setting (High involvement products - microwave ovens).
2.	Rao & Monroe (1988)	The moderating effect of prior knowledge on cue utilization in product evaluations.	Level of familiarity will affect customer evaluation on product depending on price and quality relationship in terms of variations in the marketplace.	Woman Blazer-wool and tweed (High involvements products, high price-quality versus wide variations in price-quality).
3.	Simonson, Huber & Payne (1988)	The relationship between prior brand knowledge and information acquisition.	Factors influenced acquisition priority were prior brand-attribute certainty, prior brand-attribute evaluation (-ve sig relationship) and prior brand attractiveness (+ve sig. relationship)	Different brand names of typewriter/printer-experimental setting
4.	Herr (1989)	Priming price: prior knowledge and context effects	There were differences between high and low knowledge individuals in terms of information processing	Experimental setting (High involvement products - cars)
5.	Rao & Sieben (1992)	The effect of prior knowledge on price acceptability and the type of information examined.	Increases in prior knowledge lead to an enhanced willingness to pay because of an enhanced ability to evaluate quality, which likely to leads to discounting of the price of the product.	High involvement products - woman's blazer/fashion clothing.
6.	Yi (1993)	Contextual priming effects in print advertisements: the moderating role of prior knowledge.	Some knowledge consumers may not be able to interpret such as ambiguous product information of given attributes. High knowledge consumers are relatively have high evaluative standards and hence are more accessible to product information and make better judgment.	Experimental setting-subjects exposed to print ads.
7.	Peracchio & Tybout (1996)	The moderating role of prior knowledge in schema-based product evaluation.	Individuals with extensive prior knowledge evaluated new product less favourably than little knowledge individuals. They seems to make more extreme evaluations on given attributes.	Low involvement products - experimental setting- dessert and cake.
8.	Blair & Innis (1996)	The effects of product knowledge on the evaluation of warranted brand.	Consumers' product knowledge does moderate the importance of warranty information as an indicator of quality.	High involvement products - experimental setting-exposed to known and unknown brand names of automobiles and mock advertisement.

'Table 2.8, continued'

No.	Author (s)	Focus of Study	Findings Summary	Product/Service Categories (High/Low Involvement Products)
9.	Soderlund (2002)	Customer familiarity and its effects on satisfaction and behavioral intentions.	High-familiarity customers have higher level of satisfaction, repurchase intention and word-of-mouth intentions than low-familiarity customers.	Experimental setting using scenario (service encounter).
10.	Wang, Dacko & Gad (2008)	Factors influencing consumers' evaluation and adoption intention of really-new products or services: prior knowledge, innovativeness and timing of product evaluation.	Prior product knowledge is positively and significantly related to perceived newness of the products/services.	Service setting- new mobile feedback service provider.
11.	Chuang, Tsai, Cheng & Sun (2009)	The effect of terminologies on attitudes toward advertisements and brands: consumer product knowledge as a moderator.	When consumers are low in product knowledge/less familiar, the use of terminologies enhanced consumers' attitude toward brands. When consumer product knowledge is high/more familiar, the use of terminologies in advertisements does not improve advertisements or brand attitudes.	Experimental setting-cell-phones
12	Akir & Othman (2010)	Consumers' repurchase behavior on selected consumer goods: an investigation on the moderating effects of prior product knowledge.	Prior product knowledge moderates the relationship between brand name, informational influence, normative influence and price on repurchase intention.	Consumer goods - high and low involvement products (personal computer, instant coffee).
13.	Hong & Sternthal (2010)	The effects of consumer prior knowledge and processing strategies on judgments.	Consumers with extensive prior knowledge evaluate the product more favourably when their information processing prompts their perceptions of progress toward a goal. In contrast, consumers with limited prior knowledge offer more favourable evaluations when the information processing mode suggests assessment.	High and low involvement products - Laundry detergents and MP3 players.

2.10.3 Consumer Prior Product Knowledge as the Moderating Variable between Attribute Importance Variables and Repurchase Intention

In the literature, there are indications that consumer use prior product knowledge to assess and evaluate a product's worth when making a purchase decision. Furthermore, the concept of knowledge processing or information processing is very important in marketing and consumer behaviour studies, especially at the early stage of product life cycle.

Despite these observations, the role of consumer prior product knowledge in the relationship between attribute importance variables such as quality, price, brand name

and product information and repurchase intention using high involvement products and low involvement products to make a comparison has been a relatively neglected area of research. Therefore, this study follows the following path and sequence to investigate this moderating effect:



a. Consumer Prior Product Knowledge Moderates the Relationship between Quality Attribute and Repurchase Intention of High Involvement Products and Low Involvement Products

Bettman and Park's (1980) study suggests that individuals with moderate prior knowledge tend to do more processing on the current available information than do the low and high knowledgeable individuals. They also contend that consumers with more knowledge tend to use brand processing to a greater extent than less knowledge consumers. On the other hand, consumers with low prior knowledge are not motivated enough to process information and seek a simple solution by relying on prior attitudes and evaluations (Bettman & Park, 1980).

Bettman's (1979) theory of information processing proposes that a person's knowledge is influenced by two factors, that is, internal and external. Internal forces are related to ones's past experiences and memories, while external forces include environment and marketing stimuli such as advertising, price, and products itself in terms of quality and brand name and situations. Soderlund (2002), for example, indicates that knowledgeable customers are more satisfied with the quality of the service offered and this in turn has a positive affect on repurchase intention, indicating that consumer prior knowledge in this case moderates the relationship between quality attribute and repurchase intention via customer satisfaction with the quality of the service.

It is also contended that less knowledgeable/familiar consumers are more likely to use extrinsic information based on their *belief* that a quality-extrinsic cue relationship exists in the marketplace, and high knowledgeable/familiar consumers use extrinsic information based on their *knowledge* that a quality-extrinsic cue relationship exists in the marketplace (Rao & Monroe, 1988:262).

On the perspective of the personal relevance concept postulates that personal relevance as the essential characteristics of involvement (Celsi & Olson, 1988). Under situations of uncertainty or perceived risk on the quality of a product, high involvement products and the importance of the repurchase intention decision, consumer is assumed to be highly involved to obtain prior product knowledge particularly if little information about the product is available. On the other hand, the information processing concept assumes that highly involved consumers are more likely to process a large amount of cognitive information or knowledge about a product in comparison to low involvement consumers in terms of quality (Hansen, 2005). Hence, this study proposes that:

Hypothesis 7 – Consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products.

b. Consumer Prior Product Knowledge Moderates the Relationship between Price Attribute and Repurchase Intention of High Involvement Products and Low Involvement Products

In terms of price attribute, there are studies on prior knowledge that reveal consumers hold price and quality information (Avery, 1996) before the purchase action takes place, and hold some sort of price information/knowledge in their memory for frequently purchased products/grocery products (Urbany, Dickson & Kalapurakal, 1996; Vanhuele & Dreze, 2002). In other words, these findings suggest that consumers have some sort

of prior knowledge on the products they purchase or intend to repurchase. In this case, it is their knowledge of the price and quality of the products.

Therefore, if consumers have prior knowledge about the products to be purchased, it is assumed that, this prior knowledge has an interaction effect on their repurchase intention and thus moderates the relationship. However, past research also suggest that the importance of the perceived price and perceived quality have direct effects on purchase intention or repurchase intention and that the effects of price on perceived quality is moderated by the importance of the product and quantity of product knowledge/information obtained (Chang & Widt, 1994: 24-25) - products used two-bedroom apartments (less complex product) and personal computers (complex products).

Zeithaml (1988), and Rao and Monroe (1988) that conclude customer reference for price decreases if there are other importance attributes available such as quality attribute for customer to make an evaluation, in turn increases knowledge/familiarity. Chang and Widt (1994) study also indicates that the importance of price attribute diminishes with increased on prior knowledge/information about the product which is consistent to Zeithaml (1988), and Rao and Monroe (1988) earlier studies.

Since personal computer is considered as a high involvement product and require complex decision making, therefore consumer usually, in this situation will be highly involved. Two-bedroom apartment is considered as not complex decision because of the purpose of the purchase, that is for own use and no buying transaction is involved. In contrast, Blair and Innis, (1996: 455) argue that the consumers' product knowledge does moderate the importance of information as an indicator of product quality when

consumers intend to purchase warranted brands. On the other hand, it was also indicated that the subjects' (consumers) reliance on brand name when making a price estimate was moderated by their level of product knowledge for at least one product category as revealed in Biswas and Sherrel's (1993: 42) study.

Further, Rao and Monroe's (1988: 261) study suggest that if there is price-quality association exists in the marketplace, consumer tendency to use price as an indicator of product quality decreases, and then increases with familiarity (knowledge), indicating an interaction effect of prior knowledge in this relationship. On this premise, this study formulates that:

Hypothesis 8 – Consumer prior product knowledge moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products.

c. Consumer Prior Product Knowledge Moderates the Relationship between Brand Name Attribute and Repurchase Intention of High Involvement Products and Low Involvement Products

Simonson, Huber and Payne's (1988: 575) study suggest that consumers will use their prior knowledge to ease their processing task with regards to choice by focusing on the most attractive product brand names at the initial stage and later they sample information on less attractive alternative product brand names. In some studies, as indicated in Tellis and Gaeth (1990: 43) which suggest that consumers engage in switching behaviour depends mostly on brand experience in their previous purchased, that is, switch if bad, repurchase if good.

On the other hand, O'Cass and Frost (2002: 79) indicate in their study that prior knowledge or exposure to the brand will not affect one's ability to conspicuously consume status-laden products when other brand associations are present such as price,

user and usage imagery, feelings, brand personality and benefits. In other words, if customers are concerned about a product brand name (well-known, status brand name), prior product knowledge will not greatly affect their decisions because they are already familiar and loyal to such brand names, and repurchase the products on a regular basis. Obviously their level of involvement will not be high in such situations, even though products with branded name and expensive products are usually considered as high involvement products.

Burnham, Frels and Mahajan (2003) indicate in their study that product knowledge can also lower psychological switching behaviour/switching cost from buying a national brand (established brand name) to a less-known private brand (inferior brand name), indicating that prior product knowledge plays a role in strengthening or weakening (moderating) customer willingness to purchase in future.

It is also suggested that under certain conditions, consumer with prior product knowledge evaluate the chosen product/brand name more favourably in comparison to those with less prior product knowledge (Peracchio & Tybout, 1996; Hong & Sternthal, 2010). In this pursuit, hence, this study proposes that:

Hypothesis 9 – Consumer prior product knowledge moderates brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products.

d. Consumer Prior Product Knowledge Moderates the Relationship between Product Information Attribute and Repurchase Intention of High Involvement Products and Low Involvement Products

In an experimental study by Tellis and Gaeth (1990: 41-42) concludes that the impact of experience did not greatly enhance subjects' ability to choose the best value and consumers also did not learn from experience but use their recent exposure about the

products or services as a source of information and evaluation in their decision making process. In other words, for whatever reason or reasons, the effect of prior product knowledge or experience on consumers' evaluation, purchase decision and repurchase intention is very much depending on the performance of the products or services purchased and consumers sometimes used their own heuristics instinct even when information is available (Tellis & Gaeth, 1990: 43).

In this regards, besides price and quality, product information also plays a direct role in influencing repurchase intention and consumer prior product knowledge might or might not moderate this relationship. Generally, it was observed that in terms of theory and conceptual basis, an individual use prior knowledge in their evaluations before making a choice but varies accordingly depending on the stages of decision making processes and the level of knowledge, familiarity, experiences or exposures to the products or brands. Hence, the following hypothesis is formulated:

Hypothesis 10 – Consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products.

In conclusion and on the premise of the above arguments and discussions, therefore, it is hypothesised that consumer prior product knowledge is the moderator variable between attribute importance and repurchase intention. This is based on the general notion in the literature that a consumer attention on quality, price, brand name and product information decreases if he or she has prior knowledge on the products or services to be purchased/repurchased with regards to these extrinsic attributes, price and non-price attributes viz: quality attribute, price attribute, brand name attribute, and product information attribute (Stafford & Enis, 1969; Obermiller & Whetley, 1983; Curry & Reisz, 1988; Zeithaml, 1988; Bristow, Schneider & Schuler, 2002).

2.10.4 Consumer Prior Product Knowledge as the Moderating Variable between Interpersonal Influence Variables and Repurchase Intention

In the literature the moderating role of consumer prior knowledge in the relationship between interpersonal influence variables and repurchase intention is not well established and no initiatives to date that investigate this relationship. Nevertheless, people who are knowledgeable are those who have past experiences or familiar with the products or services in comparison to the average customers in the market place. This knowledge can be acquired formally or informally, either through own formal cognitive behaviour or obtain information from others or by word of mouth communication (Mowen & Minor, 2001; Kotler, 2003).

Consumers, most of the time, do not act in isolation but often act in the presence of others and aspires by group behaviour, which in the context of marketing and consumer behaviour, commonly referred to as susceptibility to interpersonal influence both in terms of normative influence and informational influence (Park & Lessig, 1975; Bearden, Netemeyer & Teel, 1989).

An individual also obtains information from those who are more knowledgeable to improve or enhance ones' knowledge or ability to make evaluations before engaging in the purchase or repurchase actions (Mangleburg, Doney & Bristol, 2004). Normative component reflects a consumer's willingness to conform for image enhancement purposes and the informational component measures information-seeking behaviour (Kropp, Lavack & Silvera, 2005).

Consumers susceptibility to interpersonal influence or the influence of significant others such as family members, spouses, siblings, friends, neighbours, salespersons and relatives on consumer purchase decision are widely researched in the literature.

However, the extent to which consumer prior product knowledge moderates the relationship between interpersonal influence variables and repurchase intention are not well established and explicitly studied. Therefore, it is difficult to draw any empirical evidence to support the arguments.

Nevertheless, there are indications that several studies in past literature denote that consumers who have obtained information from others before they engage into purchase action usually less involved in search activity such as reported in studies performed by Witt (1969), Burnkrant and Consineau (1975), Park and Lessig (1977), Calder and Burnkrant (1977), Bearden and Etzel (1982), Ganesh (1997), and Mangleburg, Doney and Bristol (2004).

For example, Mangleburg, Doney and Bristol (2004: 111) conclude that “informational influence is valuable in evaluations ability and normative influence is valuable in evaluations of opinion”. In other words, informational influence is likely to affect by improving knowledge and performance and hence may improve one’s knowledge, which in turn may lead to repurchase intention.

Most of these past studies indicate that people are influenced more by the information that are provided by groups rather than by groups pressures to conform or compliance to groups norms (Burnkrant & Cousineau, 1975; Park & Lessig, 1977; Mangleburg, Doney & Bristol, 2004). There are also evidences in the literature regarding food purchasing behaviour (low involvement products) that suggest consumers intention to buy was an accurate predictor of actual purchase and subjective norms (others opinions) significantly affect consumers intention to buy (Choo, Chung & Pysarchik, 2002: 621).

In other words, customer with less knowledge will seek for more information and opinion from other sources or from others in comparison to those who are knowledgeable which are congruent to the customer's self-image which in turn affects products evaluation and repurchase intention (Rao & Monroe, 1988; Peracchio & Tybout, 1996).

Recent studies also reveal that consumer uses prior product knowledge to make evaluation on certain product categories and seek information from others before engaging in repurchase intention (Akir & Othman, 2010, Wong & Osman, 2013). In other words, individuals with less prior knowledge of a product or brand may seek information from others and use that information to guide their decisions making process. As shown in the previous Table 2.8 on interpersonal influence, several types of product categories are used in the investigation which include both high involvement products and low involvement products.

Consistent to information processing theory proposes by Betman (1979), a person's knowledge or memory is triggered by two factors, internal and external. Internal forces are past experiences or knowledge acquired which can be formal or informal. While external forces are marketing stimuli or other buyer's characteristics that influence one's actions in the process of making purchase decisions or repurchase intention decisions. Consumer prior product knowledge is one of the internal forces that stimulate one's action.

If the products purchased are high involvement products, then the consumer is assumed to be highly involved in knowledge processing. However, in certain situations purchasing of low involvement products can be highly involving if the purpose is to

entertain a guest or for gift-giving and/or the products purchased connotes status or social affiliation. Hence, prior product knowledge may play a role as the moderating variable in this relationship. Based on the premise of the previous discussions, this study hypothesises that consumer prior product knowledge moderates the relationship between the components of interpersonal influence, that is, normative influence and informational influence on repurchase intention. Hence, this study formulates the following hypotheses:

Hypothesis 11: Consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products.

Hypothesis 12: Consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products.

2.11 Chapter Summary

This chapter provides the general summary on the development of the research conceptual framework for this study. It reviews the literature on the origin of consumer behaviour models in relation to other disciplines such as psychology, sociology, social psychology and its application to the development of conceptions and theories in marketing and consumer behaviour. In specific, this chapter also reviews the various determinants related to the current study in terms of attribute importance variables and interpersonal influence variables which in this study refers to independent variables that influence the consumer repurchase intention which is the dependent variable, both in the context of tangible consumer products and services.

It also discusses in length the link between the independent variables and the dependent variable as well as consumer prior product knowledge as the moderating variable in the relationship among all these sets of variables. Justification on the selection of consumer

prior product knowledge as the moderating variable is also explained. The main purpose of reviewing past research is to establish the existence of conceptual background to support the development of a conceptual framework for this study. The interrelationships among several variables are discussed in length to establish the need for a research which will contribute to the body of knowledge in consumer behaviour and the extension of consumer behaviour model building in the context of repurchase intention of high involvement products and low involvement products.

The discussions in this chapter begin with the literature on the origin of consumer behaviour theorists and conceptions, consumer involvement theory and consumer relevance, high and low involvement concepts, and high and low involvement products. This chapter also explains the conceptions and empirical evidences on the relationship between all the sets of variables chosen in this study. Attribute importance variables inclusive of quality, price, brand name and product information; and interpersonal influence variables consist of normative influence and informational influence. All these variables are treated as independent variables which are predicted to influence repurchase intention as a dependent variable.

Finally, the moderating effect of consumer prior product knowledge in the relationship between these sets of independent variables and dependent variable are also discussed. The development of hypotheses is presented based on both theoretical and empirical evidences in past and recent studies on areas of concern in the current study. The hypotheses of the research are presented and listed in the following chapter on research methodology.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the research paradigm and research design, measurement of constructs, research instrument, sampling procedure, data collection procedure as well as data analysis procedure. The hypotheses of the study as discussed in the previous chapter 2 are presented in the following sub-section 3.1.

3.1 Hypotheses of the Study

The lists of hypotheses as proposed in the previous chapter are presented below:

H1 – Quality attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H2 – Price attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H3 – Brand name attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H4 – Product information attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H5 – Normative influence of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H6 – Informational influence of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H7 – Consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H8 – Consumer prior product knowledge moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H9 – Consumer prior product knowledge moderates the relationship between brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H10 – Consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H11 – Consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products.

H12 – Consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products.

3.2 Research Paradigm and Design

This sub-section begins with explanations on the research paradigm that the study adopted and the statistical techniques performed to test the hypotheses, research design employed, the sampling technique used, justification for selecting survey method to collect the data, operationalisation of measurement used in this study, justification on content/face validity, and pre-testing of questionnaire. The research instrument used in this study is also explained. This section further explains on the justification for using a particular scale.

This study adopted both deductive reasoning and inductive reasoning as reference to develop the research conceptual framework and then performed empirical testing on formulated hypotheses. Deductive reasoning is the logical process of deriving a conclusion from a known premise or some known to be true (Zikmund, 2000; Cooper and Schindler, 2006). Inductive reasoning is the logical process of establishing a general proposition or hypothesis on the basis of observation of a particular facts (Zikmund, 2000; Cooper and Schindler, 2006). Hence, a tentative hypotheses were developed (which is inductive) and then these hypotheses were tested to ensure whether these hypotheses were capable of explaining the fact (dependent variable), which is deductive. After deciding the theory of reference and research paradigm adopted, the

research design was determined and explained in the following paragraph. This study used stochastic consumer buying behaviour approach as theory of reference in developing the research conceptual framework and adapted the Integrated Multivariate Brand Choice and Purchase Incidence Model developed by Jones and Zufryden (1980). This study inculcates attribute importance variables and interpersonal influence variables as the independent variables to predict the dependent variable, that is, consumers repurchase intention for high involvement products and low involvements. Consumer prior product knowledge was hypothesised as the moderator variable in this relationship.

The study conceptual framework was tested using standardised multiple regression analysis procedure to determine the linear relationship between the independent variables and the dependent variable. While hierarchical multiple regression analysis procedure performed to analyse the interacting effect (moderating effect) of consumer prior product knowledge in the relationship between the independent variables and the dependent variable.

For this study, a non probability sampling approach was used and quota sampling technique was adopted to select the sample units. Survey method was employed to collect the data. Both exploratory and conclusive studies were employed. Exploratory study was conducted at the initial stage to investigate the nature of the problem of the current study, particularly to determine the product categories that were chosen in the research, testing the appropriateness of constructs and measurements and the intended sample respondents. Descriptive research was used to describe the target sample respondents, the respondents purchasing behaviour patterns in terms of the types of product categories purchased, the time of purchase (when), the place the purchase was

done, the amount and quantity purchased and so forth. Multivariate analysis of variance (MANOVA) was employed to determine the significant mean difference among groups of consumers (gender and consumer product involvement). Finally, the relationship between variables was investigated to establish conclusive empirical evidence which can be used as an input for managerial decision making process.

Several studies related to price-quality relationship and purchase intention/repurchase intention; price, brand name and information effects on products' evaluations as well as studies related to consumer susceptibility to interpersonal influence, in particular, were conducted in laboratory experiment or simulated experimental setting and other methods such as observation, consumer panel data and time series (for example in Curry & Riesz, 1988; Zeithaml, 1988; Tellis & Gaeth, 1990; Monroe & Grewal, 1991; Cole & Balasubramanian, 1993; Chang & Wildt, 1994; Blair & Innis, 1996; Hussey & Duncombe, 1999; MacDonald & Sharp, 2000; Agarwal & Teas, 2002; Ataman & Ullengin, 2003; Ofir, 2004; Hansen, 2005). However, this study utilised the survey method via mall intercepts and consumers were intercepted at retail outlets' exit point in a real shopping environment setting.

3.2.1 Justification on Survey Research Design

After due consideration on the application of research design appropriate for this study, in order to achieve the objectives and answer the research questions as well as testing the hypothesised relationships between variables, a cross-sectional survey design was used. This method was used to allow the examination of a large number of consumers as respondents and their in-store repurchasing behaviour. Besides, as a researcher we can straight away determine whether the respondents visit the retail outlets as first timer, repeat or repurchase and do they intend to repurchase in the future. In addition, survey

method was used because it offers a rich raw data and actual consumer behaviour and natural response was gained as they were being intercepted at the retail outlets where the actual shopping activities were carried out in comparison to the artificial or simulated experimental experiments at the laboratory or administered outside the shopping environment or retail outlets.

3.3 Measurement of Constructs

In this section, specific measurement items or constructs for independent variables, dependent variable and moderating variable are discussed. The items and response format for the measures are also discussed. All items used have been tested in the pre-test to ensure items internal consistency before being used in the actual research. Multi-item scales were constructed to measure consumers' response on items related to attribute importance variables, interpersonal influence variables, consumer prior product knowledge and repurchase intention.

Multi-item scales were used to reduce the disadvantages encountered if single-item scale was used. In other words, "the specificity of items can be averaged out when they are combined, next by combining items, one can make relatively fine distinctions among people, and finally the reliability tends to increase and measurement error decreases as the number of items in a combination increases" (Churchill, 1979: 66). Basically, all constructs or items used in this study were taken from past studies but modified for the purpose of this study. A few items were modified and reworded to assist the respondents to easily comprehend and understand the items or statements used and as well as to meet the appropriateness of items for this study. Construct validity was determined using principal factor analysis procedure following guidelines as suggested by Nunnally (1978) and Malhotra (2004). Nunnally (1978) states that factor analysis has

a role in testing the three aspects of validity, that is, construct validity, criterion validity and content validity or face validity. The results of the test was compared with previous research and if the result yielded high score and exceeded the Kaiser criterion (KMO) threshold of above 0.50, then the constructs were considered as valid (Nunnally, 1978; Malhotra, 2004; Pallant, 2007). Cronbach's alpha coefficient was performed and used to test the constructs reliability and internal consistency (Nunnally, 1978; Malhotra, 2004). To ensure the content validity of the constructs, experts in areas of marketing and consumer behaviour were requested to compare and evaluate the items included in the scale. Three academic experts from the Faculty of Business Management of University Technology Mara were asked to refine the items to ensure the content validity of the constructs used. All of them were senior lecturers in marketing and services marketing. Based on the feedback received from the three academicians, the items used were modified to suit the local setting of the consumers that were included in the main study, in particular, in terms of the wording to facilitate the respondents' understanding.

Each variable in each construct of attribute importance, interpersonal influence and repurchase intention were measured using more than five items. Attribute importance consisted of four variables such as quality, price, brand name and product information. Quality attribute variable was measured using seven items, price attribute variable was measured using seven items, brand name attribute variable was also measured using seven items and product information attribute variable was measured using six items.

Meanwhile interpersonal influence was divided into two variables, that is, normative influence variable was measured using eight items and informational influence variable was measured using four items. Repurchase intention was measured using eight items. All items for each variable were measured using a 7-point Likert like scale and anchored with "1" as "strongly disagree" and "7" as "strongly agree" for each of the

item/statement. However, consumer prior product knowledge was measured using four items subjective knowledge rating scale ranging from 1 to 7. On the otherhand, the respondents' product involvement was measured using bipolar semantics rating scale ranging from 1 to 7. The consumers' purchasing behaviour and demographic variables of the respondents' profile were measured using categorical scale such as rank order scale and nominal scale.

3.3.1 Justification of Measurements and Scales Psychometric Properties

In the literature there are several determinants or factors (price or non-price) that influence consumers purchasing decision and these can be in the form of an attribute that consumers consider in their evaluation about the worth of the products and/or services offered which in turn use as a frame of reference to decide whether to purchase/repurchase or not to purchase/repurchase. Besides price, there are a number of other non-price attributes that consumer consider in their choice evoked sets such as the quality of the products, the brand names of the products, the product information such as regarding the contents, made, expiry date, manufacturer, certification, country of origin, environmental effects, nutrients information, taste, colour, packaging, and the like.

For example, Jones and Zufryden (1980) used price attribute and demographic variables to predict consumers' purchase behaviour. Tellis and Geath (1990) investigated the impact of product information and learning on consumer choices. On the other hand, Dodds, Monroe and Grewal (1991) besides price also studied the effects of brand and store information on buyer's product evaluations before they purchased. Whereas others such as Stafford and Enis (1969); Curry and Riesz (1988); Zeithaml, (1988); Agarwal and Taes (2002); Hansen (2005) investigated the consumers price-quality perceptions to

predict price and quality relationship and in turn determined price-quality relationship in influencing consumers' willingness to buy a product or service. Therefore, the importance that consumers place on certain attributes and the role of interpersonal influence in affecting consumers repurchase intention should not be underestimated. This behaviour demands continuous research because consumers are dynamic creatures whose tastes and preferences keep on changing depending on situations and other environmental factors that might need researchers and practitioners continuous attention effort in understanding their purchase or repurchase behaviour.

After taking into consideration the relevancy of the items to the current study, not all the original items were adopted. A few items were modified to suit the sample respondents in the main research. Where applicable, the wordings within items were translated to Malay language to enable the sample respondents to comprehend and understand the questions asked.

Multi-item measurements were used and each variable was measured using four to eight items with a consistent rating scale using a 7-point Likert like scale anchored with "7" as strongly "agree" and "1" as strongly "disagree" with each item. Items such as consumer product involvement inventory were measured using bipolar semantic rating scale ranging from 1 to 7 and consumer prior product knowledge was measured using a 7-point rating scale. Below is the description of items and discussions regarding the rationale behind the used of these items in this study. However, consumers' purchasing behaviour and demographic information were measured using categorical scale.

3.3.2 Measuring the Attribute Importance Constructs

Attribute importance consists of four variables, that is, quality attribute, price attribute, brand name attribute and product information attribute. The items used to measure each variable were adapted from past research. Based on guidelines by Peter (1979), the number of items for each variable in this study is considered as acceptable in marketing research practices, even though more items in a factor or element can capture the underlying factor better, but respondents' boredom and fatigue should also be considered. As such the minimum four items and maximum seven items was set for these attribute importance variables - quality, price, brand name and product information.

a. Quality Attribute Importance

Quality attribute importance was measured using seven items anchored with a 7-point Likert like scale as shown in Table 3.1. The items used to measure quality dimension were taken from Sproles and Kendall (1986) quality attribute scales, consisted of eight items. Quality attribute scales developed by Sproles and Kendall (1986) was chosen due to its relevancy to the current study besides being established and used by many past research of similar nature. As depicted in the same Table 3.1, the overall reliability score of these scales was 0.74 which exceeded the minimum score of 0.70 (Nunnally, 1978). One item was dropped (item 2) because it seemed to be as redundancy in meaning (Herrington, 1996) and does not seem to emphasise much on quality importance of the product purchase but more on product choice. For example, Esso and Dibb (2004) adapted Sproles and Kendall's (1986) Consumer Styles Inventory scale in their study on consumer religiosity and its relation in aspect of consumer shopping behaviour. Besides, the scales psychometric properties of some other past research were not available.

Table 3.1: Measuring Quality Attribute Importance Taken from Sproles and Kendall (1986)

No.	Original Items	Items used in Current Study
1.	Getting very good quality is very important to me.	Getting very good quality is very important to me.
2.	When it comes to purchasing products, I try to get the very best or perfect choice.	Item dropped
3.	In general, I usually try to buy the best overall quality.	In general, I usually try to buy the best overall quality.
4.	I make special effort to choose the very best quality products.	I make special effort to choose the very best quality products.
5.	I really don't give my purchases much thought or care.*	I really don't give my purchases much thought or care.*
6.	My standards and expectations for products I buy are very high.	My standards and expectations for the products I buy are very high.
7.	I shop quickly, buying the first product or brand I find that seems good enough.	I shop quickly, buying the first product or brand I find that seems good enough.
8.	A product does not have to be perfect, or the best, to satisfy me.*	A product doesn't have to be perfect, or the best, to satisfy me.*

Notes:* Items with a reverse score; Cronbach's Alpha = 0.74

b. Price Attribute Importance

Price attribute importance was measured using seven items which was adapted from Sproles and Kendall's (1986) 3-items price attribute scale and Lichtenstein, Ridgway and Netemeyer's (1993) 5-items price attribute scale as depicted in Table 3.2.

Table 3.2: Measuring Price Attribute Importance

No.	Original Items	Items used in Current Study	Source
1.	I am not willing to go to extra effort to find lower prices.*	If other important factors remain the same, price is an important criterion for me.	Lichtenstein, Ridgway & Netemeyer, 1993
2.	I will grocery shop at more than one store to take advantage of low prices.	Price is the most important factor on my decision to purchase or not to purchase.	Lichtenstein, Ridgway & Netemeyer, 1993
3.	The money saved by finding low prices is usually not worth the time and effort.*	The money saved by finding low prices is usually not worth the time and effort.*	Lichtenstein, Ridgway & Netemeyer, 1993
4.	I would never shop at more than one store to find low prices.*	Item dropped	Lichtenstein, Ridgway & Netemeyer, 1993
5.	The time it takes to find low prices is usually not worth the effort.*	The time it takes to find low prices is usually not worth the effort.*	Lichtenstein, Ridgway & Netemeyer, 1993
6.	I buy as much as possible at sales price.	It is important that I buy as much as possible at sales price.	Sproles & Kendall, 1986
7.	The lower price products are usually my choice.	The lower price products/brands are usually my choice.	Sproles & Kendall, 1986
8.	I look carefully to find the best value for money.	I look carefully to find the best value for money when selecting for a product or brand.	Sproles & Kendall, 1986

Notes:* Items with a reverse score; Cronbach's Alpha = 0.54

The price attribute items were measured using a 7-point Likert like scale. One item (item 4) from Lichtenstein, Ridgway and Netemeyer's (1993) was dropped because it seemed to be a redundancy in meaning (Herrington, 1996) with item 2 but expressed in a negative term. The wording of item 1 and item 8 were changed in order to emphasise

price attribute importance. Meanwhile item 2 was changed because its meaning does not directly imply price attribute importance. The price attribute scales by Sproles and Kendall (1986) and Lichtenseins, Ridgway and Netemeyer (1993) were chosen because the scales were considered relevant and its appropriateness to this current study. The scale psychometric score meet the minimum Kaiser criterion of 0.50. However, the reliability Conbach's alpha was 0.54, indicating an acceptable and desirable score (Malhotra, 2004). Besides, these two scales used metric scale to measure price attribute, whereas price attribute in other past studies were mostly measured using non-metric or categorical scale such as in Jones and Zufryden (1982), Chang and Wildt (1994), Quester and Smart (1998), Rosa-Diaz (2004), and Akhter (2009). However, there were also few past studies that had adapted these two price scales but were modified and changes were made to suit the scales with their studies such as found in Park and Sullivan (2009). The reported Cronbach's alpha was 0.79, indicating good reliability of the scale. Ofir (2004) study also revealed high level of reliability and the Cronbach's alpha was ranging from 0.91 to 0.95 for two group of consumers investigated (high income and low income group) with regards to price importance on their choice decision.

In another study conducted by Wickliffe and Pysarchik (2001) indicated Conbach's alpha was 0.54 and 0.65 for two groups of consumers (Koreans and Americans), indicating satisfactory level of reliability consistency for the scales, which showed more or less similar Cronbach's alpha with the original study. It was observed that all of these studies reported from satisfactory, good to high Cronbach's alpha which demonstrated the internal consistency reliability of the two price scales. Hence, the using of these two price scales to measure price attribute importance was justified and relevant to this current study.

c. Brand Name Attribute Importance

Brand name attribute importance was measured using Bristow, Schneider and Schuler’s (2002) brand name scale which also consisted of seven items as shown in Table 3.3. The brand name attribute items were measured using a 7-point Likert like scale. Bristow, Schneider and Schuler’s (2002) brand name scale was chosen because of its relevancy and appropriateness to the current study which emphasises specifically on brand name attribute importance. The scale reliability Cronbach’s alpha was also high, that is 0.83.

Table 3.3: Measuring Brand Name Attribute Importance Taken from Bristow, Schneider & Schuler (2002)

No.	Original Items	Items used in Current Study
1.	When it comes to buying ---- I rely on brand names to help me choose among alternative products.	When it comes to buying a product/brand I rely on brand names to help me choose among alternative products/brands.
2.	I would be more likely to purchase --- that had a well-known brand name.	I would be more likely to purchase a product/brand that had a well-known brand name.
3.	Brand name would play a significant role in my decision of which ---- to purchase.	The brand name would play a significant role in my decision of which product/brand to purchase or not to purchase.
4.	When faced with deciding among two or more brands of ----- I depend on the brand name of each product to help me make a choice.	When faced with deciding among two or more brands/ products to purchase, I depend on the brand name of each product to help me make a choice.
5.	The brand name of ---- is important to me when deciding which product to purchase.	The brand name of a product is important to me when deciding which product/brand to purchase.
6.	If faced with choosing between two ----- with similar features, I would select the better known brand name.	If faced with choosing between two brands with similar features, I would select the better known brand name.
7.	Regardless of what features a competing brand of ---- may offer, I would buy the brand of ----- that I most trust.	Regardless of what features a competing stores/shops may offer, I would buy the brand name that I most trust.

Note: Cronbach’s Alpha = 0.83

While other brand scale in past studies of similar nature are either expressed in the form of brand status (O’Cass & Frost, 2002), brand cue (Brady, Bourdeau & Heskel, 2005), brand consciousness (Lee at el., 2008) and brand attribute to measure brand name attribute importance construct such as in Wee, Tan and Cheok (1995), Bristow and Asquith (1999), Wickliffe and Pysarchik (2001), Chen, Chang and Chang (2005), and Park and Sullivan (2009). These studies reported the Cronbach’s alpha ranging from 0.70 to 0.93, demonstrating good and high reliability internal consistency. Some example of these brand name items used in these past research were “It is important to buy a well known brand name”, I try to stick to certain brand name”, “I pay attention to

brand name”, “This brand name is congruent to my self-image and status”, and “I usually buy a well-known national brand name or designer label brand name”. Based on this observation, therefore, brand name scale taken from Bristow, Schneider and Schuler (2002) was considered the most appropriate and relevant scale to measure brand name attribute importance for this study.

d. Product Information Attribute Importance

Product information attribute importance was measured using six items adapted from Aliman’s (2007) product information scales. The reliability Cronbach’s alpha was 0.73 for these 7-items product information attribute, demonstrating good reliability and found to be relevant and appropriate for this current study. Furthermore, there were no established scales that measure product information attribute in particular found in past studies. The measurements used in past research to measure product information were indirectly displayed in the form of labeling and search for information on nutrition especially for food items such as in Asam and Bucklin (1973), Mangleburg, Grewal and Bristol (1997), Shine, O’ Reilly and O’ Sullivan (1997), and Dimara and Skuras (2005). Please refer to Table 3.4 for items used to measure product information attribute.

Table 3.4: Measuring Product Information Attribute Importance Taken from Aliman (2007)

No.	Original Items	Items used in Current Study
1.	I will use the information provided by the shops when selecting for a product that I want to purchase	I will use the information provided by the shops/stores when selecting for a product that I want to purchase
2.	I am not willing to purchase without knowing the detailed information related to the product that I buy.	I am not willing to purchase without knowing the detailed information related to the product that I buy.
3.	Information regarding the products that I buy usually helps me to make decision on which product to choose.	Information regarding the products that I buy usually helps me to make decision on which product to choose.
4.	I think the availability of information provided by the shops is important to me when purchasing a product.	I think the availability of information provided by the shops/stores is important to me when purchasing a product.
5.	I often look at information about the product that I buy before I purchase a product.	I often look at information about the product that I buy before I purchase a product.
6.	I will not purchase a product if the shops fail to show me the information about the product.	I will not purchase a product if the shops/stores fail to show me the information about the product.

Note: Cronbach’s Alpha = 0.73

3.3.3 Measuring the Interpersonal Influence Constructs

In this study, Bearden, Netemeyer and Teel's (1989) 12-items interpersonal influence constructs were adopted which consisted of two components, that is, normative influence (8 items) and informational influence (4 items). Please refer to Table 3.5 and Table 3.6.

Table 3.5: Measuring Normative Influence Construct Taken from Bearden, Netemeyer & Teel, 1989

No.	Original Items	Items used in Current Study
1.	I rarely purchase the latest fashion styles until I am sure my friends approve of them.	I rarely purchase the products/latest fashion styles until I am sure my friends approve of them.
2.	It is important that others like the products and brands I buy.	It is important that others like the products and brands I buy.
3.	When buying products, I generally purchase those brands that I think others will approve of.	When buying products/brands, I generally purchase those products/ brands that I think others will approve of.
4.	If other people can see me using the product, I often purchase the brand they expect me to buy.	If other people can see me using the product/brand, I often purchase the brand they expect me to buy.
5.	I like to know what brands and products make good impression on others.	I like to know what brands and products make good impression on others.
6.	I achieve a sense of belonging by purchasing the same products and brands that others purchase.	I achieve a sense of belonging by purchasing the same products and brands that others purchase.
7.	If I want to be like someone, I often try to buy the same brands that they buy.	If I want to be like someone, I often try to buy the same brands that they buy.
8.	I often identify with other people by purchasing the same products and brands that others purchase.	I often identify with other people by purchasing the same products / brands that they purchase.

Note: Cronbach's Alpha for Normative Influence = 0.88

Table 3.6: Measuring Informational Influence Construct Taken from Bearden, Netemeyer & Teel, 1989

No.	Original Items	Items used in Current Research
1.	To make sure I buy the right product or brand, I often observe what others are buying.	To make sure I buy the right product or brand, I often observe what others are buying and using
2.	If I have little experience with a product, I often ask my friends about the product.	If I have little experience with a product or brand, I often ask my friends about the product/brand.
3.	I often consult other people to help me choose the best alternative available from a product class.	I often consult other people to help me choose the best alternative available from a product class.
4.	I frequently gather information from friends or family about a product before I buy.	I frequently gather information from friends or family about a product or brand before I buy.

Note: Cronbach's Alpha for Informational Influence = 0.82

Interpersonal influence constructs are new variables added as independent variables in predicting a consumer's repurchase intention in the current research model. This study used the original version of interpersonal influence scale except that some wordings were modified to suit the sample respondents to ensure that they can comprehend and

understand the questions asked in the survey. Besides, the reliability scores for these two constructs (normative and informational constructs) items were also high, that is 0.88 and 0.82 respectively. A 7-point Likert like scale was also employed to measure normative influence and informational influence constructs which was anchored with “7” as “strongly agree” and “1” as “strongly disagree”.

The interpersonal influence constructs developed by Bearden, Netemeyer and Teel (1989) were taken because these are the established scales to measure interpersonal influence constructs. Furthermore, the internal consistency of the scale was also high as indicated in many of past research. It was observed that most past studies adapted these scales to measure interpersonal influence in aspects of marketing such as consumer shopping and purchasing behaviour in terms of susceptibility to normative influence and informational influence across broad product categories and services (high and low involvement products) as well as across-culture. Several past studies revealed high reliability internal consistency score for both normative and informational constructs. For example, Mangleburg, Doney and Bristol (2004) reported in their study that KMO score for normative influence was above 0.70 and informational influence was above 0.60 respectively, which fulfilled the minimum Kaiser criterion of 0.50, indicating the validity of the constructs.

Meanwhile a cross culture studies also revealed high reliability Cronbach’s alpha such in Kropp, Lavack and Holden (1999) study which revealed Cronbach’s alpha for these two constructs were 0.93 (normative influence) and 0.86 (informational influence), and in Lee et al. (2008) study the Cronbach’s alpha was 0.86, indicating a high level of reliability. In another study by Kropp, Lavack and Silvera (2005) the reported Cronbach’s alpha was 0.92, also demonstrating high level of internal reliability

consistency. Hence, the usage of interpersonal influence constructs taken from Bearden, Netemeyer and Teel (1989) to measure the importance that consumers placed on normative influence and informational influence in this current study was considered as appropriate and relevant.

3.3.4 Measuring the Consumer Prior Product Knowledge Construct

In this study, consumer prior product knowledge plays a role as a moderating variable in the relationship between the independent variables and the dependent variable. As mentioned earlier in Chapter 1, in this study consumer prior product knowledge refers as how much a consumer thinks or really knows based on his or her subjective self-evaluation about the products purchased or repurchased in comparison to the average consumers in the market place.

Brucks (1985: 450) suggests that even though subjective knowledge is not equivalent to objective knowledge but it is related to objective knowledge, and therefore a good overall measure of knowledge.

Based on this suggestion, the four subjective knowledge items by Blair and Innis (1996) was adapted to measure consumer prior product knowledge. Besides, these four items subjective knowledge were measure using metric scale. Other past studies used categorical scale/nominal scale to measure a consumer's product knowledge such as in Bei (1997), Hicks et al. (2005), and Tuu, Olsen and Linh (2011). Some studies measure prior knowledge in the form of frequencies of buying the products or services and experiences of using the products or services in the past. In some studies prior product knowledge was measured using customer familiarity.

Some examples of these past studies, using customer familiarity and/or experiences as a proxy of prior product knowledge can be found in Soderlund (2002), and Herrera and Blanco (2011). The Cronbach's alpha for familiarity/prior knowledge for these two studies were 0.65 and 0.73 respectively, indicating satisfactory and good reliability internal consistency. These two studies were examples of few past studies that used metric scale to measure customer familiarity and /or consumer prior product knowledge.

Blair and Innis (1996) conducted a simulated experiment to determine how knowledgeable are consumers in comparison to the average consumers in the market place and when they evaluated the products before they purchased by comparing between known and unknown warranted brand (automobiles). The reliability scores of these items in Blair and Innis (1996) showed high overall Cronbach's alpha coefficient of 0.93. Consumer prior product knowledge construct was measured using a 7-point rating scale for each item or statement in this study. Please refer to Table 3.7.

Table 3.7: Measuring Consumer Prior Product Knowledge Construct Taken from Blair & Innis (1996)

No.	Original Items	Items used in Current Study
1.	How knowledgeable a person are you about -----? (very knowledgeable/very un knowledgeable)	How knowledgeable a person are you about this product (s)? (very knowledgeable/very un knowledgeable)
2.	Rate your knowledge of ---- as compared to the average consumer. (one of the most knowledgeable/one of the least knowledgeable)	Rate your knowledge of this product (s) as compared to the average consumer. (one of the most knowledgeable/one of the least knowledgeable)
3.	How familiar are you with -- ? (very familiar/very unfamiliar)	How familiar are you with this product (s)? (very familiar/very unfamiliar)
4.	If you were going to buy ---- today, how comfortable would you feel making a purchase based on your own knowledge about -----? (very comfortable/very uncomfortable)	If you were going to buy this product (s) today, how comfortable would you feel making a purchase based on your own knowledge about this product (s)? (very comfortable/very uncomfortable)

Note: Cronbach's Alpha = 0.93

3.3.5 Measuring the Repurchase Intention Construct

For the purpose of this study, repurchase intention was measured using a 7-point Likert like scale adapted from Gill, Byslma and Ouschan's (2007) 6-item future intention scale and Levesque and McDoughall's (1996) 2-item scale as depicted in Table 3.8. These 8-

item scales were preferred over the others because it employed multi-items to measure repurchase intention.

Table 3.8: Measuring Repurchase Intention Construct

No.	Original Items	Items used in Current Study	Source
1.	I will make an effort to purchase this winery's wine when I next purchase wine.	I feel a commitment to continue buying this product/brand.	Gill, Byslma & Ouschan , 2007
2.	I will search for this winery's products when I next purchase wine.	I feel loyalty to this product/brand.	Gill, Byslma & Ouschan , 2007
3.	I will consider purchasing this winery's products in the near future.	I intend to purchase this product/brand again.	Gill, Byslma & Ouschan , 2007
4.	I will definitely buy more of this winery's product in the near future.	I plan to purchase this product/brand in future.	Gill, Byslma & Ouschan , 2007
5.	I will encourage friends and relatives to buy this winery's products.	I will encourage friends and relatives to buy this product/brand.	Gill, Byslma & Ouschan , 2007
6.	I will say positive things about this winery's products to other people.	I will say positive things about this product/brand to other people.	Gill, Byslma & Ouschan , 2007
7.	If people asked me, I would strongly recommend that they deal with my bank.	If people asked me, I would strongly recommend that they purchase this product/brand.	Levesque & McDoughall, 1996
8.	Things happen at my bank that make me want to switch my accounts elsewhere.*	Purchasing this product/brand in the future would be a wise choice for me.	Levesque & McDoughall, 1996

Note: Cronbach's Alpha Not Available in the Original Studies

Mean while, most of the other researchers used a mixture of repurchase intention construct and customer satisfaction construct to measure both repurchase intention behaviour and customer loyalty behaviour such as in studies conducted by Swanson and Davis (2003), Hicks, et al. (2005), Olorunniwo and Hsu (2006), and Hume (2008). The original 6-item scale were used for winery's products and 2-item scale were frequently used for service research to measure repurchase intention or future behavioural intention but adapted for measuring products repurchase intention in this current study.

Besides, repurchase or sometime interchangeably refers to as customer loyalty was well known and well established in services marketing research such as in banking, retailing, restaurants, tourism and hospitality research as well as other types of service research. The reliability tests and validity assessments of the repurchase intention by Gill, Byslma and Ouschan (2007) and Levesque and McDougall (1996) studies were not available in their articles.

However, other studies such as in Hicks, et al. (2005) and Wen, Prybutok and Xu (2010) studies on online repurchasing intention behaviour, Swanson and Davis (2003) study in restaurant repatronage setting, Hume (2008) study of repurchasing performing arts, and Olorunniwo and Hsu (2006) study in repurchasing of different service settings reported good to high internal reliability consistency ranging from 0.78, 0.78, 0.88, 0.78 to 0.87 respectively and meet the minimum requirement of 0.70 threshold and Kaiser criterion of 0.50 (Nunnally, 1978; Malhotra, 2004).

Further more, these scales are commonly used in other studies related to customer satisfaction and repurchase intention (Levesque & McDougall, 1996). Therefore, it is considered that these scales are reliable and valid constructs to measure repurchase intention for this current study. Metric scales were employed to measure each item used in this study, anchored with “7” as strongly agree and “1” as strongly disagree.

However, most of the wordings for each item were modified and changed to ensure its appropriateness in the context of the present study which used tangible products as opposed to the original items which were used in the winery setting and service setting (bank). Nevertheless, the original meaning of the items were maintained, that is repurchase intention, but modified and changed in order to fit different usage situation specific to tangible products as a whole.

3.3.6 Measuring Consumer Purchasing Behaviour

Consumers’ buying decision was measured using rank order scale to determine among the six product categories used in this study (that is, fashion clothing, personal computer, branded perfume, instant noodles, instant coffee and detergent) which one was considered as an important decision and which one was considered as the least

important decision, given rank “1” as “the most important buying decision” and rank “6 as “the least important buying decision”.

Other consumer purchasing variables were measured using categorical scale such as regarding the product categories they purchased, what brand name they purchased, where they purchased, why they purchased, how much money spent to purchase and how many times the purchase took place, when to purchase, what medium influenced their purchasing behaviour and who were the significant others influenced their purchasing behaviour. Please refer to a sample of research instrument as per Appendix A.

3.3.7 Measuring Product Involvement Construct

Consumers’ product involvement was measured using a bipolar semantic differential scale taken from Zaichkowsky’s (1987 and 1994) 10-item Revised Personal Involvement Inventory (RPII). In general, RPII is the most appropriate scale to measure involvement across products and situations (Foxall and Pallister, 1998).

Table 3.9: Measuring Product Involvement taken from Zaichkowsky RPII (1987 and 1994)

No.	Original Items	Items used in this Study
1.	Important to me ----- unimportant to me	Important to me ----- unimportant to me
2.	*Boring to me ----- interesting to me	*Boring to me ----- interesting to me
3.	Relevant to ----- irrelevant to me	Relevant to ----- irrelevant to me
4.	Exciting to me ----- unexciting to me	Exciting to me ----- unexciting to me
5.	*Means nothing to me ----- means a lot to me	*Means nothing to me ----- means a lot to me
6.	Appealing to me ----- unappealing to me	Appealing to me ----- unappealing to me
7.	Fascinating to me ----- mundane to me	Fascinating to me ----- mundane to me
8.	*Worthless to me ----- valuable to me	*Worthless to me ----- valuable to me
9.	Involving to me ----- uninvolving to me	Involving to me ----- uninvolving to me
10.	*Not needed to me ----- needed to me	*Not needed to me ----- needed to me

Notes: Cronbach’s Alpha= >0.90; *Reversed Score

Several past studies had adapted this revised RPII to measure product involvement and involvement situations in general such as in McQuarrie and Munson (1992) study on product involvement between students and non-students on four different categories of products; in Foxall and Pallister (1998) study on involvement in financial services; in

O’Cass (2000, 2001) studies on consumers’ product involvement for fashion clothing, and in Kim and Daugherty (2005) study on online shopping reported the reliability estimate Cronbach’s Alpha for the scale were 0.95, 0.90 0.98 and 0.89 respectively, indicating high internal reliability consistency.

In Huang (2006) study on situational involvement in web environment, Kinard and Capella (2006) study on relationship marketing and service benefits, and Clarke (2006) study on Christmas gift giving involvement also indicated RPII high internal reliability with Cronbach’s Alpha score of 0.90, 0.95 and 0.96 respectively. The RPII was adopted for this study mainly due to its established internal reliability and validity to measure product involvement (McQuarrie and Munson, 1992; Foxall and Pallister, 1998). A 7-point bipolar rating scale was used to measure the constructs. Please refer to Table 3.9 for the items used to measure consumers’ product involvement in this study.

3.3.8 Product Categories Selection Justification and Results of Focus Group Discussion

The selection of high and low involvement products categories were also analysed and reported to justify which products categories were considered as high and low using focus group interview. The choice of these products were also supported and based on past literature, for example in Winer (1986), using toiletries (detergents) and instant coffee to represent low involvement products; and Laurent and Kapferer (1986); Beharrel and Denison (1995); Hussey and Duncombe, (1999); Wickliffe and Psyarchik (2001); O’Cass and Frost (2002); Bristow, Schneider and Schuler (2002), Park and Sullivan (2009); using branded perfume, fashion clothing and personal computer respectively to represent high involvement products.

In the literature, food items and household items such as detergents, instant noodles and instant coffee are commonly known as non-durables goods or categorised as low involvement products.

Whereas high involvement products for instance luxury, expensive and complex products such as automobiles, designer fashion clothing (designer label), expensive or branded perfume, personal computer are known as durable goods (Clarke & Belk, 1979; Bristow, Schneider & Schuler, 2002; Kotler, 2003). Some researchers categorised them as high involvement products and low involvement products and the purchase of these products are known as high involvement purchases and low involvement purchases or routine buying decision making and complex buying decision (Vaughn, 1980; Kotler, 2003; Schiffman & Kanuk, 2004).

For the purpose of this study, a focus group interview was performed with 15 part-time students from Bachelor of Business Administration (Honours) (Marketing) - BBA (Hons.) (M), registered for Strategic Management class at Universiti Teknologi MARA Sarawak. These students were selected purposively by the researcher and also taken into consideration of their background in Marketing.

Hence, it was believed that they understood and familiar with the terms of high involvement products and low involvement products as well as involvement concept in general. Furthermore, one of the core subjects taken in BBA (Hons.) (M) program is consumer behaviour/understanding consumer behaviour. Thus they represented the right people to be involved in the discussion. The focus group participants represented the major races and consumers' faith and beliefs in Kuching City which consisted of the Malay, Iban, Bidayuh and other ethnicities minority.

They also represented the major religion of Kuching city population, that is, Islam, Christian, and other minor faiths and as well as equal gender composition.

The selected product categories were personal computer, fashion clothing (designer label), branded perfume, instant noodles, instant coffee and detergent. The students were asked to state which product categories were considered as high involvement products and which product categories were considered as low involvement products. The focus interview was conducted in a classroom during one of the class session at the beginning of academic semester before carried out the pre-testing of the final questionnaire used for the main study. Before the group discussion started, the students were first explained the meaning of high involvement products and low involvement products and the differences between high involvement and low involvement. The discussion session lasted about two hours.

The emphasis of the discussions and classification of products categories must be based on the definition as explained by the researcher. The students were then presented with the list of selected products categories. After they have discussed, they were required to state in consensus as a group to decide which product categories were considered as high involvement products and low involvement products based on the definition as explained. During the interview session, the researcher played a role as the moderator to encourage the discussions. Answers or opinions put forward by the participants were transcribed and similar answers were group into common themes. The data analysed by content analysis, coded and entered into Excell software package to generate the frequencies of answers given by the participants.

The chosen of these product categories was purposively done by the researcher but references were made based on past studies definition of high involvement products and low involvement products. The preliminary list of products chosen was also validated by expert in marketing, that is, one of the Senior Lecturers from the Faculty of Business Management, Universiti Teknologi Mara Sarawak. Even though, the lists of products of past research or studies can be used but, the researcher would like to look into different consumers perspective domiciled in Kuching City by using fashion clothing, personal computer and branded perfume to represent high involvement products and instant noodles, instant coffee and detergent to represent low involvement products.

Further, consumers might see things differently, eventhough the product categories could be in the low involvement by definitions, but consumers considered them as important decision, considering the danger that they may encounter later on by buying the products. For example, in this case, two of the participants strongly argued that, instant coffee, instant noodles and detergent as important decision due to the perceived risk that they may encounter when consuming the products, especially in terms of food safety, the ingredients used and other nutritional information necessary to evaluate the products. Nevertheless, the majority of the group members (13 of them) involved in the discussion stated fashion clothing, personal computer and branded perfume as high involvement products. Instant noodles, instant coffee and detergent stated as low involvement products after considering the level of involvement and the price of the products. However, two group members were undecided. The reasons given by them were that buying food items (instant noodles, instant coffee and detergent) were also considered as an important decision in terms of determining food safety, information of ingredients and chemical substances used in the products. Please refer to Table 3.10 for the results of focus group interview.

Table 3.10: The Result of Focus Group Interview

Products Categories	High Involvement Products	Frequency	Total
Fashion Clothing	Agree	13	15
	Undecided	2	
Personal Computer	Agree	13	15
	Undecided	2	
Branded Perfume	Agree	13	15
	Undecided	2	
Instant Noodles	Disagree	13	15
	Undecided	2	
Instant Coffee	Disagree	13	15
	Undecided	2	
Detergent	Disagree	13	15
	Undecided	2	

Focus group interview is a qualitative technique, using a non-metric nominal scale anchored with “agree”, “disagree” and “undecided” answer. The data was analysed using conventional content analysis. In conventional approach, analysis starts with coding categories which was derived directly from the text data (Fang Hsieh & Shannon, 2015). Therefore, the researcher has to take notes and transcribe similar answers into similar themes, then coded as shown in Table 3.10 above (agree, disagree and undecided). The data were then quantified and the respondents’ response was calculated manually using Excell software package to generate the counts or frequencies. The analysis of the products categorisation into high involvement products and low involvement products were also consistent with past studies findings which considered buying fashion clothing, personal computers and branded perfume as high involvement products due to their expensive price and the social visibility of the products.

On the other hand, instant noodles, instant coffee and detergent are commonly considered as low involvement products in several past studies (Burnkrant & Cousineau, 1975; Clarke & Belk, 1979; Kapferer & Laurent, 1986; Beatty & Smith, 1987; Bristow, Schneider & Schuler, 2002). As such, the choice of these six categories

of products was justified and consistent with past studies. The sample of the discussion question is provided in Table 3.11 below.

Table 3.11: A Sample of Focus Group Interview Discussion Question

No.	Instructions
1.	<p>You are required to discuss and decide which of the following products categories are considered as high involvement products and which are low involvement products based on definitions provided:-</p> <ul style="list-style-type: none"> i. Branded Perfume ii. Detergent iii. Instant Noodles iv. Personal Computer v. Fashion Clothing (Designer Label) vi. Instant Coffee
2.	<p>Before you discuss and decide, the definitions of high involvement products and low involvement products are given below:-</p> <ul style="list-style-type: none"> i. High involvement products are products that are infrequently purchased by consumers and the price are usually expensive. The purchase decision is important therefore required complex decision making and high level of involvement and importance. For examples purchasing a car, house, washing machine, refrigerator, expensive carpet, etc. ii. Low involvement products are frequently purchase products and little information effort is required and the buying decision is habitual or routine. Therefore, the level of involvement and importance is low such as toothpaste, sugar, soap, shower gel, cleansing foam, ballpoint pen, pencil, mineral water, soft drinks, etc. <p style="text-align: center;">Thank you for Participating in this Study</p>

3.3.9 Research Instrument

In order to address the research questions and objectives, a set of structured questionnaire was prepared which consisted of three sections, namely section A, B and C. The respondents were required to answer the questionnaire based on the product categories as specified. Six types of product categories that had been selected for this study were fashion clothing, personal computer and branded perfume represented high involvement products categories. Meanwhile instant noodles, instant coffee and detergent were low involvement products. Please refer to Research Instrument in Appendix A for the sample of a final questionnaire used in this study. The detailed information included in the questionnaire that must be answered by the respondents is explained as follows.

a. Section A

Section A examined the consumers' general purchasing behaviour pattern which begins with the first question regarding the consumers' buying decision on six product categories. Among these six product categories which one did they consider as the most important buying decision and the least important decision using rank order scale ranging from "1" as the most important buying decision and "6" as the least important buying decision".

Based on these six product categories, the consumers were asked to state the brand names that they buy, where do they usually purchase these products, when do they usually buy these products, what brand/brand names do they prefer, do they prefer foreign brands or local brands, the reasons for choosing foreign brands and local brands, how much do they spend and how many times they buy these products in the last 12 months, the reasons/purposes to purchase these products, how do they know about these products, which advertisements medium influence them and who influence their purchasing decisions.

In the same section A consumers were then asked to state their level of involvement based on product categories using a bipolar semantic differential scale from 1 to 7. Altogether, there were 10 items/statements that the consumers had to answer. One example of the statement was, "buying fashion clothing is important to me ----- unimportant to me", and so forth. The consumers were also asked to state their degree of involvement (high involvement or low involvement) when purchasing these six products categories using categorical scale. Section A also required the consumers to state their personal information regarding their race/ethnicity, gender, age, occupation, employment sector, personal income, household income, highest level of education,

marital status, religion, number of people in a household/household size, perceived strength of religious orientation/commitment, and a presence of at least one child in a household.

b. Section B

Section B investigated on the importance that the consumers placed on quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence in predicting their repurchase intention. This section required the consumers to state their agreement and disagreement also based on the six product categories as specified. Altogether, there were 39 items/statements regarding quality attribute importance (7 items), price attribute importance (7 items), brand name attribute importance (7 items), product information attribute importance (6 items), normative influence (8 items) and informational influence (4 items).

An example of the item concerning quality attribute is “getting a very good quality is very important to me”, an example of statement regarding price attribute is “price is the most important factor on my decision to purchase or not to purchase”, an example of item asked concerning brand attribute is “the brand name would play a significant role in my decision to purchase or not to purchase this product”, and the example of statement regarding product information attribute is “I am not willing to purchase without knowing the the detailed information related to the product that I buy”, and so on. Examples of items for normative influence and informational influence are “I achieve a sense of belonging by purchasing the same product that others purchase” and “I often consult other people to help me choose the best alternative available from a product class” and so forth. These 39 items were measured using metric scales anchored with “7” as strongly agree and “1” as strongly disagree.

c. Section C

This section probed the consumers' prior product knowledge on the same six product categories used in this study using 4-items self-evaluation rating scale ranging from 1 to 7. The consumers were asked to state their prior knowledge based on the six product categories as specified in the questionnaire, for example, "how knowledgeable were you about this product", "how familiar were you with this product" and so forth. This section also sought to establish consumer future intention and/or repurchase intention on the six selected categories of products/consumer goods used. The consumers were asked to rate their repurchase intention using rating scale from 1 to 7. There were 8 items/statements used. All items were measured using metric scale and anchored with "7" as strongly agree and "1" as strongly disagree.

3.4 Questionnaire Pre-Testing

This sub-section explains on the purpose of pre-testing and assessment of pre-testing results on reliability.

3.4.1 The Purpose of Pre-Testing

Before the full scale study was carried out, pre-testing was conducted to ensure no design errors in the questionnaire. Therefore any mistakes and changes could be corrected and improved. The pre-test was performed using 50 consumers consisted of Academic staff and Administrative staff of Univeristy Technology MARA Sarawak and part-time students of Bachelor in Business Administration (Honours) (Marketing) - BBA (M) from the Faculty of Business Management of University Technology MARA, Sarawak, Samarahan Campus, which characterised the intended consumers for the main study.

The main purpose of conducting a pre-testing was to minimise questionnaire design errors and measurement errors. Measurement errors usually occur as a result of the way questions are asked and also the sequence of the questionnaire which might impede respondents from answering the survey questions (Dillman, 1991). Items which were difficult to comprehend and understand were revised and modified to suit the sample respondents in the main study. Attached with the pre-test questionnaire was a list of evaluation questions for the pre-test respondents' comments.

The evaluation questions asked in the pre-test questionnaires were as follows:

- i. Are questions easy to understand? Please give your comments.
- ii. Are instructions in the questionnaire clear and easy to understand? Please give your comments.
- iii. Is the language used in the questionnaire suitable for the respondents to comprehend? Please give your comments and suggestions.
- iv. Do you have any comment on the overall structure and design of the questionnaire? For example in terms of layout, font size, wording, colour and design.
- v. How long did it take for you to answer the questionnaire?

Feedback indicated that the pre-testing respondents were comfortable with the questions asked. However, based on the pre-test feedback, few changes were made to ensure the final respondents in the actual survey understand the questions. Feedback also indicated that on average, it took the pre-test respondents between 30 – 45 minutes to answer the questionnaire. After the feedback was obtained from the 50 samples, another set of similar questionnaire but was modified were distributed to 300 consumers residing around Kota Samarahan new township for the purpose of pre-testing the reliability and internal consistency of the constructs used in this study. Out of these, 297

questionnaires were returned and fully completed and used to test the initial reliability of the items used in the study.

3.4.2 Assessment of Pre-Testing and Reliability Test

Feedback from the pre-test revealed that the sample respondents in the pre-testing understood and were comfortable with the questions asked in the questionnaire. Please refer to Table 3.12.

Table 3.12: Cronbach's Alpha Coefficient of the Constructs used in this Study based on Product Categories [Pre –Testing Results]

Products Categories	Variables	No. of Items	Cronbach Alpha Coefficient
Fashion Clothing (High Involvement Product)	Quality	7	0.65
	Price	7	0.66
	Brand Name	7	0.87
	Product Information	6	0.78
	Normative Influence	8	0.80
	Informational Influence	4	0.77
	Prior Product Knowledge	4	0.91
	Repurchase Intention	8	0.88
Personal Computer (High Involvement Product)	Quality	7	0.60
	Price	7	0.62
	Brand Name	7	0.87
	Product Information	6	0.87
	Normative Influence	8	0.76
	Informational Influence	4	0.77
	Prior Product Knowledge	4	0.92
	Repurchase Intention	8	0.92
Branded Perfume (High Involvement Product)	Quality	7	0.67
	Price	7	0.83
	Brand Name	7	0.86
	Product Information	6	0.78
	Normative Influence	8	0.86
	Informational Influence	4	0.81
	Prior Product Knowledge	4	0.89
	Repurchase Intention	8	0.88
Instant Noodles (Low Involvement Product)	Quality	7	0.65
	Price	7	0.77
	Brand Name	7	0.92
	Product Information	6	0.78
	Normative Influence	8	0.94
	Informational Influence	4	0.85
	Prior Product Knowledge	4	0.87
	Repurchase Intention	8	0.88
Instant Coffee (Low Involvement Product)	Quality	7	0.62
	Price	7	0.80
	Brand Name	7	0.93
	Product Information	6	0.77
	Normative Influence	8	0.94
	Informational Influence	4	0.88
	Prior Product Knowledge	4	0.89
	Repurchase Intention	8	0.89
Detergent (Low Involvement Product)	Quality	7	0.69
	Price	7	0.82
	Brand Name	7	0.88
	Product Information	6	0.76
	Normative Influence	8	0.90
	Informational Influence	4	0.89
	Prior Product Knowledge	4	0.87
	Repurchase Intention	8	0.87

However, some questions were re-worded in order to facilitate their comprehension and ease their understanding. The results of Cronbach's Alpha Coefficient reliability test performed on 297 pre-testing sample respondents which were fully completed and characterised the actual respondents is shown in Table 3.12. To test the reliability of the scales, Cronbach's alpha coefficient is the most appropriate statistical device used to determine internal consistency reliability of the constructs (Zikmund, 2000; Malhotra, 2004).

As shown in the same Table 3.12, it was revealed that the reliability test generally yielded high scores and exceeded the recommended threshold with Cronbach's alpha coefficient scores in the range of 0.60 to 0.80 and above which indicated high reliability. Hence, the high reliability scores indicated that the constructs were reliable (Nunnally, 1978; Malhotra, 2004).

Several constructs scores were even higher than shown in the previous studies. For example, quality (0.54 - Sproles & Kendall, 1986), price (0.83 - Lichtenstein, Ridgway & Netemeyer, 1993) and brand name (0.92 - Bristow, Schneider & Schuler, 2002). Since the Cronbach's alpha coefficients scores shown in Table 3.12 was a pre-test results, therefore, it is considered as acceptable (Nunnally, 1978; Malhotra, 2004).

This pre-test reliability result was not used for data analysis but used as a comparison with the main study reliability result to ensure internal consistency of items. The result of reliability test was reported based on product categories for a simple reason of determining the variation of reliability score for each construct used.

3.5 Sampling Technique

This sub-section begins with a brief explanation on the location where the study was conducted, followed by a discussion on sampling procedure employed in this study. Finally, the explanation on sample size is presented.

3.5.1 Brief Background of the Study's Location

This study was conducted in Sarawak, is one of the two Malaysian States on the island of Borneo, known as Bumi Kenyalang (Land of the Hornbills). Sarawak is situated on the northwest of the island, bordering the Malaysian State of Sabah to the northwest, Indonesia to the south and surrounding Brunei. It is the largest state in Malaysia. The administrative capital is Kuching, which has an approximate population of 705,546 (Census 2010). Other major cities and towns include Miri (pop. 369,380), Sibü (pop. 209, 616), and Bintulu (pop. 189, 695). As of the last census (2010), the state population was 2, 420, 009, making it the 4th populous state in Malaysia.

However, the population is widely dispersed which shows urban and sub-urban areas such as Kuching, Sibü, Bintulu and Miri are densely populated. Its population consists of seven major ethnic groups. Iban (29%) form the largest group, followed by Chinese (24%), Malay (23%), Bidayuh (8%), Melanau (6%), orang Ulu (5%) and others (5%). The Chinese and the Malays mostly live in urban and sub-urban areas, while the Iban and other indigeneous groups are mostly rural dwellers.

The total population of Kuching City in terms of gender was approximately consisted of 310,034 males and 349,996 females (Census 2010). The City of Kuching is divided into three areas Kuching North and Kuching South (urban areas) and Padawan, 3rd Mile, 7th Mile and 10th Mille (sub-urban areas). Kuching City North and Kuching City South

each of this is administered by a mayor and Padawan is administered by the local authority. The population of Kuching City in terms of race and ethnicity consists of the Malay, Chinese, Iban, Bidayuh, Melanau and others. Kuching City was chosen because it has diverse cultural differences in terms of religion, races and ethnicities.

Infact, the population of Kuching City consists of all major races in Malaysia, that is, the Malay, Chinese and Indian plus other ethnicities further makes it unique with regards to consumer purchasing behaviour. Since the main aim of this study is to test the conceptual framework, where the location is and who are the sample respondents is not the main issue. Hence, Kuching City and consumers residing around its area is the best choice and adequate to represent the sample population of Malaysia as a whole and the ASEAN region in general, particularly in aspects of consumer behaviour, which is in this case is consumer repurchase intention of high involvement products and low involvement products and the related attributes and determinants that predict this behaviour.

3.5.2 Sampling Procedure

This study employed a cross-sectional survey. A non-probability sampling approach was used and a quota sampling technique was applied to draw the sample. The sample was divided on the basis of gender, that is, 50% males and 50% females. This approach was employed because a sample frame was not easily available and difficult to draw from and the target population could not be reached and identified effectively and efficiently by other means of sampling (Clarke, 2006).

Kress (1988) believes that if samples are properly selected, are sufficiently accurate in most cases. Further, Kinnear and Taylor (1996) reported that about 86 percent of

businesses used quota sampling in business research practice. Even when the data have considerable heterogeneity, large samples provide data of sufficient precision to make most decisions (Zikmund, 2000). Based on these arguments, an estimated of 700 sample respondents intercepted in this study were considered as sufficient for this study which is fundamental in nature.

3.5.3 Sample Size

The target population for this study comprised of consumers residing in the City of Kuching, Sarawak, Malaysia. Approximately about 700 consumers were targeted and divided proportionately by gender, that is, about 50% males and 50% females. This composition closely exhibited the population parameter of the City of Kuching based on statistical report drawn from Department of Statistics, Malaysia (2010). To determine a sample size for a research activity, Krejcie and Morgan (1970) recommended that a minimum sample size of 384 from a given population for every one million population is adequate.

On the other hand, Malhotra (2004: 318) suggested that in marketing research studies particularly when non-probability techniques are used, a typical range used as a frame of reference to determine a sample size is in the range of a maximum of 1,000 - 2,500 and a minimum sample size is 500. Following these two guidelines suggested by Krejcie and Morgan (1970) and Malhotra (2004: 318), thus 700 samples size was considered as adequate since this study employed quota sampling technique which is one of non-probability sampling approaches which can be used in a research activity. Besides, Kuching City population is below 1 million people (706,546).

3.6 Data Collection Technique

This sub-section briefly explains on retail outlets selection process and the technique of collecting the data that will be analysed in the following findings in Chapter 4.

3.6.1 Retail Outlets Selection Justification

Most of the retail outlets chosen were located at the business center of the City of Kuching which are frequently patronised by every walks of communities across a broad spectrum of demographics make up such as race, ethnicity, gender, religious belief, education, income, occupation, marital status, age, family life cycle and the like. In other words, the City of Kuching (Kuching City North and Kuching City South) displays the diversity of population parameter of the state of Sarawak. These selected retail outlets included the Spring Shopping Mall, Boulevard Hypermarket and Departmental Store, The Parkson Grand Departmental Store, EverRise Supermarket, Ngiew Kee Supermarket, Choice Mall Supermarket, small retail and specialty stores located within proximity to the shopping malls.

The decision to include specialty stores/small stores in the outlet selection was based on the assumption that there were consumers who preferred to purchase their products in these particular shops such as purchasing for personal computers and fashion clothing. Besides, there are several specialty stores available that carry few established brand names, for example in the case of personal computers such as Acer, Sony, Samsung, Acer, and Compact. Similarly consumers sometimes preferred to purchase products at certain smallshops or specialty stores for fashion clothing and food items that fulfilled their tastes or likes. The selection of these retail outlets was based on convenience technique and at the discretion of the researcher. The criteria used to qualify the outlets to be part of the samples are based on the size of the retail outlets and the number of the

retail outlets branches operation in Kuching City. Each retail outlet type was represented and categorised into malls, departmental stores, hypermarkets, supermarkets, small retails and specialty stores. These retail outlets carry several established world brand names and as well as local brand names inclusive of consumer fast moving products, expensive high involvement products, low involvement products and services.

The only mall and hypermarket operating in Kuching City at the time this study was conducted is the Spring Shopping Mall and the Boulevard hypermarket and departmental store respectively. While The Parkson Grand Departmental store is the most established departmental store and has few branches operating in different location in Kuching City. EverRise supermarket, Ngiew Kee Supermarket, Choice Mall Supermarket are the most popular among local customers and has many branches operating their businesses in both Kuching City North and Kuching City South. Through observation and the traffic flow of consumers, the above mentioned retail outlets are the most popular and patronised frequently by consumers in Kuching City. Hence, these retail outlets are considered as the most appropriate place to understand and study the consumers buying behaviour in general and their repurchasing behaviour in particular.

The rationale of selecting the different types of these retail outlets/stores in particular was to understand consumer purchasing behaviour pattern in terms of the type of product categories they buy, the different brand names they prefer, when they usually do their shopping trips, the places that the consumers frequently patronise when they decide to purchase/repurchase a particular type of product, the reasons for purchasing/repurchasing certain type of product categories, the amount of money that

they spend for a particular product class or category, the purchase frequencies, channel medium influence their purchase decisions and who influence their decisions to purchase and/or repurchase intention. Besides, the main reason was to investigate the consumers repurchase intention at real shopping environment in relation to several attributes/variables that influencing their decisions. Table 3.13 shows the number of respondents intercepted and questionnaires administered by enumerators based on stores categories.

Table 3.13: Number of Respondents Intercepted and Questionnaires Administered by Store Categories

Name of Stores	Number of Respondents	Number of Questionnaires	Number of Enumerators
The Spring	100 respondents	100 questionnaires	2
Boulevard Hypermarket	150 respondents	150 questionnaires	2
Parkson Grand	100 respondents	100 respondents	2
Ngiew Kee Supermarket	100 respondents	100 questionnaires	2
Choice Mall Supermarket	100 respondents	100 questionnaires	2
EverRise Supermarket	100 respondents	100 questionnaires	2
Small Retail Stores/Specialty Stores	50 respondents	50 questionnaires	1
Total	700 respondents	700 questionnaires	-

A total of 700 questionnaires were distributed via mall intercept at selected retail outlets, located at the City of Kuching (Kuching City North and Kuching City South), comprised of supermarkets, hypermarkets, malls, departmental stores, and small retails/specialty stores. The sample respondents/units of analysis were intercepted when they exited the stores after they have performed their shopping chores. If the sample units were unable to complete the questionnaires, they were requested to send them via mail by using the self-addressed stamp paid envelop provided or returned them personally the following day to the enumerators stationed at the various selected retail outlets.

The mall intercepts were conducted from 10.30 a.m to 9.30 p.m for at least three days a week and most of the intercepted was performed during weekends (Friday, Saturday and Sunday) in three months. The mall intercepts ended when the minimum targeted

size of 500 respondents was reached, the questionnaires were returned and fully completed. The data collected must meet the desired characteristic that has been determined by the researcher, that is, the targeted quota was achieved with at least 50% males and 50% females composition. The mall intercepts was conducted with the assistance of enumerators. Five enumerators were employed and paid a lump sum of RM140 each for at least a minimum 50 to 150 sets of questionnaires collected, fully answered and completed. Before conducting the survey, the enumerators were trained by the researcher and the administrative of the field work was monitored closely by the researcher.

The process of intercepting was voluntary, that is, the respondents were approached first and asked whether they wanted to voluntarily participate in the study. They were also told that the research was purely for academic purposes and their identity were kept strictly confidential. The respondents could also decline to complete the questionnaire if they were not willing to do so. To ensure any element of bias and leading errors, the respondents were given time (10 to 30 minutes) to fill-in the questionnaire themselves and if they did not understand certain part of the questions asked they could clarify with the enumerators, the research assistant or the researcher. To make sure that the data collection was done smoothly and followed the standard research protocols, one of the enumerators was appointed as the research assistant to assist the researcher to supervise and monitor the overall execution of the field survey.

3.7 Data Analysis Technique

This sub-section presents explanations on statistical techniques used to analyse the data in this study. It begins with explanations on assumptions of multivariate technique in terms of sample size, multicollinearity, outliers, normality, linearity and

homoscedasticity. Descriptions on correlation analysis, factor analysis, reliability analysis, validity assessment, the standard multiple regression analysis, hierarchical multiple regression analysis, multivariate analysis of variance (MANOVA), and univariate test were also provided. These statistical techniques were conducted and reported based on product categories (that is, high involvement products and low involvement products) in order to maintain consistency throughout the data analysis process and as well as to establish the differences and compare the results of the findings between these two categories of products.

3.7.1 Assumptions of Multivariate Technique

Multiple regression analysis and hierarchical multiple regression analysis are two techniques used in this study to test the hypotheses regarding the relationship between the independent variables and dependent variable. Meanwhile, Multivariate analysis of variance (MANOVA) and independent sample t-test were two statistical techniques used to determine a significant mean difference between groups of consumers.

Before performing these statistical techniques several assumptions must be fulfilled about the data in order to avoid violation of these assumptions. These assumptions are in terms of sample size, multicollinearity, outliers, normality, linearity, and homoscedasticity. All these assumptions are explained in the following section.

a. Sample size

Different authors tend to give different guidelines concerning the number of cases or sample size required for multiple regression analysis. Krejcie and Morgan (1970: 607-610), suggest the minimum sample size for every one million population is 384. On the other hand, Stevens (2007) suggests that for social sciences research, about 15 subjects

per predictor are required for a reliable equation. Tabachnick and Fidell (2007: 123) provide a formula to calculate the sample size requirement by taking into consideration on the number of independent variables to be included. The formula is: $N=50 + 8m$ (where m = number of independent variables). This study used Tabachnick and Fidell (2007) formula to determine adequate sample size. Based on this formula, and taking into account the number of independent variables, there are six independent variables used in this study. Therefore the minimum number of cases needed is 98 ($50 + 8 \times 6$).

Hence, the sample size of 500 for this study was considered as adequate and fulfilled the requirement for multiple regression analysis. In MANOVA, the group sample size was determined using estimation, that is, to have at least 20 cases in each cell (Tabachnick and Fidell, 2007: 271) and Hair, Black, Babin, Anderson, and Tatham (2006:429) suggest a minimum of 10 cases for each cell to ensure “robustness” of the assumption. In this study, it was observed that all cases (N) in each cell exceeding the minimum recommended number of 10 or 20 cases in each cell. Thus, this assumption was fulfilled and no violation was detected.

b. Multicollinearity

According to Pallant (2007), multicollinearity exists when the independent variables are highly correlated (generally $r=.90$ and higher). Both multiple regression and MANOVA are very sensitive to multicollinearity and if occurs, it does not contribute to a good regression model. Therefore, a check on multicollinearity is essential in any regression model. In other word, multicollinearity expresses the degree to which each independent variable is explained by the set of other variables (Hair, Black, Babin, Anderson, & Tatham, 2006). In a simple word, multicollinearity is a measurement used to determine the inter-correlation among the independent variables.

A high multicollinearity will pose difficulties in testing and interpreting regression coefficients (Tabachnick & Fidell, 2007: 125). While a low multicollinearity shows that the independent variables are independent of each other. There are two ways to assess the existence of multicollinearity, that is, Tolerance (TOL) and Variance Inflation Factor (VIF). A lower tolerance value of less than 0.10 ($TOL < .10$) indicates a problem of multicollinearity and a higher tolerance values ($TOL > .10$) means a small degrees of multicollinearity (Pallant, 2007: 156). The higher degrees of multicollinearity are reflected by lower and higher VIF values (Hair, Black, Babin, Anderson, & Tatham, 2006: 227). In other word, higher VIF values (> 10.0) mean higher degrees of multicollinearity and lower VIF values ($VIF < 10.0$) mean lower degrees of multicollinearity (Pallant, 2007: 156). Please refer to Table 3.14.

In order to assess and determine the existence of multicollinearity, a comparison was drawn on the degrees of Tolerance values (TOL) and Variance Inflation Factors (VIF) values. It was revealed from the multicollinearity diagnostic in Table 3.14 that the Tolerance (TOL) values for all the sets of variables were above >0.10 , which shows there was no problem of multicollinearity detected. A check on Variance Inflation Factor (VIF) values of below <10.0 for all sets of variables also confirmed that a problem of multicollinearity was not indicated. Hence, the relationship between variables was not significantly strong to suggest a high degree of redundancy among the items.

c. Outliers

Tabachnick and Fidell (2007: 126) define outliers as those with standardised residual values above 3.3 (or less than -3.3). There are a number of options to check on outliers such as mean and standard deviation, the value of standardised residual from case wise

diagnostics, residual statistics by looking at the Mahal Distance or Cook's Distance maximum value. If there are an existence of few outliers after checking standardised residual values and Mahal Distance maximum values, look at Cook's Distance maximum value to check whether these strange cases are having any influence on the results of the model as a whole since regression is very sensitive to outliers (Pallant, 2007: 148). Please refer to Table 3.15 for the resulted mean scores, standard deviations and Cooks' Distance maximum values for all sets of variables according to different types of product categories.

Table 3.14: Multicollinearity Diagnostic

Product Categories	Variables	Collinearity Statistic	
		Tolerance (TOL)	Variance Inflation Factor (VIF)
Fashion Clothing (High Involvement Product)	Quality	0.659	1.518
	Price	0.669	1.494
	Brand	0.390	2.561
	Product Information	0.516	1.939
	Normative	0.534	1.872
	Informational	0.578	1.730
	Prior Product Knowledge Repurchase Intention	0.924	1.082
Personal Computer (High Involvement Product)	Quality	0.567	1.763
	Price	0.560	1.785
	Brand	0.397	2.519
	Product Information	0.462	2.163
	Normative	0.635	1.576
	Informational	0.625	1.601
	Prior Product Knowledge Repurchase Intention	0.879	1.137
Branded Perfume (High Involvement Product)	Quality	0.812	1.231
	Price	0.709	1.410
	Brand	0.457	2.190
	Product Information	0.530	1.887
	Normative	0.552	1.813
	Informational	0.676	1.478
	Prior Product Knowledge Repurchase Intention	0.928	1.077
Instant Noodles (Low Involvement Product)	Quality	0.494	2.025
	Price	0.311	3.220
	Brand	0.387	2.584
	Product Information	0.485	2.063
	Normative	0.348	2.875
	Informational	0.312	3.203
	Prior Product Knowledge Repurchase Intention	0.907	1.102
Instant Coffee (Low Involvement Product)	Quality	0.457	2.188
	Price	0.325	3.077
	Brand	0.367	2.728
	Product Information	0.481	2.079
	Normative	0.314	3.184
	Informational	0.319	3.138
	Prior Product Knowledge Repurchase Intention	0.921	1.106
Detergent (Low Involvement Product)	Quality	0.976	1.024
	Price	0.986	1.014
	Brand	0.987	1.013
	Product Information	0.982	0.019
	Normative	0.979	1.021
	Informational	0.944	1.059
	Prior Product Knowledge Repurchase Intention	0.921	1.086

Table 3.15: Mean Scores, Standard Deviation and Cooks' Distance Values

Product Categories	Variables	Mean	Standard Deviation	N	Cooks' Distance Maximum Value
Fashion Clothing (High Involvement Product)	Quality	4.807	0.585	500	0.184
	Price	4.758	0.636	500	
	Brand	5.323	0.811	500	
	Product Information	5.077	0.740	500	
	Normative	4.740	0.750	500	
	Informational	4.955	0.870	500	
	Repurchase Intention	5.175	0.805	500	
	Prior Product Knowledge	3.399	1.084	500	
Personal Computer (High Involvement Product)	Quality	5.042	0.749	500	0.094
	Price	4.841	0.706	500	
	Brand	5.464	0.785	500	
	Product Information	5.382	0.938	500	
	Normative	4.768	0.720	500	
	Informational	5.043	0.863	500	
	Repurchase Intention	5.152	0.966	500	
	Prior Product Knowledge	3.215	1.254	500	
Branded Perfume (High Involvement Product)	Quality	4.699	0.586	500	0.061
	Price	4.758	0.636	500	
	Brand	5.348	0.764	500	
	Product Information	5.12	0.765	500	
	Normative	4.973	0.791	500	
	Informational	5.154	0.858	500	
	Repurchase Intention	5.086	0.801	500	
	Prior Product Knowledge	3.455	1.013	500	
Instant Noodles (Low Involvement Product)	Quality	4.898	0.684	500	0.080
	Price	5.091	0.815	500	
	Brand	5.218	0.911	500	
	Product Information	4.792	0.783	500	
	Normative	4.425	1.135	500	
	Informational	4.567	1.119	500	
	Repurchase Intention	4.987	0.820	500	
	Prior Product Knowledge	3.575	1.075	500	
Instant Coffee (Low Involvement Product)	Quality	4.895	0.688	500	0.082
	Price	5.099	0.826	500	
	Brand	5.233	0.963	500	
	Product Information	4.824	0.763	500	
	Normative	4.428	1.129	500	
	Informational	4.572	1.133	500	
	Repurchase Intention	5.018	0.869	500	
	Prior Product Knowledge	3.530	1.068	500	
Detergent (Low Involvement Product)	Quality	4.435	0.527	500	0.032
	Price	4.593	0.494	500	
	Brand	5.134	0.853	500	
	Product Information	4.879	0.757	500	
	Normative	4.425	1.135	500	
	Informational	4.540	1.166	500	
	Repurchase Intention	4.990	0.803	500	
	Prior Product Knowledge	3.597	1.009	500	

Tabachnick and Fidell (2007: 75) suggest that cases with values larger than 1.0 pose potential problem of outliers. Since a visual check on Cook's Distance indicated that all the values are below 1.0, which suggested that no major problems occur and therefore no need to exclude the cases from the analysis (Tabachnick & Fidell, 2007: 75).

d. Normality, Linearity and Homoscedasticity

To determine the normality distribution of the data, it is imperative to examine the skewness and kurtosis of each variable employed in the research. In this study, the SPSS software package was used to generate the skewness and kurtosis values for each variable. The shape of a distribution is assessed by examining skewness and kurtosis usually using interval and ratio-scale data. In this study, both the independent variables and dependent variable used interval scale. Please refer to Tables 3.16 and Table 3.17 for the detailed results of Skewness and Kurtosis for each variable use in this study according to product category.

Table 3.16: Test for Normality Assumptions – High Involvement Products

Product Categories	Variables	Skewness Value	Kurtosis Value
Fashion Clothing	Quality	-0.636	1.455
	Price	0.384	-0.334
	Brand name	-0.553	-0.112
	Product Information	-0.588	0.028
	Normative Influence	-0.255	0.067
	Informational Influence	-0.230	-0.820
	Repurchase Intention	-0.816	0.881
Personal Computer	Prior Product Knowledge	0.892	0.391
	Quality	-0.228	0.282
	Price	0.786	0.723
	Brand name	-0.636	-0.109
	Product Information	-0.343	0.183
	Normative Influence	-0.308	0.261
	Informational Influence	-0.265	-0.681
Branded Perfume	Repurchase Intention	-0.294	0.055
	Prior Product Knowledge	0.828	-0.192
	Quality	-0.093	0.751
	Price	0.384	-0.334
	Brand name	-0.753	0.612
	Product Information	-0.802	0.748
	Normative Influence	-0.582	0.313
Informational Influence	-0.327	-0.629	
Branded Perfume	Repurchase Intention	-0.662	0.888
	Prior Product Knowledge	0.816	0.206

Table 3.17: Test for Normality Assumptions – Low Involvement Products

Product Categories	Variables	Skewness Value	Kurtosis Value
Instant Noodles	Quality	-0.122	-0.145
	Price	0.041	-0.707
	Brand name	-0.072	-0.483
	Product Information	-0.379	0.468
Instant Coffee	Normative Influence	-0.994	0.074
	Informational Influence	-0.427	-0.776
	Repurchase Intention	-0.557	0.445
	Prior Product Knowledge	0.301	-0.043
Instant Coffee	Quality	-0.353	0.509
	Price	0.011	-0.765
	Brand name	-0.364	0.014
	Product Information	-0.305	0.144
Detergent	Normative Influence	-0.979	0.074
	Informational Influence	-0.479	-0.628
	Repurchase Intention	-0.537	0.516
	Prior Product Knowledge	0.283	-0.086
Detergent	Quality	-0.014	-0.446
	Price	0.052	-0.238
	Brand name	-0.292	-0.339
	Product Information	-0.453	-0.364
Detergent	Normative Influence	-0.994	0.074
	Informational Influence	-0.679	-0.194
	Repurchase Intention	-0.625	0.615
	Prior Product Knowledge	0.198	-0.141

In the calculation of skewness and kurtosis values, a zero value assumes a normal distribution which is seldom achieved in reality. Skewness refers to the tendency of the deviations from the mean to be larger in one direction than the other and kurtosis is a measure of “peakedness” or “flatness” of the curve defined by the frequency distribution (Malhotra, 2004: 432 -433; Hair, Black, Babin, Anderson & Tatham, 2006: 82). Skewness distribution can be either symmetric or skewed. Three assumptions, that is, normality, linearity and homoscedasticity were also checked by inspecting the Normal Probability Plot (P-P) of the regression standardised residual and the scatter-plot. The normal probability plot compares the cumulative distribution of actual data values with the distribution of a normal distribution (Hair, Black, Babin, Anderson & Tatham, 2006).

According to Hair, Black, Babin, Anderson and Tatham, (2006: 81) a normal distribution forms a straight diagonal line, and the plotted data values are compared with the diagonal. They suggest that if the distribution is normal, the line representing the actual data distribution closely follows the diagonal. A visual inspection on the resulted normal P-P plots revealed that the plotted data values did not deviate much from the straight diagonal line which indicated a normal distribution. Please refer to Appendix B for normal P-P plots of each product category for both high involvement products and low involvement products.

Next, linearity was assessed by examining the scatter-plots of the variables and by identifying any nonlinear patterns in the data. The linear relationship between the independent variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence, informational influence, and dependent variable - repurchase intention were tested by inspection on the pattern of scatter-plots among these variables. A check on the resulted regression standardised residual scatter-plots indicated that there was no U-shaped distribution that represents curvilinear relationship. This suggested that the overall equation is linear and the linearity assumption is therefore not violated (Pallant, 2007). Please refer to Appendix B for the scatter plots of each product category for both high involvement products and low involvement products.

The third most important assumption related to regression analysis is homoscedasticity. Homoscedasticity refers to the assumption that dependent variables exhibit equal levels of variance across the range of predictor variables (Hair, Black, Babin, Anderson & Tatham, 2006: 83). A visual inspection on the resulted scatter-plots did not show any pattern of increasing and decreasing residuals, that is, no discernible pattern of residuals

were noted. The scatter-plots residuals indicated a rectangular shaped distribution, with most scores concentrated in the center (Pallant, 2007: 156), that is, along the zero (0) point. Hence, homoscedasticity exists for the independent variables in this study and thus the assumption is not violated. Please refer to Appendix B for the scatter-plots of each product category for both high involvement products and low involvement products.

3.7.2 Correlation Analysis

Correlation analysis is used to describe the strength and direction of the linear relationship between two variables (Zikmund, 2000:511; Pallant, 2007:126). Product moment correlation, r , is the most widely used statistic to summarise the strength of association between two metric variables (interval or ratio scaled); while for nonmetric correlation, Spearman's ρ is used to examine the correlation or association between two nonmetric (ordinal and numeric) variables (Malhotra, 2004: 497 and 502).

The correlation matrix is the standard form of reporting correlation results (Zikmund, 2000: 515). In this study, correlation analysis and significance level was performed to examine the strength and direction of association between the sets of metric variables (independent variables and dependent variable) used. Correlation analysis is usually performed to determine the appropriateness of conducting a factor analysis (Pallant, 2007). Detailed analysis will be described and discussed in the findings in Chapter 4.

3.7.3 Factor Analysis

There are basically two types of factor analysis, that is, common factor analysis and component factor analysis. Generally both of these two sets of techniques are similar in many ways but used interchangeably by researchers (Pallant, 2007). These two

techniques however, differ in terms of the variance explained. Common factor analysis is used when the objective is to summarise the original information (variance) in a minimum number of factors for prediction purposes, that is, common or shared variance (Hair, Black, Babin, Anderson & Tatham, 2006).

While component analysis is used primarily to identify underlying factors or dimensions that reflect what the variables share in common, known as total variance shared (Hair, Black, Babin, Anderson & Tatham, 2006). For the purpose of this study, a component factor analysis (PCA) was used because the objective of this study is simply to determine the empirical summary of the data set in terms of significant unique contribution of independent variables in predicting dependent variable. Detailed discussion is provided in findings and discussions analysis in Chapter 4.

3.7.4 Reliability Analysis and Validity Assessment

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made. The validity of a scale is defined as the extent to which a scale measures what it is intended to measure (Zikmund, 2000; Malhotra, 2004; Hair, Black, Babin, Anderson & Tatham, 2006; Pallant, 2007). The alpha coefficient (Cronbach's alpha) is the average of all possible split-half coefficients resulting from different ways of splitting the scale items. This coefficient varies from 0 to 1, and a value of less than 0.60 indicates unsatisfactory internal consistency reliability and a value of above 0.60 indicates satisfactory and desirable internal consistency (Malhotra, 2004).

In terms of validity, according to Nunnally (1978), factor analysis plays a role in determining three types of validity, that is, content validity, construct validity and criterion validity. The construct validity or a validity of a scale is determined using

Kaiser-Meyer-Olkin (KMO) score and a value of above 0.50 is generally desirable (Malhotra, 2004). The reliability test and validity test will be described and explained in details in the findings and discussions analysis in Chapter 4.

3.7.5 Multivariate Analysis of Variance (MANOVA) and Univariate Test

Multivariate analysis of variance (MANOVA) is a dependence technique that measures the differences for two or more metric criterion variables based on a set of categorical (non metric) variables acting as predictor variables (Hair, Black, Babin, Anderson & Tatham, 2006: 383). For the purpose of this study, multivariate statistical test and univariate statistical test were used to test the set of predictor variables for differences between two or more groups to determine significant differences between-subjects effects.

In this study, the test was conducted to determine the mean differences between gender (male and female), consumer product involvement (high involvement and low involvement) and the main research variables used in the study, that is, quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence in relation to repurchase intention.

These two statistical techniques were used if the predictor variables were categorical and criterion variable data were metric with more than two variables (Pallant, 2007: 232). If predictor variables are nonmetric or categorical and criterion variables were metric, independent-sample-t-test was performed to compare mean score and the significance level on some continuous variables, for two different groups of subjects (Pallant, 2007: 232). Finally, power levels were assessed to ensure no violation of assumptions in terms of sample size and the effect size with minimum threshold of 0.80

(Hair, Black, Babin, Anderson & Tatham, 2006). The detailed analysis will be described and discussed in the following chapter on findings and discussions analysis in Chapter 4.

3.7.6 Standard Multiple Regression and Hierarchical Multiple Regression Analysis

This sub-section explains two main statistical regression techniques used to test the hypotheses regarding the relationship between independent variables and dependent variable as well to test the moderating variable in the relationship between these two sets of variables that are used in this study namely: standard multiple regression analysis and hierarchical multiple regression analysis.

a. Standard Multiple Regression Analysis

Multiple regression analysis is a statistical technique that can be used to analyse the relationship between a single dependent (criterion) variable and several independent (predictor) variables (Hair, Black, Babin, Anderson & Tatham, 2006: 176). In other words, multiple regression can be used to address the questions of: how well a set of variables is able to predict a particular outcome; to determine which variable in a set of variables is the best predictor of an outcome; and to examine whether a particular predictor variable is still able to predict an outcome when the effects of another variable are controlled for (Pallant, 2007: 147).

According to Pallant (2007), there are three main types of multiple regression analysis, that is, standard, hierarchical and stepwise regression. For the purpose of this study, standard multiple regression analysis procedure was conducted to determine the relationship between predictor variables (independent variables), viz: quality attribute, price attribute, brand name attribute, product information attribute, normative influence

and informational influence and criterion variable (dependent variable), that is, repurchase intention. In standard multiple regression, all the predictor variables are entered into the equation simultaneously and each predictor variable is evaluated in terms of its predictive power over and above that offered by all the other predictor variables (Pallant, 2006: 147).

In other words, multiple regression analysis is the appropriate method to be used when the research problem involves a single metric dependent variable presumed to be related to two or more metric independent variables. Its main objective is to predict the changes in dependent variable in response to changes in the independent variables (Hair, Black, Babin, Anderson & Tatham, 2006). The detailed discussions and assumptions of multiple regression analysis will be described in the following Chapter 4 on findings analysis and interpretation.

b. Hierarchical Multiple Regression Analysis

In hierarchical multiple regression, the predictor variables (independent) are entered into the equation in the order specified by the researcher based on theoretical grounds and variables or sets of variables are entered in blocks (steps), with each predictor variable being assessed in terms of what it adds to the prediction of the criterion variable, after the previous variables have been controlled for (Pallant, 2007: 147).

In other words, hierarchical multiple regression analysis is appropriate method to be used to assess the ability of independent variables in predicting the criterion variable if another variable or moderator variable is added and changes the form of the relationship between these sets of variables (independent and dependent). This situation is known as a moderator effect or interaction effect (Hair, Black, Babin, Anderson & Tatham, 2006).

For the purpose of this study, hierarchical multiple regression was performed to examine the effect of the moderating variable (interaction effect), that is, consumer prior product knowledge in the relationship between predictor variables (independent variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence) and criterion variable (dependent variable - repurchase intention) used in this study. Further explanation on hierarchical multiple regression analysis presented in the following Chapter 4 on findings and interpretation discussions analysis.

3.8 Chapter Summary

This chapter begins with the lists of hypotheses of the study taken from the literature review and conceptual framework of the research. Next, the research design employed in this study is explained in terms of approaches chosen, that is, exploratory, descriptive and conclusive research paradigm and design, methodological approach of previous research was also explained and justification on the use of survey research is described.

The second part of this chapter describes the operationalisation of measurement of constructs used, followed by description of justification of measurements, scales and psychometric properties of measurements used, product categories selection justification, focus group characteristics, and results of focus group interview discussion, detailed explanations of research instrument, pre-testing of questionnaire, assessment of pre-testing and reliability test of the constructs used in this study.

Next, a brief description on the background of the location where this study was conducted, that is, the City of Kuching, Sarawak located on the island of Borneo, reasons for choosing Kuching City as the study location, and a detailed explanation on

sampling technique employed and sample size were presented. Finally, this chapter describes and discusses on the data collection techniques in terms of retail section criteria, retail outlets selection process and data collecting procedure.

This chapter ends with the data analysis and explains in general on the techniques and statistical tests employed to analyse and interpret the data. These include explanations on assumptions of multivariate techniques in terms of sample size, multicollinearity, outliers, normality, linearity and homoscedasticity.

The detailed analysis procedures regarding correlation analysis, factor analysis, reliability analysis, validity assessment, multivariate analysis of variance, univariate test, standard multiple regression analysis and hierarchical multiple regression analysis are discussed and described in the following Chapter 4 on findings and interpretation discussions analysis.

CHAPTER 4

RESEARCH RESULTS

4.1 Introduction

This chapter discusses the findings and results of the study. The data were analysed and reported based on product categories (high involvement products and low involvement products) and sequenced in three stages. The first stage explains the consumers' purchasing behaviour and demographic profiles. The second stage describes the mean and significant differences between groups of consumers (gender and consumer product involvement) with regards to their repurchase intention for the different types of product categories specified in this study. Meanwhile, the third stage explains the detailed results of independent variables in predicting the dependent variable and the role of moderating variable plays in this relationship.

The rationale of analysing and reporting using product categories was: first to compare the consumers' purchasing behaviour for different types of product categories; second, to determine the mean and identify significant differences between group of consumers in terms of gender and consumer product involvement in relation to the main research variables; and finally to determine and compare the results of the findings on the set of variables (the independent variables and dependent variable) which were used to investigate the relationship among these sets of variables.

This chapter begins with the description on sampling results in terms of data collection process and response rate and data cleaning procedure. The next sub-section of this chapter describes in detailed the respondents' characteristics, followed by the respondents' purchasing behaviour patterns on the six product categories which have

been chosen for this study. This chapter also discusses on the mean and significant differences between groups of consumers (male and female consumers; and high product involvement and low product involvement) using MANOVA and univariate test to determine these differences.

The detailed results of correlation analysis, factor analysis, reliability consistency test, validity assessment and normality test according to product categories are also discussed. Next, the detailed discussions on hypotheses results were provided and presented using multiple regression analysis to determine the significant relationship between independent variables and dependent variable. Finally, this chapter ends with the detailed explanations on the results of the moderating variable in the relationship between independent variables and dependent variable.

4.2 Results of Data Collection

The discussions on the survey results are presented below which cover the data collection process and response rate. The population of this study consisted of consumers residing in Kuching City (Kuching City North and Kuching City South), the capital of Sarawak in East Malaysia, who patronised the retail outlets located at the city center. The data collection used mall intercepts at the selected retail outlets located at the city center such as malls, departmental stores, hypermarkets, supermarkets, and small retail/specialty stores.

The enumerators were stationed at these retail outlets and intercepted was carried out daily starting from 10.00 a.m until 9.30 p.m for three months. An estimated 700 sets of questionnaires were distributed and the respondents were intercepted when they exited the stores. If they could not complete the questionnaires they were advised to send the

completed questionnaires the next day to the enumerators stationed at these selected retail outlets or sent by mail using paid-stamp envelope provided. The mall intercepted procedure ended when the targeted 500 fully completed questionnaire were returned because it was considered as sufficient since it exceeded the minimum sample size of 384 for every one million population (Krejcie & Morgan, 1970). Kuching City has an estimated population of 707,546 people (Department of Statistic Census, 2010).

The data collected represented an approximately equal proposition of male and female respondents. Total useable questionnaires for data analysis was 500, comprised of 241 males (48.2%) and 259 females (51.8%), with a response rate of 71.4%. Please refer to Table 4.1 and Table 4.2 for the detailed information on data collection process, response rate and the number of questionnaires administered and received by enumerators by store categories.

Table 4.1: Data Collection Process and Response Rate

Item	Distributed/Unuseable/Received	Response Rate %
Questionnaires	700 (distributed)	100.0
Less: unuseable	200 (unuseable/not returned)	28.6
Total	500 (received)	71.4%

Table 4.2: Number of Respondents Intercepted and Questionnaires Administered by Store Categories

Name of Stores	Respondents	Questionnaires Distributed	Questionnaires Received	Number of Enumerators
The Spring	100 respondents	100 questionnaires	50	1
Boulevard Hypermarket	100 respondents	100 questionnaires	80	1
Parkson Grand	100 respondents	100 questionnaires	60	1
Ngiew Kee Supermarket	100 respondents	100 questionnaires	80	1
Choice Mall Supermarket	100 respondents	100 questionnaires	90	1
EverRise Supermarket	100 respondents	100 questionnaires	90	1
Small Retail Stores/Specialty Stores	100 respondents	100 questionnaires	50	1
Total	700	700	500	-

4.3 Data Cleaning

This sub-section describes briefly on the process of detecting the missing values, detecting outliers and manipulating data.

4.3.1 Detecting the Missing Values

In order to reduce the possibilities of the existence of missing values, the questionnaires were checked thoroughly at the time of data collection. It means that only the completed questionnaires were received and analysed. The incomplete questionnaires were rejected and treated as unusable and not considered for data analysis. Before the data were analysed and tested, frequency distribution for each variable was run using SPSS to ensure there was no data input error.

4.3.2 Detecting Outliers

Descriptive statistics tables and frequencies were run to clean the data to ensure incorrect or illegitimate responses were not entered and cases with extreme values or outliers were detected. Outliers are the observations with a unique combination of characteristics identifiable as distinctly different from the other observations (Hair, Black, Babin, Anderson, and Tatham, 2006).

Therefore, at the early stage of data processing, it is important to identify outliers which ought to be deleted. In this study, besides mean and standard deviation test, correlation matrix was computed to determine the presence of outliers and multicollinearity. The results revealed that the existence of outliers and multicollinearity were not seriously detected to violate the assumptions of the tests.

4.3.3 Manipulating the Data

Prior to statistical analysis process, the data were screened to make sure that the data did not violate the assumptions made by the individual tests performed such as mean and standard deviation test, correlation analysis test, factor analysis, Cronbach alpha coefficient, MANOVA, standard multiple regression analysis and hierarchical multiple regression analysis.

Before performing the screening process, the negatively worded items were reversed which included product involvement items in Section A, and items in Section B and Section C of the questionnaire which captured attribute importance variables on quality, price, brand name and product information; interpersonal influence variables, that is, normative influence and informational influence; consumer prior product knowledge; and repurchase intention. The negatively worded items need to be reversed to calculate the total score for a particular scale.

4.4 Descriptive Analysis of the Sample

It is generally accepted that the representative of a data is important in any research. However, this could not be completely achieved in reality due to some constraints involving the process of collecting the data as well as the nature of the data to be collected regardless of whether the method of data collection are qualitative or quantitative.

In situation in which the sample frame was not easily available and difficult to draw from and the target population cannot be reached and identified effectively and efficiently by other means of sampling, convenience sampling technique is the most appropriate or options available for researchers (Clarke, 2006). Since it was not possible

to reach the 707, 546 population of Kuching City (Kuching City North and Kuching City South) consisted of 310,034 males and 349,966 females (Department of Statistic Census 2010) and the difficulty of reaching every consumer, therefore the targeted 700 sample size which consisted of approximately 50 percent proportion of male and female consumers were considered as adequate and display the estimation population parameter of Kuching City.

This assumption was made based on Kinnear and Taylor (1996) guidelines that suggest by about 86 percent of business research used quota sampling in business research practice. Further, with reference to the notion that, if the sample is selected properly, any sample size is as good as another, regardless whether the characteristics of the sample are homogeneous or heterogeneous, any large sample size can be used to make most business decisions (Kress, 1988; Zikmund, 2000).

4.4.1 Respondents' Profile

The demographic characteristics of the respondents included in this study comprised of questions on gender, race, religion, occupation, marital status, personal and household income, education, occupation, types of employment sectors, number of children in a household, strength of religious orientation and a presence of at least one child in a household. As shown in Table 4.3, the research findings revealed that 241 (48.2 percent) were males and 259 (51.8 percent) of the respondents were females.

Malays formed the majority of the respondents or 157 (31.4 percent), 127 respondents were Chinese (25.4 percent), 92 respondents were Iban (18.4 percent), 88 respondents were Bidayuh (17.6 percent), 11 of them were Indian (2.2 percent), and 25 respondents were other races (5.0 percent). The study also indicated that there were 172 respondents

aged between the range of 25- 29 years old (34.4 percent), followed by 107 aged between 20-24 years old (21.4 percent), 87 (17.4 percent) of the respondents were between the age of 30-34 years old (10.2 percent), 51 of them were aged between 35-39 years old (10.2 percent), 34 were aged between 40-44 years old (6.8 percent), 22 of them aged below 20 years old (4.4 percent), while 14 and 13 of them were aged between 44-49 years old (2.8 percent) and 50 years old (2.6 percent) and above respectively.

Table 4.3: Respondents' Profile

No.	Demographic Variables	Frequency (N)	Percent (%)
1.	Gender		
	Male	241	48.2
	Female	<u>259</u>	<u>51.8</u>
	Total	500	100.0
2.	Race		
	Malay	157	31.4
	Chinese	127	25.4
	Iban	92	18.4
	Bidayuh	88	17.6
	Indian	11	2.2
	Others	<u>25</u>	<u>5.0</u>
Total	100	100.0	
3.	Age		
	Below 20 years old	22	4.4
	Between 20 to 24 years old	107	21.4
	Between 25 to 29 years old	172	34.4
	Between 30 to 34 years old	87	17.4
	Between 35 to 39 years old	51	10.2
	Between 40 to 44 years old	34	6.8
	Between 45 to 49 years old	13	2.6
	50 years old and above	<u>14</u>	<u>2.8</u>
Total	500	100.0	
4.	Occupation		
	Clerical/supervisory	107	21.4
	Managerial/Administrative	164	32.8
	Professional	67	13.4
	Academician	79	15.8
	Self-employed / Entrepreneurs	53	10.6
	Others	<u>30</u>	<u>6.0</u>
Total	500	100.0	
5.	Employment Organizations		
	Private sectors	171	34.2
	Government/public sectors	254	50.8
	Self-employment/ Entrepreneur	63	12.6
	others	<u>12</u>	<u>2.4</u>
Total	500	100.0	
6.	Personal Income		
	Below RM1000	72	14.4
	RM1000 - RM2999	254	50.8
	RM3000 - RM3999	122	24.4
	RM4000 - RM4999	33	6.6
	RM5000 - RM5999	12	2.4
	RM6000 - RM6999	3	0.60
	RM7000 and above	<u>4</u>	<u>0.8</u>
Total	500	100.0	

'Table 4.3, continued'

7.	Household Income Below RM2000 RM2000 - RM4999 RM5000 - RM6999 RM7000 - RM8999 RM9000 - RM9999 RM10000 and above Total	81 197 120 52 24 <u>26</u> 500	16.2 39.4 24.0 10.4 4.8 <u>5.2</u> 100.0
8.	Education level Primary Secondary HSC/STPM College Diploma University Degree (under/post graduate) Others Total	5 108 57 169 143 <u>18</u> 500	1.0 21.6 11.4 33.8 28.6 <u>3.6</u> 100.0
9.	Marital status Single Married without children Married with children Divorced/widowed (single-parents) Total	246 80 167 <u>7</u> 500	49.2 16.0 33.4 <u>1.4</u> 100.0
10.	Religion Islam Hinduism Buddhism Christianity Others Total	168 11 67 248 <u>6</u> 500	33.6 2.2 13.4 49.6 <u>1.2</u> 100.0
11.	Number of people in a household 1 - 2 people 3 - 4 people 5 - 6 people 7 people and above Total	80 223 145 <u>52</u> 500	16.0 44.6 29.0 <u>10.4</u> 100.0
12.	Strength of religious orientation Very weak Weak Average Strong Very strong Total	5 21 209 202 <u>63</u> 500	1.0 4.2 41.8 40.4 <u>12.6</u> 100.0
13.	Presence of at least one child in a household Yes No Total	174 <u>328</u> 500	34.8 <u>65.2</u> 100.0

In addition, 164 respondents (32.8 percent) worked as managers and administrative officers, 107 (21.4 percent) clerks and supervisors, 79 (13.4 percent) academicians, 67 (13.4 percent) professional, while the other 83 (16.6 percent) were self-employed and entrepreneurs or other occupation. In term of employment sectors, 254 respondents (50.8 percent) were employed as government employees/public sectors, 171 (34.2 percent) worked in the private sectors, and the other 75 (15.0 percent) self-

employed/entrepreneurs and work in other type of employment sectors. The research indicated that the household monthly income of the respondents were mostly within the range of RM2000-RM4999 (197 or 39.4 percent), followed by 129 (24.0 percent) between RM5000-RM6999, 81 (16.2 percent) below RM1000, 52 (10.4 percent) between RM7000- RM8999, 24 (4.8 percent) between RM9000-RM9999, and only 26 (5.2 percent) above RM10000. Most of the respondents held college diploma or 169 respondents (33.8 percent), followed by university degree, that is, 143 (28.6 percent), 108 secondary level (21.6 percent), 5 primary level (1.0 percent), and 18 other educational level (3.6 percent).

Essentially, the majority of the respondents were singles (246 or 49.2 percent), 167 (33.4 percent) married with children, 80 (16.0 percent) married without children, and 7 (1.4 percent) divorced/widowed or single-parents. The majority of the respondents were Christians (248 or 49.6 percent), 168 of them were Muslims (33.6 percent), 67 (13.4 percent) were Buddhists, 11 (2.2 percent) were Hindus and six (0.2 percent) of them were from other beliefs. Out of 500 respondents, 223 of them had 3 to 4 people in their household (49.4 percent), followed by 145 (29.0 percent) had 5 to 6 people, 80 (16.0 percent) had between 1 to 2 people, 52 (10.4 percent) had 7 people and above. More than half of the respondents (53 percent) were religious people with 202 (40.4 percent) stating their strength of religious orientation were strong and 63 of them (12.6 percent) stated their religious orientation were very strong. Meanwhile the other 235 respondents (47.0 percent) stated their strength of religious orientation were between average to very weak. As shown in the same Table 4.3, it was noted that the sample respondents is representative of the overall population of Kuching City in terms of gender based on statistics figure from Department of Statistics Malaysia (2010) which reported the ratio of male and female population is approximately of equal proportion. However, with

regards to race or ethnicity, it was indicated that there were more Malay and Chinese composition, indicating an unbalanced in terms of race/ethnicity representation. This is due to the fact that in Sarawak, most of the other ethnic groups were rural dwellers inclusive of Iban, Bidayuh Melanau and other ethnic minorities.

Nevertheless, equal education opportunity provides by the government to all its citizens regardless of race/ethnicity enable them to be better educated. They moved to major cities to find for jobs and settled in the major cities such as Kuching, Sri Aman, Sarikei, Sibul, Mukah, Bintulu and Miri. Furthermore, this study was only conducted in major departmental stores, malls, hypermarkets, supermarkets and retail/specialty stores centered in Kuching City. As such consumers in the sub-urban and rural areas were not accounted for in this study. Hence, other race/ethnicity such as the Iban, the Bidayuh and other ethnic minorities were under represented in this study. Therefore, caution should be emphasised as the sample could be urban-biased. Besides, this study used quota sampling technique, which proportioned respondents on the basis of gender as a frame of reference. Therefore, all other demographic statistics were not proportioned accordingly.

4.4.2 Respondents' Purchasing Behaviour Pattern

This sub-section describes the respondent general purchasing behaviour pattern in terms of what product they buy, why they buy, where they buy, how much and how often do they buy, which advertising medium they often see and which advertising medium influence their buying decisions and who influence their buying decisions. Descriptive statistics were generated using frequency and percentage distribution to analyse and interpret the findings. The following section describes this distribution in details.

a. Consumer Buying Decision

For this sub-section, rank order scale was used to determine which product category was considered the most important buying decision by consumers using number “1” ranked as “the most important buying decision” and number “6” ranked as “the least important decision”. Please refer to Table 4.4.

Table 4.4: Product Categories Ranked as Most Important Buying Decision

No.	Product Categories	Mean Score	Rank
1.	Fashion Clothing	1.72	1
2.	Personal Computer	1.88	2
3.	Branded Perfume	2.43	3
4.	Instant Noodles	4.84	4
5.	Instant Coffee	5.03	5
6.	Detergent	5.11	6

Note: Most important buying decision given rank “1” and least important buying decision rank “6”

It was found that in terms of buying decision for high involvement products, the majority of the respondents ranked buying fashion clothing as their most important buying decision, followed by personal computer, branded perfume, instant noodles, instant coffee, with detergent ranked as the least important in their buying decisions. The finding of this study seems to be consistent with past studies that contended any purchase which is used publicly (Clarke & Belk, 1979; Bristow, Schneider & Schuler, 2002) such as fashion clothing (rank 1, mean=1.72) is considered as an important decision by consumers in this study.

Clarke and Belk’s (1979) study found that consumers buy product due to two reasons, either they purchase for personal use or purchase as a gift, which in this case, purchase jeans (fashion clothing) as a gift versus purchase blankets for personal use. As expected, even though blankets (private use) were more expensive than jeans, but jeans were considered as higher involvement products which involved greater amount of purchase effort on the part of consumers because jeans connote social visibility and use publicly by consumers. Similarly, in Bristow, Schneider and Schuler (2002), fashion clothing

(blue jeans) were purchased by some consumers for symbolic value, implying the concept of belongingness to the in-group, especially for college students. They relied heavily on brand names that project the in-group image and status. Hence, the blue jeans that one wears signal strong social value about the wearer.

Buying personal computer (Rank 2, mean=1.88) was also considered as important decision could be due to its expensive price and required the consumers to search for information and opinion from others. The result of this study was consistent with Bristow, Schneider and Schuler (2002). Their study revealed that consumers consider buying computers as an important decision for different reasons in comparison to buying fashion clothing (blue jeans). To consumers, computers are technologically complex devices which need them to dig through and search for concrete information on the products. Therefore, choosing a well-known expensive brand name usually the best option taken by consumers to avoid unpleasantness and the effort of learning the challenged of technology involving computers.

The next important purchase decision is buying branded perfume (rank 3, mean=2.43), but its usage is invisible as compared to fashion clothing. The findings of this study in terms of importance and involvement was consistent with Kapferer and Laurent (1986) which reported the mean-involvement profile for perfume was ranked number three behind washing machine and fashion clothing (dress) out of 20 product categories. Their study revealed that the mean-involvement scores for branded perfume were reported high on interest, pleasure and sign value in comparison to risk importance and risk probability. Hence, purchasing branded perfume derive its high involvement in nature due to its pleasure and sign value as well as the level of interest that a consumer has on a particular perfume brand name.

On the other hand, in terms of low involvement product categories such as instant noodles (pastas), instant coffee and detergent were considered as not an important buying decision and within the range of moderate to low involent. The finding was consistent with the study conducted by Kapferer and Laurent (1986). Their study indicated that consumers purchase these products categories because of the products utilitarian value in nature and not because of interest, pleasure, sign value as in fashion clothing (dress, jeans), personal computer and branded perfume.

Therefore, the findings of this study were consistently in line with the notion that “consumers tend to be highly involved when they purchase expensive items and when the products they purchase display social visibility” as compared to when they purchase inexpensive and frequently purchase items (Clarke & Belk, 1979; Assael, 1987; Warrington & Shim, 2000). The findings of past studies and the current study further supported the selection of fashion clothing, personal computer and branded perfume as representing high involvement products. While instant noodles, instant coffee and detergent were appropriately considered as low involvement products based on the notion as mentioned above.

b. Consumer Brand Preference by Product Categories

In relation to brand preference, for high involvement product categories, the majority of the respondents mentioned fashion clothing (designer label) that they most preferred was Levi’s, followed by Nike, Adidas and Nicole. While for personal computer, Acer was mentioned as the most preferred brand, followed by Dell and Compaq. Calvin Klein was considered as the most preferred brand for branded perfume, followed by Avon, Silky, and Body shop. Please refer to Table 4.5.

**Table 4.5: Respondents' Brand Preference by Product Categories
(High Involvement Products)**

Product Categories	Preferred Brand Name	Frequency (N)	Percent (%)
Fashion Clothing	Levi's	173	34.6
	Nike	156	31.2
	Adidas	150	30.0
	Other brand names	<u>21</u>	<u>4.0</u>
	Total	500	100.0
Personal Computer	Acer	175	35.0
	Dell	122	24.4
	Compaq	102	20.4
	Other brand names	101	20.2
	Total	500	100.0
Branded Perfume	Calvin Klein	140	28.0
	Avon	127	27.4
	Silky	120	26.2
	Body Shop	60	12.0
	Other brand names	<u>63</u>	<u>12.6</u>
	Total	500	100.0

For low involvement product categories, the brand name most preferred by respondents in terms of instant noodles was Maggi, followed by Indomee and Mee Sedap. For instant coffee, Nescafe was the most preferred brand, followed by Kapal Api and Indocafe. For detergent, Breeze was the most preferred brand, followed by Daia and Fab. Please refer to Table 4.6.

As far as consumer brand preference is concerned, there were no available studies in the past to make a comparison in terms of which brand name of the product categories in this study are most preferred by consumers in other parts of the globe. This is because some brands sold in countries other than Malaysia are unique for these countries only. The products might be the same but in terms of brand names they might be different due to cultural and language differences.

**Table 4.6: Respondents' Brand Preference by Product Categories
(Low Involvement Products)**

Product Categories	Preferred Brand Name	Frequency (N)	Percent (%)
Instant Noodles	Maggie	270	54.0
	Indo Mee	127	25.4
	Mee Sedap	56	11.2
	Other brand names	47	9.4
	Total	500	100
Instant Coffee	Nescafe	263	52.6
	Kapal Api	178	35.6
	Indo Café	33	6.6
	Other Brands	26	5.2
	Total	500	100
Detergent	Breeze	241	48.2
	Daia	98	19.6
	Fab	96	19.2
	Other brand names	65	13.0
	Total	500	100.0

Furthermore, a few of the past studies reported consumer preference at product categories level and did not investigate the consumer preference at brand name level. Example of such studies are conducted by Clarke and Belk (1979) - bubble bath, blankets, record album and blue jeans (clothing); Ram and Jung (1989) - VCR personal, computer, microwave oven, and food processor; Beharrell and Denison (1995) - bakery, cereals and pastas (noodles), dairy products, soup, toiletries, cosmetics and fresh meat; Hughes, Hutchins and Karathanassi (1998) - feta cheese, hard cheese and soft cheese; Warrington and Shim (2000) - fashion clothing (jeans); Quester, Karunaratna and Lim (2003) - sport shoes/sneakers and ballpoint pen.

In conclusion, the unique contribution of this particular finding of the study was that, consumer was asked to state the brand name that they preferred most based on the product categories chosen. The brand name most preferred by consumers was sequenced or categorised on the first four mentioned the most by consumers and any other brand name least preferred was categorised as others.

c. Amount Spent by Respondents by Product Categories

On average most of the respondents spent between RM1000.00 to RM3000.00 to purchase a personal computer. This explained the popularity of Acer brand among the respondents because the market price for most Acer brand was around RM2000.00 to RM3000.00. For fashion clothing and branded perfume, a majority of the respondents stated that they spent between RM100.00 to RM200.00 to buy them. In contrast, for low involvement products such as instant noodles, instant coffee and detergent, most of the respondents spent on average between RM10 to RM21 as per purchase occasion. Please refer to Table 4.7 for the amount spent by respondents on the basis of product categories.

Table 4.7: Amount Spent by Respondents based on Product Categories

Product Categories	Average Amount Spent Per Purchase Occasion (RM)
Fashion Clothing (High Involvement Product)	100.00 – 200.00
Personal Computer (High Involvement Product)	1000.00 – 3000.00
Branded Perfume (High Involvement Product)	100.00 – 200.00
Instant Noodles (Low Involvement Product)	10.00 – 21.00
Instant Coffee (Low Involvement Product)	10.00 – 21.00
Detergent (Low Involvement Product)	10.00 – 21.00

Among all the studies that had been conducted by past researchers such as Clarke and Belk (1979); Ram and Jung (1989); Beharrell and Denison (1995); Hughes, Hutchins and Karathanassi (1998); Warrington and Shim (2000); and Quester, Karunaratna and Lim (2003), none of these studies investigated on the amount of money spent to purchase these product categories. They only investigated on the level of involvement and the importance of related product attributes in relation to purchase.

However, one study conducted by McCarthy, O' Sullivan and O' Reilly (1999) reported that a consumer spent about 4 - 8 pound per week that is equivalent to RM24 - RM48 per week on food items (low involvement products). In other study performed by Roslow, Li and Nicholls (2000), they reported that a consumer spent about \$28 on clothing (high involvement products), equivalent to RM106.40 on a particular visit to a market in a week. But the difference with these past studies and the current study was that a consumer was asked on the amount they spent for a particular product category for the past 12 months in terms of per purchase occasion and not in term of the amount spent per week.

Therefore, it was not possible to compare the findings of past studies with the current study because the nature of investigation was not similar. Most of these past studies investigated on consumer purchase behaviour (present intention), while the current study looked at consumer purchase actions in the past 12 months. As such, these findings provide essential information to the marketers to enable them to forecast a consumer future intention in terms of the amount spend on specific product categories.

d. Respondents' Retail Outlets Preference by Product Categories

In terms of place, the majority of the respondents stated that they purchased their personal computer at departmental stores/malls, followed by specialty stores, hypermarkets, small retail shops and other shops in that order. While most of the respondents went to departmental stores, hypermarkets and supermarkets to purchase their fashion clothing and only a few preferred to go to small retail shops.

Similarly, most of the respondents preferred to shop at supermarkets, departmental stores and hypermarkets to buy their branded perfume, and only a few of them went to small retailers and other shops. But, for low involvement products such as instant

noodles, instant coffee and detergent, most of the respondents stated that they preferred to go to supermarkets to purchase them. Please refer to Table 4.8.

Table 4.8: Respondents' Retail Outlets Preference by Product Categories

Product Categories	Where Purchased	Frequency (N)	Percent (%)
Fashion Clothing (High Involvement Product)	Departmental stores/mall	216	43.2
	Hyper-markets	128	25.6
	Supermarkets	118	23.6
	Small retail shops	32	6.4
	Others	6	1.2
	Total	500	100.0
Personal Computer (High Involvement Product)	Departmental stores/mall	185	37.0
	Specialty shops	109	21.8
	Hyper-markets	102	20.4
	Small retail shops	77	15.4
	Others	27	5.4
	Total	500	100.0
Branded Perfume (High Involvement Product)	Supermarkets	159	31.8
	Departmental stores/mall	155	31.0
	Hyper-markets	146	29.2
	Small retail shops	21	4.2
	Others	19	3.8
	Total	500	100.0
Instant Noodles (Low Involvement Product)	Supermarkets	334	66.8
	Small retail shops	132	26.4
	Discount stores	15	3.0
	Hyper-markets	15	3.0
	Others	4	0.8
	Total	500	100.0
Instant Coffee (Low Involvement Product)	Supermarkets	343	68.6
	Small retail shops	121	24.2
	Discount stores	18	3.6
	Hyper-markets	12	2.4
	Others	6	1.2
	Total	500	100.0
Detergent (Low Involvement Product)	Supermarkets	360	72.0
	Small retail shops	107	21.4
	Discount stores	15	3.0
	Hyper-markets	15	3.0
	Others	3	0.6
	Total	500	100.0

The finding of this study concerning retail outlets preferred by respondents could not be compared exclusively with past studies. For example, in the three studies performed by Nicholas (1997), McCarthy, O' Sullivan and O' Reilly (1999), and Roslow, Li and Nicholls (2000), they used shopping outlets/retail outlets in general and did not specifically mention the retail outlets categories.

Nevertheless, Nicholls, Li, Mandokovic, Roslow and Kranendonk (2000) stated that the consumers shopping activities taken place at malls. Their study was cross-cultural conducted on consumers in USA and Cyprus. Therefore, similarly it is assumed and speculated that most of the consumers in the past studies performed their shopping activities in malls, departmental stores and supermarkets for both types of product categories (high and low involvement products). This assumption is based on the nature of retail operations in USA and most advanced countries and developing countries of modern days, including Malaysia.

Besides, at global stage, the trend of modern retail landscapes is operated mostly in the form of one stop center to enable consumers to shop at their own convenience such as malls, hypermarkets, departmental stores and supermarkets. Hence, this study speculated that consumers displayed more or less similar buying behaviour pattern in terms of place preferred to perform their shopping chores regardless of product categories purchased and at which countries they lived.

e. Respondents' Purchasing Frequencies and When Purchasing by Product Categories

For high involvement products such as personal computer, all of the respondents stated that they purchased them only once for the past 12 months. While for fashion clothing and branded perfume they purchased them between one to six times for the past 12 months. In contrast, most of the respondents bought instant noodles, instant coffee and detergent six times and more for the past 12 months. Please refer to Table 4.9.

However, for most high involvement products such as fashion clothing, personal computer and branded perfume, the majority of the respondents preferred to purchase them during special occasion, for example, during sales or promotion time throughout

the year. For low involvement products such as instant noodles, instant coffee and detergent usually the respondents preferred to buy them either weekly or monthly.

Table 4.9: Respondents' Purchasing Frequencies and When Purchasing by Product Categories

Product Categories	Number of Times	Frequency (N)	Percent (%)	When Purchased	Frequency (N)	Percent (%)
Fashion Clothing (High Involvement Product)	1	223	44.0	Other time of the year	223	44.0
	2	161	32.2	Special occasion	161	32.2
	3	61	12.2	End of the year	61	12.2
	6	55	11.0	Middle of the year	55	11.0
	Total	500	100.0	Total	500	100.0
Personal Computer (High Involvement Product)	1	500	100.0	Special occasion	290	58.0
				End of the year	178	35.6
				Other time of the year	32	6.4
				Total	500	100.0
Branded Perfume (High Involvement Product)	1	208	41.6	Special occasion	208	41.6
	2	183	36.6	Other time of the year	183	36.6
	3	80	16.0	End of the year	80	16.0
	6	29	5.8	Middle of the year	29	5.8
	Total	500	100	Total	500	100.0
Instant Noodles (Low Involvement Product)	6	292	58.4	Weekly	233	46.6
	>6	208	41.6	Twice a month	204	40.8
		500	100.0	Daily	59	11.8
				Special occasion	4	0.8
				Total	500	100
Instant Coffee (Low Involvement Product)	6	278	55.6	Weekly	219	43.8
	>6	222	44.4	Twice a month	217	43.4
		500	100.0	Daily	59	11.8
				Special occasion	5	1.0
				Total	500	100.0
Detergent (Low Involvement Product)	6	281	56.2	Twice a month	270	54.0
	>6	219	43.8	Monthly	219	43.8
		500	100.0	Special occasion	11	2.2
				Total	500	100.0

The findings of this study were more or less consistent with past studies in terms of frequencies and main shopping day they preferred when purchasing for low involvement products (food and beverages as well as other types of products other than food), that is on average once a week and more for frequent shoppers and less than a week for infrequent shoppers (Nicholas, 1997; Nicholls, Li, Mandokovic, Roslow & Kranendonk, 2000; Roslow, Li & Nicholls, 2000). Most consumers in these past studies identified that the shopping day or shopping occasion they preferred were during weekends (Saturday and Sunday) regardless of product categories.

However, the number of purchasing frequencies for high involvement products could not be compared because there were no past studies that investigated similar comparison

between high and low involvement products as chosen in this study. Nevertheless, unique to this finding of the study was that, in terms of high involvement products, the majority of the respondents stated that they purchased personal computer once in the past 12 months.

While for fashion clothing and branded perfume, they purchased them between one to six times in a year. Most of these products categories were purchased during special occasion and end of the year that was during promotional time, indicating that the majority of the consumers in this study were price-conscious and sales-prone deals, particularly when they wanted to purchase expensive and infrequently purchased products such as personal computer, fashion clothing and branded perfume.

For low involvement products, the reverse behaviour was revealed. Most Consumers did not wait for promotional time/special occasion because these products categories are routine and frequently purchased products that they had to buy at least once in a week.

f. Respondents' Preference of Foreign or Local Brand by Product Categories

In this study, foreign brand refers to the product categories that carry foreign brand names produced, manufactured or assembled in Malaysia or in countries of origin or in countries of production other than Malaysia. Local brand are the product categories that carry local brand names manufactured and produced in Malaysia only. Most of the respondents, who purchased high involvement products such as personal computer, fashion clothing, and branded perfume stated that they preferred to purchase foreign brand compared to local brand.

Similarly, for low involvement products such as instant noodles, instant coffee and detergent, the majority of the respondents mentioned that they preferred to buy foreign

brand in comparison to domestic brand. Please refer to Table 4.10. The reasons for buying foreign brand for high involvement products like personal computer, fashion clothing and branded perfume mainly because they believed and perceived that foreign brands were of high quality as compared to local brands, beside established brand name and reasonable price. On the other hand, the preference for foreign brand for low involvement products, besides quality, cheap and reasonable price, could be due to the general perception that most of the brand names purchased had been long established in the mind of the consumers (established brand name such as Maggie for Instant noodles, Nescafe for Instant Coffee and Breeze for detergent).

Table 4.10: Respondents' Preference of Foreign or Local Brand by Product Categories

Product Categories	Brand Preference (Foreign or Local)	Frequency (N)	Percent (%)
Fashion Clothing (High Involvement Product)	Foreign brand	438	87.6
	Local brand	<u>62</u>	<u>12.4</u>
	Total	500	100.0
Personal Computer (High Involvement Product)	Foreign brand	482	96.4
	Local brand	<u>18</u>	<u>3.6</u>
	Total	500	100.0
Branded Perfume (High Involvement Product)	Foreign brand	434	86.8
	Local brand	66	13.2
	Total	500	100.0
Instant Noodles (Low Involvement Product)	Foreign brand	397	79.4
	Local brand	<u>103</u>	<u>20.6</u>
	Total	500	100.0
Instant Coffee (Low Involvement Product)	Foreign brand	296	59.2
	Local brand	<u>204</u>	<u>40.8</u>
	Total	500	100.0
Detergent (Low Involvement Product)	Foreign brand	435	5.6
	Local brand	65	94.4
	Total	500	100.0

Regarding preference for foreign brand versus local brand, based on observation in literature, there were no available studies that could be used as a frame of reference to make a comparison between consumers' preference for foreign brand and local brand for both types of product categories (high involvement products and low involvement products). However, in this study it was indicated that the majority of the respondents preferred foreign brand names when they decided to purchase both high involvement products and low involvement products.

These findings suggested that consumers in this study were not ethnocentric and acceptance of foreign manufactured/produced products and brands if they considered them as high quality products. This indicated that the consumers were quality-conscious and brand-conscious in terms of buying not only expensive products but also for inexpensive and frequently purchased products. This is very valuable information for marketers to understand consumer brand preference which can be used as indicators to predict consumer future purchase/repurchase intention on specific product categories.

g. Respondents' Buying Purpose by Product Categories

As depicted in Table 4.11, the majority of the respondents stated that they bought both categories of products (high involvement products and low involvement products) mainly for own use, and only a few mentioned that they bought the products as 'gifts' and for other purposes. The findings of this study were partly consistent with past studies as reported in Clarke and Belk (1979) and Clarke (2006).

Table 4.11: Respondents' Buying Purpose by Product Categories

Product Categories	Purpose of buying	Frequency (N)	Percent (%)
Fashion Clothing (High Involvement Product)	Own use	479	95.80
	Gifts	19	3.80
	Other purposes	2	0.40
	Total	500	100.0
Personal Computer (High Involvement Product)	Own use	473	94.60
	Gifts	22	4.40
	Other purposes	5	1.00
	Total	500	100.0
Branded Perfume (High Involvement Product)	Own use	443	88.60
	Gifts	55	11.00
	Other purposes	2	0.40
	Total	500	100.0
Instant Noodles (Low Involvement Product)	Own use	396	79.2
	Gifts	17	3.40
	Other purposes	87	17.40
	Total	500	100.0
Instant Coffee (Low Involvement Product)	Own use	396	79.20
	Gifts	15	3.00
	Other purposes	89	17.80
	Total	500	100.0
Detergent (Low Involvement Product)	Own use	400	80.00
	Gifts	21	4.20
	Other purposes	79	15.80
	Total	500	100.0

In Clarke and Belk (1979) and Clarke (2006) consumers bought the products for two reasons, that is, for own use and as a gift to others. It was revealed in their studies that consumers were highly involved when they purchased specific product category as a gift in comparison if the products were purchased for own use. In this case, the product categories used were bubble bath, blankets, jeans, record albums and Christmas gifts.

h. Advertising Medium Seen/Heard and its Influence on Respondents' Purchasing Behaviour

Most of the respondents mentioned that they frequently seen/heard advertisements about fashion clothing, personal computer and branded perfume in magazines, brochures/catalogs, TV ads, and newspapers. While advertisement for instant noodles, instant coffee and detergent were frequently advertised on TV ads, radio, newspapers, and a few in magazines. Please refer to Table 4.12.

Table 4.12: Advertisement Seen/Heard by Respondents by Product Categories

Product Categories	Advertisements Medium	Response/ Frequency/ (%)	Response/ Frequency/ (%)	Total Frequency (N)	Total Percent (%)
Fashion Clothing (High Involvement Product)	Magazines	Yes=396 (79%)	No=104 (20.8%)	500	100.0
	Brochures	Yes=346 (69.2%)	No=154 (30.8%)	500	100.0
	TV ads	Yes=311 (62.2%)	No=189 (37.8%)	500	100.0
	Others	Yes=36 (7.2%)	No=464 (92.8%)	500	100.0
Personal Computer (High Involvement Product)	Magazines	Yes=391 (78.2%)	No=109 (21.8%)	500	100.0
	Brochures	Yes=378 (75.6%)	No=122(24.4%)	500	100.0
	TV ads	Yes=343 (68.6%)	No=157(31.4%)	500	100.0
	Others	Yes=49(9.8%)	No=451(90.2%)	500	100.0
Branded Perfume (High Involvement Product)	Magazines	Yes=366 (73.2%)	No=134 (26.8%)	500	100.0
	Brochures	Yes=349 (69.8%)	No=151(30.2%)	500	100.0
	TV ads	Yes=343 (68.6%)	No=157 (31.4%)	500	100.0
	Others	Yes=362 (6.4%)	No=468 (93.6%)	500	100.0
Instant Noodles (Low Involvement Product)	TV ads	Yes=457 (91.4%)	No=43 (8.6%)	500	100.0
	Newspapers	Yes=302 (60.4%)	No=198 (39.6%)	500	100.0
	Radio	Yes=288 (57.6%)	No= 212 (42.4%)	500	100.0
	Others	Yes=32 (6.4%)	No=468 (93.6%)	500	100.0
Instant Coffee (Low Involvement Product)	TV ads	Yes=463 (92.6%)	No=37 (7.4%)	500	100.0
	Radio	Yes=311 (62.2%)	No=189 (37.8%)	500	100.0
	Newspapers	Yes=288 (57.6%)	No=212 (42.4%)	500	100.0
	Others	Yes=31 (6.2%)	No=469 (93.8%)	500	100.0
Detergent (Low Involvement Product)	TV ads	Yes=452 (90.4%)	No=48 (9.6%)	500	100.0
	Newspapers	Yes=313 (62.6%)	No=187 (37.4%)	500	100.0
	Radio	Yes=243 (48.6%)	No=257 (51.4%)	500	100.0
	Others	Yes=31 (6.2%)	No=469 (93.8%)	500	100.0

In addition, the respondents' decision to purchase or not to purchase for high involvement products such as fashion clothing and branded perfume, most of the respondents stated that their decisions were very much influenced by ads found in magazines and brochures/catalogs, and also influenced by TV ads, such as Silky brand for perfume. Similarly, for personal computer the respondents' purchasing decisions were very much influenced by ads found in magazines, brochures/catalogs, and newspapers as compared to other medium of advertisements. These three advertisement tools showed higher mean scores than newspapers and other advertisement tools. Meanwhile for most low involvement products, such as instant noodles, instant coffee, and detergent, their decisions were very much influenced by TV ads, newspapers and magazines which showed higher mean scores as compared to other medium of advertisements such as radio and other medium. Please refer to Table 4.13.

Table 4.13: Mean and Standard Deviation on the Influence of Advertisements on Respondents' Purchasing Decision by Product Categories

Product Categories	Advertisements Medium Influence	Frequency (N)	Mean	Standard Deviation
Fashion Clothing (High Involvement Product)	Magazines	500	3.82	0.817
	Brochures/catalogs	500	3.71	0.890
	TV ads	500	3.48	0.850
	Newspapers	500	3.18	1.155
	Others	500	2.80	1.111
Personal Computer (High Involvement Product)	Magazines	500	3.67	0.879
	Brochures/catalogs	500	3.65	0.921
	TV ads	500	3.48	0.982
	Newspapers	500	3.28	1.050
	Others	500	3.07	1.048
Branded Perfume (High Involvement Product)	Magazines	500	3.59	0.892
	Brochures/catalogs	500	3.45	1.021
	TV ads	500	3.41	0.976
	Newspapers	500	3.22	0.953
	Others	500	2.91	0.951
Instant Noodles (Low Involvement Product)	TV ads	500	4.06	0.807
	Newspapers	500	3.72	1.007
	Magazines	500	3.26	1.085
	Radio	500	3.20	1.155
	Others	500	3.13	1.104
Instant Coffee (Low Involvement Product)	TV ads	500	4.03	0.939
	Newspapers	500	3.63	1.062
	Magazines	500	3.27	1.039
	Radio	500	3.24	1.196
	Others	500	3.12	1.091
Detergent (Low Involvement Product)	TV ads	500	3.92	0.768
	Newspapers	500	3.63	1.004
	Magazines	500	3.25	1.069
	Radio	500	3.03	1.171
	Others	500	3.04	1.085

i. Significant Others Influence on Respondents' Purchasing Behaviour

The opinion of significant others that influenced the decision of the respondents to purchase or not to purchase high involvement products such as fashion clothing was very much influenced by friends, followed by friends, family members and salespeople.

Please refer to Table 4.14.

Table 4.14: Mean and Standard Deviation of Significant Others' Influence on Respondents' Purchasing Decision by Product Categories

Product Categories	Significant Others Influence	Frequency (N)	Mean	Standard Deviation
Fashion Clothing (High Involvement Product)	Friends	500	3.70	0.820
	Family Members	500	3.51	0.965
	Salespeople	500	3.41	0.957
	Spouse	500	3.40	1.042
	Relatives	500	3.30	0.932
	Neighbours	500	3.01	1.078
	Children	500	2.86	1.219
Personal Computer (High Involvement Product)	Family Members	500	3.69	0.857
	Friends	500	3.67	0.883
	Salespeople	500	3.45	1.046
	Spouse	500	3.33	1.220
	Workgroups	500	3.13	1.006
	Relatives	500	3.11	0.956
	Children	500	2.89	1.212
	Neighbours	500	2.79	1.117
Branded Perfume (High Involvement Product)	Friends	500	3.52	0.892
	Spouse	500	3.45	1.137
	Family Members	500	3.43	0.940
	Salespeople	500	3.40	0.930
	Relatives	500	3.29	0.904
	Workgroups	500	3.07	1.014
	Neighbours	500	2.90	1.023
	Children	500	2.78	1.207
Instant Noodles (Low Involvement Product)	Spouse	500	3.44	0.938
	Friends	500	3.43	1.154
	Family Members	500	3.39	0.988
	Relatives	500	3.22	0.942
	Salespeople	500	3.09	0.968
	Children	500	3.06	1.270
	Neighbours	500	3.03	1.067
	Workgroups	500	2.87	1.019
Instant Coffee (Low Involvement Product)	Family Members	500	3.45	1.007
	Friends	500	3.45	1.007
	Spouse	500	3.39	1.189
	Relatives	500	3.21	0.970
	Salespeople	500	3.11	0.973
	Neighbours	500	2.96	1.086
	Children	500	2.94	1.315
	Workgroups	500	2.90	1.015
Detergent (Low Involvement Product)	Spouse	500	3.41	1.131
	Family Members	500	3.40	0.979
	Friends	500	3.37	0.917
	Relatives	500	3.25	0.885
	Salespeople	500	3.12	0.947
	Neighbours	500	2.97	1.043
	Workgroups	500	2.96	1.050
	Children	500	2.80	1.206

Meanwhile for personal computer their decisions were very much influenced by family members, friends and salespeople. For branded perfume their decisions were very much influenced by friends, spouse and family members. The mean scores for these three significant others influence were higher than others such as workgroups, relative, neighbours and the like. In contrast, for low involvement products such as instant noodles, instant coffee and detergent, their decisions were very much influenced by their spouse, family members and friends, which showed higher mean scores in comparison to others such as relatives, children, neighbours and salespeople.

In relation to the influence of the advertising media and significant others influence on consumers' decisions to purchase or not was difficult to conclude and compare with past studies. This was because most past studies did not investigate the same issues as reported in this study. Most of the past studies reported on other areas such as the reasons for shopping, who accompany them and number of stores visited, besides the other variables as mentioned earlier in the previous discussions such as frequency of visits, amount of money spent and the purpose of the shopping activities (Clarke & Belk, 1979; Nicholls, Roslow, Dublisch & Comer, 1996; Nicholls, Roslow & Dublisch, 1997; Nicholls, Li, Mandokovic, Roslow & Kranendonk, 2000; Clarke, 2006).

In other words, this finding was unique in the sense that it investigated the major characteristics of consumers' buying behaviour in terms of what they buy, why they buy, when they buy, how much they spent and/or the amount they spent, where they buy, what communication medium influence their buying decisions, and who are significant others that influence their buying decisions which can assist marketers to streamline their marketing strategies in practice.

In conclusion, this sub-section 4.4.2 in specific answers the first objective of the research regarding the general purchasing behaviour of the consumers investigated by this study. It was observed that in general, in terms of high involvement products consumers preferred to purchase established brand names, value for product quality and price. They favoured foreign brand names in comparison to local brand names, regardless whether the products that they decided to purchase were high involvement products or low involvement products.

In terms of place, consumers inclined to shop at departmental stores/malls, hypermarkets and specialty stores to purchase high involvement products. Most of the consumers reported that they purchased products for own use and a few bought them as a gift. The communication medium that mostly influenced their buying decisions for high involvement products were mainly advertisements from magazines, brochures and newspapers and some from TV ads. The most significant others that influence the consumers' buying decisions were from family members, spouses, friends and salespeople with regards to high involvement products. The popular time of performing the purchase of high involvement products were during special occasion, that is, during promotion time. Hence, indicating price-conscious and sales-prone consumers besides being concerned on quality and favoured established brand names.

Similarly, for low involvement products, most consumers favoured established foreign brand names and the reason due to affordable and reasonable price. The consumers looked for price first besides quality in comparison to other attributes. Most products were purchased for own use. The communication that influenced them the most was advertisements from TV ads, newspapers and magazines. They bought low involvement products at least once in a week and the purchase usually took place at supermarkets.

Family members, spouses and friends were the main people behind their buying decisions. The findings in this sub-section provide essential information that could add value to the marketers and business people in understanding consumers buying behaviour and streamline their marketing strategies and plans in terms of the appropriate medium used to reach them, places they prefer to go to perform their shopping activities for specific product categories. It is also beneficial to understand and have prior knowledge on those important people closed to the consumers that might influence their buying decisions. Advertising ads can be geared toward these groups of people.

Besides, it is important to have information on the amount that the consumers were willing to spend to purchase certain types of product categories in order to fix the right price for the right products that appeal to the consumers at large and sustained their loyalty to repurchase the products in the future.

The first objective of the study was achieved as expected which confirmed the notion that consumer considers purchasing a high involvement product as an important buying decision. This study was consistent with past research that connote besides price, consumers also pay attention to other available attributes such as quality and brand names when they decide to purchase (Assael, 1987; Zeithaml, 1988; Bristow, Schneider & Schuler, 2002).

In contrast, when it involves routine purchase and the products are categorised as frequently purchase and inexpensive low involvement products, the buying decision is habitual (Lamb, Hair & McDaniel, 2000; Kotler, 2003). Hence, the decision is considered as not that important and little effort is required.

Please refer to Table 4.15 for the general summary of the respondents' purchasing behaviour pattern investigated in this study.

Table 4.15: Summary of Respondents' Purchasing Behaviour Pattern

Product Categories	Preferred brand	Where purchase	When purchase	COO	Why COO	Amount spent	Reasons purchase	Ads influence purchase decisions most	Significant others influence purchase decisions
Fashion Clothing	Levi Nike Adidas Nicole	Departmental stores Malls	Special occasion sales promotion	Foreign made	Quality Brand name Price	RM100 to RM200	Own use and few for 'gifts' giving	Magazines Brochures TV ads Newspapers	Friends Family members Spouse salespeople
Personal Computer	Acer Dell Compact	Departmental stores Specialty stores Malls	Special occasion sales promotion	Foreign made	Quality Brand name Price	RM1000 to RM3000	Own use and few for "gifts" giving	Magazines Brochures TV ads Newspaper	Family members Friends Salespeople Spouse
Branded Perfume	Calvin Klein Silky Avon Body shop	Departmental stores Malls	Special occasion sales promotion	Foreign made	Quality Brand name Price	RM100 to RM200	Own use and few for 'gifts' giving	Magazines Brochures TV ads Newspapers	Friends Spouse Family members Salespeople
Instant Noodles	Maggie Indomee Mee Sedap	Supermarkets	Weekly monthly	Foreign made	Price	RM10 to RM21	Own use	TV ads Newspapers Magazines Brochures	Spouse Friends Family members
Instant Coffee	Nescafe Kapal Api Indocafe	Supermarkets	Weekly monthly	Foreign made	Price	RM10 to RM21	Own use	TV ads Newspapers Radio Brochures	Family members Friends Spouse
Detergent	Breeze Daia Fab	Supermarkets	Weekly monthly	Foreign made	Price	RM10 to RM21	Own use	TV ads Newspapers Magazines Brochures	Spouse Family members Friends

4.5 Relationships between Groups of Consumers and Main Research Variables

4.5.1 Introduction

This sub-section explains and compares the mean and standard deviation of the main research variables among group of consumers (gender and consumer product involvement) and its pattern in relation to high involvement products and low involvement products.

4.5.2 Descriptive Statistics of Means and Standard Deviation

A preliminary visual inspection results as shown in Table 4.16 and Table 4.17 on descriptive mean and standard indicated that in general, female consumers showed slightly higher mean scores for quality attribute, brand name attribute, and product information attribute, normative influence and informational influence for high involvement products in comparison to male consumers except for personal computer which showed male consumers indicated slightly higher than female consumers in terms of all attributes - quality, price, brand name and product information. The results revealed that female consumers tended to be more quality and brand name conscious compared to male consumers. Male consumers on the other hand tended to be dominantly price conscious in terms of repurchasing high involvement products.

For low involvement products, it was revealed that female consumers were generally seeking for quality and product information whereby male consumers looked for price and brand name. However, female consumers were inclined to place more importance on normative and informational influence than male consumers, indicating that seeking opinion and obtaining information from significant others greatly influenced female consumers repurchasing decisions in comparison to male consumers for high involvement products as well as for low involvement products.

In contrast, in terms of consumer product involvement, mixed results were revealed for high involvement products. Consumer product involvement showed higher mean scores for quality attribute, price attribute, brand name attribute, product information attribute for two high involvement products, which were fashion clothing and personal computer but the reverse was revealed for branded perfume. Consumers paid less attention to these attributes in terms of repurchase intention for branded perfume.

Table 4.16: Mean Scores for Main Variables of High Involvement Products by Gender

Variables	Fashion Clothing			Personal Computer		Branded Perfume		Frequency
	Gender	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	N
Quality	Male	4.796	0.583	5.091	0.799	4.646	0.571	241
	Female	4.817	0.588	4.996	0.697	4.748	0.596	259
Price	Male	4.798	0.707	4.885	0.789	4.798	0.707	241
	Female	4.722	0.560	4.800	0.618	4.722	0.560	259
Brand Name	Male	5.321	0.912	5.502	0.825	5.325	0.872	241
	Female	5.324	0.707	5.430	0.745	5.370	0.648	259
Product Information	Male	5.076	0.809	5.473	1.030	5.089	0.830	241
	Female	5.077	0.670	5.297	0.838	5.151	0.699	259
Normative Influence	Male	4.627	0.757	4.695	0.734	4.959	0.876	241
	Female	4.846	0.730	4.836	0.701	4.987	0.704	259
Informational Influence	Male	4.847	0.957	4.944	0.930	5.098	0.891	241
	Female	5.055	0.769	5.135	0.786	5.206	0.825	259
Prior Product Knowledge	Male	3.337	1.051	3.143	1.303	3.414	0.997	241
	Female	3.456	1.113	3.281	1.205	3.493	1.028	259
Repurchase Intention	Male	5.161	0.809	5.246	0.952	5.065	0.777	241
	Female	5.187	0.802	5.065	0.973	5.105	0.823	259

Table 4.17: Mean Scores for Main Variables of Low Involvement Products by Gender

Variables	Instant Noodles			Instant Coffee		Detergent		Frequency
	Gender	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	N
Quality	Male	4.818	0.659	4.793	0.697	4.353	0.544	241
	Female	4.973	0.700	4.990	0.668	4.511	0.500	259
Price	Male	5.097	0.857	5.071	0.883	4.598	0.506	241
	Female	5.085	0.775	5.125	0.770	4.588	0.483	259
Brand Name	Male	5.274	0.993	5.275	1.067	5.196	0.927	241
	Female	5.166	0.825	5.193	0.855	5.077	0.775	259
Product Information	Male	4.737	0.834	4.766	0.822	4.922	0.774	241
	Female	4.844	0.730	4.879	0.700	4.839	0.739	259
Normative Influence	Male	4.236	1.227	4.260	1.238	4.236	1.227	241
	Female	4.602	1.013	4.585	0.995	4.602	1.013	259
Informational Influence	Male	4.447	1.215	4.437	1.237	4.479	1.318	241
	Female	4.678	1.012	4.696	1.014	4.597	1.004	259
Prior Product Knowledge	Male	3.550	1.034	3.557	1.070	3.615	0.943	241
	Female	3.598	1.114	3.505	1.068	3.580	1.067	259
Repurchase Intention	Male	5.028	0.839	5.083	0.928	5.010	0.841	241
	Female	4.948	0.801	4.958	0.808	4.971	0.766	259

Similarly, mean scores for normative influence were higher for fashion clothing and personal computer but not for branded perfume. Informational influence mean score was slightly higher for personal computer but lower for fashion clothing and branded perfume. These results indicated that for high involvement products which connotes status visibility such as fashion clothing and requires high technology know-how like personal computer, consumer involvement with the products tended to be higher in comparison when the usage of the product is invisible such as perfume, even though it was considered as an expensive product.

On the other hand, for low involvement products, consumer involvement for quality attribute, price attribute and brand name attribute generally showed slightly higher mean scores. But in contrast, consumer product involvement in terms of normative influence and information influence mean scores were lower. Please refer to Table 4.18 and Table 4.19 for the results of mean scores for consumer product involvement.

Table 4.18: Mean Scores for Main Variables of High Involvement Products by Consumer Product Involvement

Variables	Fashion Clothing			Personal Computer		Branded Perfume		Frequency
	Involvement	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	N
Quality	High	4.819	0.612	5.079	0.7488	4.589	0.582	365
	Low	4.773	0.505	4.632	0.627	4.765	0.579	135
Price	High	4.800	0.672	4.882	0.713	4.642	0.596	365
	Low	4.647	0.509	4.401	0.425	4.829	0.649	135
Brand Name	High	5.377	0.814	5.528	0.708	5.061	0.783	365
	Low	5.176	0.788	4.775	0.813	5.522	0.698	135
Product Information	High	5.082	0.706	5.435	0.917	4.844	0.912	365
	Low	5.063	0.828	4.797	0.981	5.289	0.604	135
Normative Influence	High	4.757	0.735	4.782	0.730	4.644	0.866	365
	Low	4.694	0.792	4.613	0.587	5.171	0.669	135
Informational Influence	High	4.897	0.871	5.074	0.859	5.005	0.891	365
	Low	5.111	0.851	4.702	0.845	5.244	0.826	135
Prior Product Knowledge	High	3.357	1.082	3.137	1.227	3.407	0.999	365
	Low	3.851	1.015	4.065	1.245	3.982	1.026	135
Purchase Intention	High	5.212	0.796	5.194	0.959	5.109	0.793	365
	Low	4.966	0.805	4.693	0.927	4.836	0.853	135

Table 4.19: Mean Scores for Main Variables of Low Involvement Products by Consumer Product Involvement

Variables	Instant Noodles			Instant Coffee		Detergent		Frequency
	Involvement	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	N
Quality	High	4.904	0.717	4.897	0.716	4.302	0.516	288
	Low	4.890	0.638	4.893	0.656	4.550	0.510	212
Price	High	5.136	0.875	5.155	0.892	4.585	0.516	288
	Low	5.029	0.723	5.033	0.737	4.600	0.475	212
Brand Name	High	5.223	0.970	5.213	1.062	5.171	0.958	288
	Low	5.210	0.826	5.256	0.833	5.103	0.752	212
Product Information	High	4.633	0.803	4.686	0.807	4.808	0.686	288
	Low	5.008	0.700	4.987	0.673	4.940	0.809	212
Normative Influence	High	4.266	1.237	4.245	1.245	4.198	1.257	288
	Low	4.642	0.940	4.644	0.905	4.620	0.979	212
Informational Influence	High	4.297	1.123	4.349	1.160	4.190	1.313	288
	Low	4.932	1.007	4.833	1.045	4.841	0.925	212
Prior Product Knowledge	High	3.541	1.074	3.494	1.070	3.565	1.014	288
	Low	3.946	1.023	3.928	0.974	3.946	0.884	212
Purchase Intention	High	5.019	0.810	5.052	0.865	5.022	0.799	288
	Low	4.631	0.844	4.645	0.833	4.642	0.767	212

In conclusion, female consumers were generally had prior product knowledge on high involvement products that they intended to repurchase in comparison to male consumers except for personal computers which indicated that male consumers were more knowledgeable in comparison to female consumers in relation to repurchase intention. In contrast male consumers were generally had prior product knowledge on low involvement products that they intended to repurchase compared to female consumers except for instant noodles. It was also indicated that both high product involvement consumers and low product involvement consumers also had some prior product knowledge on both product categories (high involvement products and low involvement products) that they intended to repurchase.

As a conclusion, these results indicated that even though instant noodles, instant coffee and detergent were categorised as low involvement products, some consumers might consider buying these products as an important decisions in relation to repurchase intention.

Hence, they needed to seek opinion and obtain information from people closed to them. Consistent with past studies performed by Clarke and Belk (1979) that suggested buying low involvement products can be high involving depending on the purpose of the purchase, either purchased for own use or purchased as “gifts” or safety reason. Accordingly, they suggested that if the purchase was for personal use then consumer product involvement would be low in comparison when the purpose of the purchase was for gift giving and for safety reason.

4.6 Correlation Analysis of the Independent Variables and the Dependent Variable

4.6.1 Introduction

The correlation analysis was conducted to understand the relationships among all the main research variables. The purpose of performing correlation analysis is to determine the strength and direction of the linear (straight-line) relationship between variables. In interpreting the strength of correlation coefficients, there are different suggestions put forward by authors. However, Cohen, (1988: 79-81) suggest these guidelines, that is, $r=0.10$ to 0.29 is small, $r=0.30$ to 0.49 is medium and $r=0.50$ to 1.0 is large. Burns and Bush (2000) suggest that if r values fall between plus or minus 0.81 and plus or minus 1.00 are generally considered as very highly correlated which in turn create multicollinearity problem (Hair, Black, Babin, Anderson & Tatham, 2006).

It was observed that there was no indication of a very strong correlation between pairs of variables in this study for each product category. The results revealed that most of the correlation coefficient values fall within the accepted range of 0.10 and below 0.80 . Hence, multicollinearity was not likely to happen that could affect the interpretation of further analysis later in this chapter. The correlation analysis was executed by product

categories that were high involvement products and low involvement products as explained in the following sub-section.

4.6.2 Correlation among Main Research Variables for High Involvement Products

a. Correlation Matrix for Main Research Variables (Fashion Clothing)

As shown in Table 4.20, for fashion clothing, it was indicated that 22 out of 28 correlation coefficient values were significant at 0.01 level and one at 0.05 level (informational influence and repurchase intention, $r=0.098$). Consumer prior product knowledge revealed a negative weak correlation with other variables such as quality attribute ($r=-0.161$), price attribute ($r=-0.102$), brand name attribute ($r=-0.217$) and product information attribute ($r=-0.191$) which indicated low level of consumer prior product knowledge associated with quality attribute, price attribute, brand name attribute and product information attribute. The other five correlation values were not significant involving normative influence, informational influence, price attribute, and consumer prior product knowledge; normative influence, informational influence, consumer prior product knowledge and repurchase intention.

Table 4.20: Correlation Matrix for Main Research Variables for Fashion Clothing

Variables	Quality	Price	Brand Name	Product Information	Normative Influence	Informational Influence	Prior Product Knowledge	Repurchase Intention
Quality	1							
Price	0.275**	1						
Brand Name	0.571**	0.550**	1					
Product Information	0.392**	0.335**	0.605**	1				
Normative	0.139**	0.064	0.316**	0.465**	1			
Informational	0.120**	0.041	0.251**	0.417**	0.625**	1		
Prior Product Knowledge	-0.161**	-0.102	-0.217**	-0.191**	0.022	-0.062	1	
Repurchase Intention	0.450**	0.360**	0.537**	0.443**	0.132**	0.098*	-0.026	1

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

b. Correlation Matrix for Main Research Variables (Personal Computer)

The resulted correlation coefficient values for personal computer in Table 4.21 revealed that 22 out of 28 correlation coefficient values were significant at 0.01 level indicating moderate correlation and one correlation value was significant at 0.05 level (quality and normative influence, $r = -0.089$) which indicated a weak correlation in a negative direction. Consumer prior product knowledge was found to have weak and moderate negative correlation with the other variables such as quality attribute ($r = -0.226$), price ($r = -0.175$), product information attribute ($r = -0.186$) and brand name attribute ($r = -0.315$), indicating low level of consumer prior product knowledge associated with quality attribute, price attribute, product information attribute and brand name attribute.

Six correlation values were found to be not significant involving normative influence, informational influence and price; normative influence, informational and consumer prior product knowledge; and normative influence, normative influence and repurchase intention. With regard to the relationships between quality attribute, price attribute, brand name attribute, product information attribute and repurchase intention, the correlation coefficient values revealed a moderate positive correlation (quality attribute, $r = 0.527$; price attribute, $r = 0.415$; brand name attribute, $r = 0.504$; and product information attribute, $r = 0.503$).

Table 4.21: Correlation Matrix for Main Variables for Personal Computer

Variables	Quality	Price	Brand Name	Product Information	Normative Influence	Informational Influence	Prior Product Knowledge	Repurchase Intention
Quality	1							
Price	0.510**	1						
Brand Name	0.521**	0.580**	1					
Product Information	0.522**	0.572**	0.674**	1				
Normative	-0.089*	0.047	0.268**	0.162**	1			
Informational	-0.131**	0.049	0.222**	0.189**	0.570**	1		
Prior Product Knowledge	-0.226**	-0.175**	-0.315**	-0.186**	0.008	0.055	1	
Repurchase Intention	0.527**	0.415**	0.504**	0.503**	0.002	-0.136	-0.140**	1

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

c. Correlation Matrix for Main Research Variables (Branded Perfume)

The resulted correlation coefficient values for branded perfume as depicted in Table 4.22 revealed 26 out of 28 correlation coefficient values were significant at 0.01 level and one at 0.05 level (consumer prior product knowledge and quality attribute, $r=-0.100$).

However, consumer prior product knowledge was generally found to have weak and negative correlation with all the other variables, indicating that low level of consumer prior product knowledge associated with quality attribute ($r=-0.100$), price attribute ($r=-0.155$), brand name attribute ($r=-0.248$), product information attribute ($r=-0.191$) and interpersonal influence (normative influence, $r=-0.191$; informational influence, $r=-0.186$).

Table 4.22: Correlation Matrix for Main Variables for Branded Perfume

Variables	Quality	Price	Brand Name	Product Information	Normative Influence	Informational Influence	Prior Product Knowledge	Repurchase Intention
Quality	1							
Price	0.036	1						
Brand Name	0.358**	0.491**	1					
Product Information	0.289**	0.304**	0.545**	1				
Normative	0.137**	0.336**	0.564**	0.575**	1			
Informational	0.194**	0.320**	0.463**	0.492**	0.429**	1		
Prior Product Knowledge	-0.100*	-0.155**	-0.248**	-0.191**	-0.191**	-0.186**	1	
Repurchase Intention	0.270**	0.359**	0.510**	0.371**	0.371**	0.325**	-0.005	1

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

The other two variables correlation coefficient values were found to be not significant (quality attribute and price attribute, $r=0.036$, consumer prior product knowledge and repurchase intention, $r=-0.005$). On the other hand, quality attribute ($r=0.270$), price attribute ($r=0.359$), product information attribute ($r=0.371$) brand name attribute ($r=0.510$), interpersonal influence (normative, $r=0.371$; informational, $r=0.325$) revealed moderate correlation coefficient values with repurchase intention.

4.6.3 Correlation among Main Research Variables for Low Involvement Products

a. Correlation Matrix for Main Research Variables (Instant Noodles)

The resulted correlation as depicted in Table 4.23, for instant noodles revealed that 23 out of 28 variables were found to be significant at 0.01 level and two variables were found significant at 0.05 level respectively (quality attribute and normative influence; and normative influence and repurchase intention). The other variables were not significantly correlated (consumer prior product knowledge, quality attribute, price attribute and brand name; informational influence and repurchase intention).

Table 4.23: Correlation Matrix for Main Variables for Instant Noodles

Variables	Quality	Price	Brand Name	Product Information	Normative Influence	Informational Influence	Prior Product Knowledge	Repurchase Intention
Quality	1							
Price	0.646**	1						
Brand Name	0.470**	0.745**	1					
Product Information	0.461**	0.340**	0.379**	1				
Normative	0.103*	-0.212**	-0.225**	0.400**	1			
Informational	0.116**	-0.135**	-0.170**	0.492**	0.786**	1		
Prior Product Knowledge	-0.023	-0.005	-0.036	-0.202**	-0.126**	-0.254**	1	
Repurchase Intention	0.415**	0.502**	0.505**	0.241**	-0.110*	-0.042	-0.014	1

** Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Consumer prior product knowledge was found to have weak and negative correlation with product information attribute ($r=-0.202$), normative influence ($r=-0.126$) and informational influence ($r=-0.254$). Mean while quality attribute ($r=0.415$), price attribute ($r= 0.503$), brand name attribute ($r=0.505$) and product information ($r=0.241$) found to have moderate correlation with repurchase intention. On the other hand, normative influence ($r=-0.110$) has weak and negative correlation with repurchase intention.

b. Correlation Matrix for Main Research Variables (Instant Coffee)

As depicted in Table 4.24, for instant coffee, it was revealed that 22 out of 28 variables showed correlation coefficient values to be significant at 0.01 level and two variables indicated correlation values at the 0.05 level.

Table 4.24: Correlation Matrix for Main Variables for Instant Coffee

Variables	Quality	Price	Brand Name	Product Information	Normative Influence	Informational Influence	Prior Product Knowledge	Repurchase Intention
Quality	1							
Price	0.672**	1						
Brand Name	0.553**	0.745**	1					
Production Information	0.472**	0.312**	0.433**	1				
Normative	0.121**	-0.177**	-0.164**	0.445**	1			
Informational	0.144**	-0.112*	-0.098*	0.478**	0.807**	1		
Prior Product Knowledge	-0.064	-0.021	-0.077	-0.239**	-0.183*	-0.265**	1	
Repurchase Intention	0.381**	0.486**	0.496**	0.254**	-0.087	-0.019	-0.087	1

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

The other six variables were found not significant involving mostly the correlation between consumer prior product knowledge, quality attribute, price attribute and brand name attribute; and normative influence, informational influence, consumer prior product knowledge and repurchase intention. Consumer prior product knowledge was found to have weak and negative correlation with product information attribute ($r=-0.239$), normative influence ($r=-0.183$) and informational influence, ($r=-0.265$). Mean while correlation coefficient values between quality attribute ($r=0.381$), price attribute ($r=0.486$) and brand name attribute ($r=0.496$) were moderately correlated with repurchase intention. Product information attribute ($r=0.254$) has weak positive correlation with repurchase intention.

c. Correlation Matrix for Main Research Variables (Detergent)

As shown in Table 4.25, for detergent it was revealed that 23 out of 28 variables were found to have significant correlation coefficient values at 0.01 level and three at the 0.05

level. The other five variables were found not to be significant involving price attribute, brand name attribute and informational influence; and prior product knowledge and repurchase intention.

Table 4.25: Correlation Matrix for Main Variables for Detergent

Variables	Quality	Price	Brand Name	Product Information	Normative Influence	Informational Influence	Prior Knowledge	Repurchase Intention
Quality	1							
Price	0.095*	1						
Brand Name	0.152**	0.503**	1					
Product Information	0.276**	0.338**	0.542**	1				
Normative	0.212**	-0.105*	-0.183**	0.049	1			
Informational	0.372**	-0.004	-0.070	0.181**	0.678**	1		
Prior Product Knowledge	-0.154**	-0.119**	-0.112*	-0.136**	-0.144**	-0.237**	1	
Repurchase Intention	0.129**	0.366**	0.464**	0.277**	-0.153**	-0.057	0.011	1

** Correlation is significant at the 0.01 level (2-tailed)

* Correlation is significant at the 0.05 level (2-tailed)

Consumer prior product knowledge indicated a weak negative correlation with the other variables such as quality attribute ($r=-0.154$), price attribute ($r=-0.119$), brand name attribute ($r=-0.112$), product information attribute ($r=-0.136$) and interpersonal influence (normative, $r=-0.144$; informational, $r=-0.237$), indicating low level of prior product knowledge associated with quality attribute, price attribute, brand name attribute, product information attribute and normative influence and informational influence. However, the correlation coefficient values for quality attribute ($r=0.129$), price attribute ($r=0.366$), brand name attribute ($r=0.464$), product information attribute ($r=0.277$) and repurchase intention indicated weak to moderate positive correlation values. On the other hand, correlation coefficient values between interpersonal influence (normative, $r=-0.153$) and repurchase intention revealed weak negative correlation.

4.7 Factor Analysis

4.7.1 Introduction

Basically, the design of factor analysis takes into account three main decisions. First, calculation of the input or correlation matrix to meet the objectives of grouping variables or respondents; second, design of the study in terms of variables, measurement properties of variables, and types of allowable variables; and finally, the sample size necessary, both in absolute terms and as a function of the number of variables in the analysis (Hair, Black, Babin, Anderson & Tatham, 2006: 111). For the purpose of this study, Exploratory Factor Analysis (EFA) using principal component analysis (PCA) procedure was performed since most of the constructs used in this study were adapted from past research. The validity and reliability of the constructs used were already established in the literature except that there were some changes done in terms of wording of the language used to facilitate comprehension and understanding of the subjects participated in this study. EFA served two purposes, that is, to address discriminant validity and convergent validity, and its usage is theory driven (Nunnally, 1978). In other words, EFA is most appropriate if the nature of the study is fundamental and theoretical in nature. Since this study is fundamental in nature and the main purpose is to test its conceptual framework, hence, EFA is considered as adequate and sufficient.

Before factor analysis was conducted correlation analysis was performed. The results of correlation matrix among the main research variables were explained in the previous sub-section on correlation analysis. A visual inspection on correlation matrix revealed that sufficient set of variables were correlated. No substantial number of correlations greater than 0.30 were noticed (Hair, Black, Babin, Anderson & Tatham, 2006; Pallant, 2007). Hence, the appropriateness for conducting a factor analysis procedure was justified. The measure of sampling adequacy uses the Kaiser-Meyer-Olkin (KMO)

index to compare the magnitudes of the observed correlation coefficients to the magnitudes of the partial correlation coefficients (Malhotra, 2004: 564). This index ranges from 0 to 1 to indicate whether significant correlations exist in the data matrix. This index can be interpreted with the following guidelines: 0.80 or above, meritorious; 0.70 or above, middling; 0.60 or above, mediocre; 0.50 or above, miserable; and below 0.50, unacceptable (Hair, Black, Babin, Anderson & Tatham, 2006: 114), and a value greater than 0.50 is generally desirable (Malhotra, 2004: 564). For this purpose, variables value that exceeded the Kaiser criterion (KMO) of above 0.50 was included for data analysis.

In terms of sample size, the sample units of this study consisted of 500 respondents which was proportioned by gender comprised of 241 males and 259 females was considered as adequate and fulfilled the minimum sample required for conducting a factor analysis (Hair, Black, Babin, Anderson & Tatham, 2006), that is, to have at least five times as many observations as there are variables. The total number of items to measure the variables in this study was 51 which included quality attribute importance (7 items), price attribute importance (7 items), brand name attribute importance (7 items), product information attribute importance (6 items), normative influence (8 items), informational influence (4 items), repurchase intention (8 items) and consumer prior product knowledge (4 items). Based on guidelines suggested by Hair, Black, Babin, Anderson and Tatham (2006: 113), the sample size of this study was sufficient to justify for conducting a factor analysis, that is, a minimum 5 observations per variable threshold ($5 \times 51 = 255$ sample size) was achieved. The following section discusses the detailed results of extraction and rotation procedures to conduct a principal component factor analysis (PCA) for each variable for each product category in terms of factor loading, KMO, Barlett's test of Sphericity and correlations among variables. Before

conducting the factor analysis, the following assumptions as suggested by Hair, Black, Babin, Anderson and Tatham (2006:115) are taken into consideration:

- a) A strong conceptual foundation needs to support that a structure does exist;
- b) A statistical significant Barlett's test of Sphericity ($\text{sig.} < .05$) indicates that sufficient correlations exist among the variables; and
- c) Measure of sampling adequacy (MSA) values must exceed 0.50 for both the overall test and each individual variable; variables with values less than 0.50 should be omitted from the factor analysis one at a time, with the smallest one being omitted each time.

Based on these assumptions, the orthogonal with varimax rotation method was employed for analysis on the grounds that the method is easier to interpret, describe and report. The method is also robust and will be able to simplify the factor loadings and assist in interpretation (Churchill & Iacobucci, 2002). Furthermore, the subsequent multiple regression and hierarchical multiple regression analysis were also performed to analyse and determine the linear relationship among the sets of main variables used in this study. After performing the analysis and taken into consideration all the assumptions as mentioned above, all 51 items listed were included for analysis. No deletion of items was required. The number of items used to measure each construct/variable is listed in Table 4.26. Factor analysis was performed based on product categories (high involvement products and low involvement products). This analysis was done individually based on product category in order to look at the clear pattern of the factor loading structure. To ease the process of analysis, interpretation and reporting, each product category was coded and each item in each construct/variable follow this code as shown in Table 4.27 for high involvement products and Table 4.28 for low involvement products.

Table 4.26: List of Items to Measure Main Research Variables

Variables	Items	Item Code for Product Categories
Quality	Getting very good quality product is very important for me In general, I usually try to buy the best overall quality product I make special effort to choose the very best quality products My standards and expectations for the products I buy are very high I shop quickly, buying the first product or brand I find seems good enough A product doesn't have to be perfect, or the best, to satisfy me* I really don't give my purchase much thought or care*	Fcq - Fashion Clothing Pcq - Personal Computer Bpq - Branded Perfume Inq - Instant Noodles ICq - Instant Coffee Dq - Detergent
Price	If other important factors remain the same, price is an important criterion for me Price is the most important factor on my decision to purchase or not to purchase The money saved by finding low prices is usually not worth the time and effort* I look carefully to find the best value for the money when selecting for a product The time it takes to find low prices is usually not worth the effort* It is important that I buy at sales prices The lower priced products are usually my choice	Fcp - Fashion Clothing Pcp - Personal Computer Bpp - Branded Perfume Inp - Instant Noodles Icp - Instant Coffee Dp - Detergent
Brand Name	When it comes to buying a product, I rely on brand name to help me choose among alternative brands I would be more likely to purchase a product that had a well-known brand name The brand name would play a significant role in my decision to purchase or not When faced with deciding among two or more brands of product, I will depend on the brand name of each product to help me make a choice If faced with brand names with similar features, I would select the better known brand name The brand name of a product is important to me when deciding which brand to purchase Regardless of what features competing stores/shops may offer, I would buy the brand name that I trust	Fcbn - Fashion Clothing Pcbn - Personal Computer Bpbn - Branded Perfume Inbn - Instant Noodles Icbn - Instant Coffee Dbn - Detergent
Product Information	I will use information provided by the stores/shops when selecting for a product that I want to purchase I am not willing to purchase without knowing the detailed information related to the product that I buy The information regarding the products that I buy usually helps me to make decision on which product/brands to choose I think the availability of information provided by the stores/shops is important to me when purchasing a product I often look at information about the products that I buy before I purchase the product I will not purchase a product if the stores/shops fail to show me the information about the product*	Fcpin - Fashion Clothing Pcpin - Personal Computer Bpin - Branded Perfume Inpin - Instant Noodles Icpin - Instant Coffee Dpin - Detergent
Normative Influence	I rarely purchase the latest products/fashion styles until I am sure my friends approve of them It is important that others like the products I buy When buying products, I generally purchase those brands that I think others will approve of If other people can see me using a product, I often purchase the brand they expect me to buy I like to know what brands make good impression on others I achieve a sense of belonging by purchasing the same brands that others purchase If I want to be like someone, I often try to buy the same brands that they buy I often identify with other people by purchasing the same brands they purchase	Fcnorm - Fashion Clothing Pcnorm - Personal Computer Bpnorm - Branded Perfume Innorm - Instant Noodles Icnorm - Instant Coffee Dnorm - Detergent
Informational Influence	To make sure I buy the right product/brand, I often observe what others are buying If I have little experience with a product/brand, I often ask my friends about the product/brand I often consult other people to help me choose the best alternative available from a product class I frequently gather information from friends or family members about a product/brand before I buy	Fcinforma - Fashion Clothing Pcinforma - Personal Computer Bpinforma - Branded Perfume Ininforma - Instant Noodles Icinforma - Instant Coffee Dinforma - Detergent
Prior Product Knowledge	How knowledgeable a person are you about this product/brand? Rate your knowledge about this product/brand as compared to the average consumer? How familiar are you with this product/brand? If you are going to buy this product, how comfortable would you feel making a purchase based on your own knowledge about this product/brand?	Fcknow-Fashion Clothing Pcknow-Personal Computer Bpknow-Branded perfume Inknow-Instant Noodles Icknow-Instant Coffee Dknow-Detergent
Repurchase Intention	I feel a commitment to continue buying this product/brand I feel loyalty to this product/brand I intend to buy this product again I plan to buy this product/brand in future I will encourage friends and relatives to buy this product/brand I will say positive things about this product/brand If people ask me, I would strongly recommend that they purchase this product/brand Purchasing this product/brand in the future would be a wise choice for me	Fckin-Fashion Clothing Pckin-Personal Computer Bpkin-Branded perfume Inkin-Instant Noodles Ickin-Instant Coffee Dkin-Detergent

*Reversed score

4.7.2 Factor Analysis for Main Research Variables

This sub-section discussed on the results of factor analysis for items used in this study. As shown in Table 4.27 and Table 4.28, it was revealed that the KMO displays acceptable scores and met the minimum Kaser criterion of above 0.50 and as high as 0.89 which was considered as excellent and desirable (Nunnally, 1978; Malhotra, 2004). This implies that the variables share a large amount of common total variance. Likewise, Barlett's test of Sphericity displays a significant result of 0.000, indicating that the correlation matrix is not an identity matrix and correlations among the main variables are indicated. Initial test indicated some of the factor loading showed complex structure and revealed more than one or two components with Eigen-values more than 1.

Hence, further factor analysis procedures were repeated and the number of factors was fixed to two factors and these rotated results were confirmed using Scree Plot by looking for a change (or elbow) in the shape of the plot (Pallant, 2007: 190). As a result in some cases only two components were retained (extracted). Please refer to Appendix B for details Scree-Plot, Normal Q-Q Plot and histogram mean for each product category of high and low involvement products. Further explanation on principal component analysis for each product category is provided in the following discussion.

4.7.2.1 Factor Analysis for Main Research Variable - High Involvement Products

a. Fashion clothing

For fashion clothing as shown in Table 4.27, principal component analysis revealed the presence of two components with eigen values exceeding 1 for quality attribute, price attribute and interpersonal influence and repurchase intention for fashion clothing, explaining 59.5%, 58.2%, 52.0% and 71.9% of the total variance respectively.

Initial communalities extraction showed that all items meet the minimum threshold of 0.30 and above which indicated that each item fit well with other items in its component (Pallant, 2007: 196).

An inspection of the Scree Plot showed a clear break after the second component and using Catell's (1966) scree test, it was decided that two components were retained for quality, price, interpersonal influence variables and repurchase intention. The rotated solution indicated the presence of simple structure with both components showed a strong loadings with minimum 0.64 and above and 0.80 and above which is generally desirable (Malhotra, 2004: 564) and excellent (Hair, Black, Babin, Anderson & Tatham, 2006).

The interpretation of the two components for these variables was consistent with the original findings of past research conducted by Sproles and Kendall, (1986), Bearden, Netemeyer and Teel (1989), and Lichteinsten, Ridgway and Netemeyer (1993). The other variables, that is, brand name attribute, product information attribute and prior product knowledge were loaded on one factor respectively with 57.7%, 49.9% and 75.8% of the total variance explained respectively. This result is also consistent with the original result of past studies conducted by Blair and Innis (1996), Bristow, Schneider and Schuler (2002), and Aliman (2007).

An inspection on histograms scores appear to be reasonably normally distributed with the direction of skewness and kurtosis of either positive or negative values. This is also supported by an inspection on the normal probability plots (labeled Normal Q-Q Plot). An inspection on scatter-plots indicated that the relation among all set of variables are linear (straight-line) which the direction of either positive or negative values.

Please refer to Appendix B for the Scree Plot, Normal Q-Q Plot and Histogram Mean for each product category.

b. Personal Computer

As shown in the same Table 4.27, for personal computer principal component analysis revealed the presence of two components with eigen values exceeding 1 for quality attribute, price attribute, interpersonal influence variables and repurchase intention for personal computer, explaining 68.3%, 58.3%, 50.7% and 74.5% of the total variance respectively.

Initial communalities extraction showed that all items meet the minimum threshold of 0.30 and above which indicated that each item fit well with other items in its component (Pallant, 2007: 196). An inspection of the Scree Plot showed a clear break after the second component and using Catell's (1966) scree test, it was decided that two components were retained for quality attribute, price attribute, interpersonal influence and repurchase intention variable.

The rotated solution indicated the presence of simple structure with both components showed a strong loadings with minimum 0.64 and above and 0.80 and above which is generally desirable (Malhotra, 2004: 564) and excellent (Hair, Black, Babin, Anderson & Tatham, 2006).

The interpretation of the two components for these variables was consistent with the original findings of past research performed by Sproles and Kendall (1986), Bearden, Netemeyer and Teel (1989), and Lichteinsten, Ridgway and Netemeyer (1993). Other variables, such as brand name attribute, product information attribute and prior product

knowledge were loaded on one factor, explaining 56.2%, 64.8% and 75.8% of the total variance. This finding is consistent with the original results of past studies conducted by Blair and Innis (1996), Bristow, Schneider and Schuler (2002), and Aliman (2007). An inspection on scatter-plots indicated that the relation among all set of variables are linear (straight-line) which the direction of either positive or negative values. Please refer Appendix B for the Scree Plots, Normal Q-Q Plot and Histogram Mean for each product category.

c. Branded Perfume

As indicated in the same Table 4.27, principal component analysis revealed the presence of two components with eigen values exceeding 1 for quality attribute, price attribute, brand name attribute and interpersonal influence variables and repurchase intention for branded perfume, explaining 68.8%, 64.3%, 70.0%, 54.9% and 71.5% of the total variance respectively. Initial communalities extraction showed that all items meet the minimum threshold of 0.30 and above which indicated that each item fit well with other items in its component (Pallant, 2007: 196).

An inspection of the Scree Plot showed a clear break after the second component and using Catell's (1966) scree test, it was decided that two components were retained for quality attribute, price attribute, brand name attribute, interpersonal influence and repurchase intention variables. The rotated solution indicated the presence of simple structure with both components showed a strong loadings with minimum 0.75 and above and 0.80 and above which is generally excellent (Malhotra, 2004: 564; Hair, Black, Babin, Anderson & Tatham 2006).

The interpretation of the two components for these variables was consistent with the original findings of past research performed by Sproles and Kendall (1986), Bearden, Netemeyer and Teel (1989), and Lichteinsten, Ridgway and Netemeyer (1993). However, in this study brand name attribute, in contrast to the original work of Bristow, Schneider and Schuler (2002) revealed the presence of two components.

The other variables that is, product information attribute and prior product knowledge were loaded on one factor loading respectively indicating consistent interpretation from the original studies conducted by Blair and Innis (1996), and Aliman (2007) explaining 51.9% and 73.0% of the total variance. An inspection on histograms scores appear to be reasonably normally distributed with the direction of skewness and kurtosis of either positive or negative values.

This is also supported by an inspection on the normal probability plots (labeled Normal Q-Q Plot). An inspection on scatter-plots indicated that the relation among all set of variables are linear (straight-line) which the direction of either positive or negative values.

Please refer to Appendix B for the Scree Plots, Normal Q-Q Plot and Histogram Mean for each product category. Based on the results above, it was indicated that the assumptions of factor analysis and PCA were not violated. As such it could be concluded that the constructs measured what were intended to be measured.

Table 4.27: Results of Factor Analysis for Main Research Variables for High Involvement Products

Product Categories	Fashion Clothing				Personal Computer				Branded Perfume			
	Items	Factor Value	KMO	Total Variance %	Items	Factor Value	KMO	Total Variance %	Items	Factor Value	KMO	Total Variance %
Quality	Fcq1	0.85	0.71	59.5	Pcq1	0.92	0.73	68.3	Bpq1	0.89	0.75	68.8
	Fcq2	0.82			Pcq2	0.88			Bpq2	0.88		
	Fcq3	0.81			Pcq3	0.86			Bpq3	0.86		
	Fcq4	0.68			Pcq4	0.87			Bpq4	0.75		
	Fcq5	0.81			Pcq5	0.87			Bpq5	0.86		
	Fcq6*	0.68			Pcq6*	0.76			Bpq6*	0.83		
	Fcq7*	0.67			Pcq7*	0.62			Bpq7*	0.61		
Price	Fcp1	0.78	0.64	58.2	Pcp1	0.82	0.64	58.3	Bpp1	0.84	0.80	64.3
	Fcp2	0.77			Pcp2	0.78			Bpp2	0.80		
	Fcp3*	0.71			Pcp3*	0.76			Bpp3*	0.64		
	Fcp4	0.61			Pcp4	0.54			Bpp4	0.56		
	Fcp6*	0.60			Pcp6*	0.52			Bpp6*	0.85		
	Fcp6	0.89			Pcp6	0.86			Bpp6	0.85		
	Fcp7	0.88			Pcp7	0.84			Bpp7	0.84		
Brand Name	Fcbn1	0.84	0.87	57.7	Pcbn1	0.81	0.87	56.2	Bpbn1	0.86	0.85	70.0
	Fcbn2	0.78			Pcbn2	0.79			Bpbn2	0.80		
	Fcbn3	0.78			Pcbn3	0.75			Bpbn3	0.78		
	Fcbn4	0.77			Pcbn4	0.75			Bpbn4	0.63		
	Fcbn5	0.76			Pcbn5	0.75			Bpbn5	0.85		
	Fcbn6	0.72			Pcbn6	0.74			Bpbn6	0.82		
	Fcbn7	0.66			Pcbn7	0.61			Bpbn7	0.77		
Product Information	Fcpin1	0.75	0.84	49.9	Pcpin1	0.89	0.90	64.8	Bppin1	0.76	0.85	51.9
	Fcpin2	0.74			Pcpin2	0.82			Bppin2	0.76		
	Fcpin3	0.73			Pcpin3	0.81			Bppin3	0.75		
	Fcpin4	0.68			Pcpin4	0.79			Bppin4	0.74		
	Fcpin5	0.67			Pcpin5	0.78			Bppin5	0.71		
	Fcpin6*	0.69			Pcpin6*	0.77			Bppin6*	0.55		
Normative Influence	Fcnorm1	0.68	0.85	52.0	Pcnorm1	0.74	0.83	50.7	Bpnorm1	0.76	0.85	54.9
	Fcnorm2	0.65			Pcnorm2	0.65			Bpnorm2	0.74		
	Fcnorm3	0.60			Pcnorm3	0.58			Bpnorm3	0.73		
	Fcnorm4	0.57			Pcnorm4	0.56			Bpnorm4	0.73		
	Fcnorm5	0.51			Pcnorm5	0.80			Bpnorm5	0.72		
	Fcnorm6	0.60			Pcnorm6	0.77			Bpnorm6	0.60		
	Fcnorm7	0.60			Pcnorm7	0.60			Bpnorm7	0.60		
	Fcnorm8	0.70			Pcnorm8	0.50			Bpnorm8	0.53		
Informational Influence	Fcinforma1	0.81	0.85	52.0	Pcinforma1	0.77	0.83	50.7	Bpinforma1	0.82	0.85	54.9
	Fcinforma2	0.80			Pcinforma2	0.76			Bpinforma2	0.80		
	Fcinforma3	0.70			Pcinforma3	0.73			Bpinforma3	0.77		
	Fcinforma4	0.53			Pcinforma4	0.56			Bpinforma4	0.70		
Prior Product Knowledge	Fcknow1	0.89	0.82	75.8	Pcknow1	0.91	0.81		Bpknow1	0.88	0.80	73.0
	Fcknow2	0.88			Pcknow2	0.90			Bpknow2	0.86		
	Fcknow3	0.86			Pcknow3	0.88			Bpknow3	0.85		
	Fcknow4	0.83			Pcknow4	0.86			Bpknow4	0.81		
Repurchase Intention	Fcin1	0.60	0.88	71.9	Pcin1	0.72	0.91	74.5	Bpin1	0.60	0.89	71.5
	Fcin2	0.86			Pcin2	0.71			Bpin2	0.84		
	Fcin3	0.83			Pcin3	0.84			Bpin3	0.85		
	Fcin4	0.62			Pcin4	0.87			Bpin4	0.56		
	Fcin5	0.76			Pcin5	0.77			Bpin5	0.75		
	Fcin6	0.88			Pcin6	0.71			Bpin6	0.88		
	Fcin7	0.87			Pcin7	0.80			Bpin7	0.86		
	Fcin8	0.87			Pcin8	0.69			Bpin8	0.86		

*Reversed score; Barlett's test sig. value=0.000 level; Communalities >0.30 for all items; Eigen values > 1 for at least two components factor loading

4.7.2.2 Factor Analysis for Main Research Variable - Low Involvement Products

a. Instant Noodles

As indicated in Table 4.28, principal component analysis revealed the presence of two components with eigen values exceeding 1 for quality attribute, price attribute, interpersonal influence variables and repurchase intention for instant noodles, explaining 72.7%, 65.6%, 72.1 and 72.3% of the total variance respectively.

Initial communalities extraction showed that all items meet the minimum threshold of 0.30 and above which indicated that each item fit well with other items in its component (Pallant, 2007: 196).

An inspection of the Scree Plot showed a clear break after the second component and using Catell's (1966) scree test, it was decided that two components were retained for quality attribute, interpersonal influence variables and repurchase intention.

The rotated solution indicated the presence of simple structure with both components showed a strong loadings with minimum 0.74 and above and 0.80 and above which is generally desirable (Malhotra, 2004: 564) and excellent (Hair, Black, Babin, Anderson & Tatham 2006).

The interpretation of the two components for these variables was consistent with the original findings of past research performed by Sproles and Kendall (1986), Bearden, Netemeyer and Teel (1989), Lichteinsten, Ridgway and Netemeyer (1993), Levesque and McDougall (1996), and Gill, Byslma and Ouschan (2007). Further inspection on correlations matrix also revealed sufficient correlations among sets of variables.

The other variables that is, brand name attribute, product information attribute and prior product knowledge were loaded on one factor loading respectively, with 68.1%, 52.8% and 72.6% of total variance explained, indicating consistent interpretation from the original studies conducted by Blair and Innis (1996), Bristow, Schneider and Schuler (2002), and Aliman (2007).

An inspection on histograms scores appear to be reasonably normally distributed with the direction of skewness and kurtosis of either positive or negative values. This is also supported by an inspection on the normal probability plots (labeled Normal Q-Q Plot). An inspection on scatter-plots indicated that the relation among all set of variables are linear (straight-line) which the direction of either positive or negative values.

Based on the arguments above, it was indicated that the assumptions of factor analysis and PCA were not violated. Please refer to Appendix B for Scree Plots, Normal Q-Q Plot and Histogram Mean for each product category.

b. Instant Coffee

As shown in the same Table 4.28, principal component analysis revealed the presence of two components with eigen values exceeding 1 for quality attribute, price attribute, interpersonal influence variables and repurchase intention for instant coffee, explaining 72.3%, 67.7%, 65.5% and 74.5% of the total variance respectively. Initial communalities extraction showed that all items achieved the minimum threshold of 0.30 and above which indicated that each item fit well with other items in its component (Pallant, 2007: 196).

An inspection of the Scree Plot showed a clear break after the second component and using Catell's (1966) scree test, it was decided that two components were retained for quality attribute, interpersonal influence variables and repurchase intention. The rotated solution indicated the presence of simple structure with both components showed a strong loadings with minimum 0.74 and above and 0.80 and above which is generally desirable (Malhotra, 2004: 564) and excellent (Hair, Black, Babin, Anderson & Tatham, 2006).

The interpretation of the two components for these variables was consistent with the original findings of past research performed by Sproles and Kendall (1986), Bearden, Netemeyer and Teel (1989), Lichteinsten, Ridgway and Netemeyer (1993), Levesque and McDougall (1996), and Gill, Byslma and Ouschan (2007). Further inspection on correlations matrix also revealed sufficient correlations among sets of variables.

The other variables that is, brand name attribute, product information attribute and prior product knowledge were loaded on one factor loading respectively with 71.5%, 50.4% and 74.5% total variance explained, indicating consistent interpretation from the original studies conducted by Blair and Innis (1996), Bristow, Schneider and Schuler (2002), and Aliman (2007).

An inspection on histograms scores appear to be reasonably normally distributed with the direction of skewness and kurtosis of either positive or negative values. This is also supported by an inspection on the normal probability plots (labeled Normal Q-Q Plot).

An inspection on scatter-plots indicated that the relation among all set of variables are linear (straight-line) which the direction of either positive or negative values.

Based on the arguments above, it was indicated that the assumptions of factor analysis and PCA were not violated. Please refer to Appendix B for Scree Plots, Normal Q-Q Plot and Histogram Mean for each product category.

c. Detergent

As indicated in the same Table 4.28, principal component analysis revealed the presence of two components with eigen values exceeding 1 for quality attribute, interpersonal influence variables and repurchase intention for detergent, explaining 64.4%, 67.8% and 73.1% of the total variance respectively. Initial communalities extraction showed that all items meet the minimum threshold of 0.30 and above which indicated that each item fit well with other items in its component (Pallant, 2007: 196).

An inspection of the Scree Plot showed a clear break after the second component and using Catell's (1966) scree test, it was decided that two components were retained for quality attribute, interpersonal influence and repurchase intention variables. The rotated solution indicated the presence of simple structure with both components showed a strong loadings with minimum 0.67 and above and 0.80 and above which is generally desirable (Malhotra, 2004: 564) and excellent (Hair, Black, Babin, Anderson & Tatham, 2006).

The interpretation of the two components for these variables was consistent with the original findings of past research performed by Sproles and Kendall (1986), Bearden, Netemeyer and Teel (1989), Levesque and McDougall (1996), and Gill, Byslma and Ouschan (2007). However, in this study price attribute, in contrast to the original work of Lichtheinsten, Ridgway and Netemeyer (1993) was loaded on one factor loading only.

Further inspection on correlations matrix also revealed sufficient correlations among sets of variables.

The other variables, that is, product information attribute and prior product knowledge were loaded on one factor loading respectively indicating consistent interpretation from the original studies conducted by Blair and Innis (1996), Bristow, Schneider and Schuler (2002), and Aliman (2007).

An inspection on histograms scores appear to be reasonably normally distributed with the direction of skewness and kurtosis of either positive or negative values. This is also supported by an inspection on the normal probability plots (labeled Normal Q-Q Plot). An inspection on scatter-plots indicated that the relation among all set of variables are linear (straight-line) which the direction of either positive or negative values.

Please refer to Appendix B for Scree Plot, Normal Q-Q Plot and Histogram Mean for each product category. Based on the arguments above, it was indicated that the assumptions of factor analysis and PCA were not violated. Hence, it could be concluded that the constructs measured what were intended to be measured.

Table 4.28: Results of Factor Analysis for Main Research Variables for Low Involvement Products

Product Categories	Instant Noodles				Instant Coffee				Detergent			
	Items	Factor Value	KMO	Total Variance %	Items	Factor Value	KMO	Total Variance %	Items	Factor Value	KMO	Total Variance %
Quality	Inq1	0.85	0.74	72.7	Icq1	0.83	0.74	72.3	Dq1	0.84	0.67	64.4
	Inq2	0.84			Icq2	0.82			Dq2	0.81		
	Inq3	0.82			Icq3	0.80			Dq3	0.81		
	Inq4	0.75			Icq4	0.78			Dq4	0.71		
	Inq5	0.87			Icq5	0.87			Dq5	0.83		
	Inq6*	0.86			Icq6*	0.87			Dq6*	0.81		
	Inq7*	0.85			Icq7*	0.82			Dq7*	0.71		
Price	Inp1	0.82	0.76	65.6	Icp1	0.81	0.82	67.7	Dp1	0.77	0.83	49.2
	Inp2	0.81			Icp2	0.80			Dp2	0.75		
	Inp3*	0.79			Icp3*	0.79			Dp3*	0.75		
	Inp4	0.74			Icp4	0.78			Dp4	0.73		
	Inp6*	0.70			Icp6*	0.77			Dp6*	0.71		
	Inp6	0.56			Icp6	0.70			Dp6	0.64		
	Inp7	0.85			Icp7	0.95			Dp7	0.50		
Brand Name	Inbn1	0.86	0.92	68.1	Icbn1	0.88	0.93	71.5	Dbn1	0.82	0.86	59.4
	Inbn2	0.85			Icbn2	0.86			Dbn2	0.82		
	Inbn3	0.84			Icbn3	0.85			Dbn3	0.78		
	Inbn4	0.83			Icbn4	0.85			Dbn4	0.77		
	Inbn5	0.79			Icbn5	0.84			Dbn5	0.77		
	Inbn6	0.79			Icbn6	0.82			Dbn6	0.73		
	Inbn7	0.78			Icbn7	0.80			Dbn7	0.67		
Product Information	Inpin1	0.81	0.82	52.8	Icpin1	0.80	0.81	50.4	Dpin1	0.75	0.77	47.2
	Inpin2	0.78			Icpin2	0.79			Dpin2	0.74		
	Inpin3	0.78			Icpin3	0.74			Dpin3	0.73		
	Inpin4	0.70			Icpin4	0.71			Dpin4	0.72		
	Inpin5	0.64			Icpin5	0.60			Dpin5	0.62		
	Inpin6*	0.62			Icpin6*	0.57			Dpin6*	0.51		
Normative Influence	Innorm1	0.83	0.94	72.1	Icnorm1	0.79	0.94	65.5	Dnorm1	0.77	0.93	67.8
	Innorm2	0.81			Icnorm2	0.78			Dnorm2	0.73		
	Innorm3	0.81			Icnorm3	0.77			Dnorm3	0.70		
	Innorm4	0.77			Icnorm4	0.77			Dnorm4	0.70		
	Innorm5	0.76			Icnorm5	0.75			Dnorm5	0.70		
	Innorm6	0.73			Icnorm6	0.73			Dnorm6	0.68		
	Innorm7	0.70			Icnorm7	0.70			Dnorm7	0.67		
	Innorm8	0.70			Icnorm8	0.68			Dnorm8	0.58		
Informational Influence	Ininforma1	0.53	0.94	72.3	Icinforma1	0.87	0.94	65.5	Dinforma1	0.84	0.93	67.8
	Ininforma2	0.89			Icinforma2	0.72			Dinforma2	0.82		
	Ininforma3	0.74			Icinforma3	0.72			Dinforma3	0.81		
	Ininforma4	0.71			Icinforma4	0.70			Dinforma4	0.79		
Prior Product Knowledge	Inknow1	0.87	0.77	72.6	Icknow1	0.88	0.81	74.5	Dknow1	0.86	0.80	71.8
	Inknow1	0.86			Icknow1	0.97			Dknow1	0.85		
	Inknow3	0.86			Icknow3	0.87			Dknow3	0.84		
	Inknow4	0.80			Icknow4	0.82			Dknow4	0.83		
Repurchase Intention	Inin1	0.58	0.89	72.3	Icin1	0.55	0.88	74.5	Dpin1	0.58	0.87	73.1
	Inin2	0.84			Icin2	0.87			Dpin2	0.84		
	Inin3	0.85			Icin3	0.86			Dpin3	0.86		
	Inin4	0.54			Icin4	0.63			Dpin4	0.58		
	Inin5	0.71			Icin5	0.70			Dpin5	0.72		
	Inin6	0.84			Icin6	0.85			Dpin6	0.86		
	Inin7	0.87			Icin7	0.87			Dpin7	0.87		
	Inin8	0.87			Icin8	0.86			Dpin8	0.87		

*Reversed score; Bartlett's test sig. value=0.000 level; Communalities >0.30 for all items; Eigen values > 1 for at least two components factor loading

4.8 Reliability Test and Validity Assessment for Main Research Variables

An essential aspect in any research is the development of measures, determining constructs internal consistency reliability and validity. Reliability means a construct is free from random error. Peter (1979: 6) defines reliability as “the degree to which measures are free from random error and therefore yield consistent results”. On the other hand, validity is defined as “the extent to which a measure or set of measures

correctly represents the concept under study - the degree to which it is free from any systematic or non-random error” (Peter, 1979: 6).

“Validity is also concerned with how well the concept is defined by the measure” (Hair, Anderson, Tatham & Black, 1995: 3). In other words, the validity of a scale refers to the degree to which it measures what it is supposed or intended to measure (Zikmund, 2000; Malhotra, 2004; Hair, Black, Babin, Anderson & Tatham, 2006; Pallant, 2007).

A major concern behind the validity and reliability of constructs is the reduction of measurement errors, that is, reducing the random error and systematic error (Zikmund, 2000). Random error concerns about the factors that randomly influence the measurement across the sample (Zikmund, 2000). In contrast, systematic errors include non-sampling error such as measurement bias, processing error, response and non-response bias, interviewer’s and researcher’s errors (Zikmund, 2000; Malhotra, 2004).

4.8.1 Reliability Assessment

Three commonly used indicators of a scale’s reliability are test-retest reliability, split-half and equivalent-form method. The test-retest reliability of a scale is assessed by administering the scale to the same people on two different occasions, and calculating the correlation between the two scores obtained (Pallant, 2007: 6).

Split-half method involves the researcher checks the results of one half with the other half and equivalent-form method is utilised when two instruments are designed to be as equivalent as possible (Zikmund, 2000). A commonly used reliability indicator is to test the internal consistency of a scale. Statistical technique used to determine internal consistency is Cronbach alpha coefficient, which provides an indication of the average

correlation among all of the items that make up the scale (Pallant, 2007: 6). Values of a reliability range from 0 to 1, and high value indicates high reliability and internal consistency of a scale (Malhotra, 2004; Pallant, 2007).

Depending on the nature and the purpose of the scale, Nunnally (1978) recommends a minimum level of 0.7 and Malhotra (2004: 268) suggests a value of 0.6 and above as satisfactory and acceptable and a value of 0.8 and above indicating greater reliability and a value of less than 0.6 indicates unsatisfactory internal consistency reliability.

The Cronbach alpha coefficient is strongly recommended to test the reliability of the internal consistency (Churchill, 1979; Peter, 1979). The Cronbach alpha coefficients or reliability coefficient examines the degree of interrelatedness of the item in a test (Cortina, 1993: 100) or the average of all possible split-half coefficients resulting from different ways of splitting the scale items (Malhotra, 2004: 268). In contrast to split-half or test-retest method, internal consistency only administers the test once. Hence, internal consistency reliability of constructs used in this study was determined using Cronbach alpha coefficient.

As shown in Table 4.29 and Table 4.30, the results indicated an acceptable and high value of reliability scores with a minimum Cronbach alpha of 0.60 and above for all items of each product category for both high and low involvement products which provides strong evidence that internal consistency had been achieved, indicating the constructs are reliable and consistent (Nunnally, 1978; Malhotra, 2004).

In conclusion, the test performed to check reliability revealed acceptable and internal consistency of the constructs. The interpretation of these results is also consistent with the findings of the original studies by Sproles and Kendall (1986), Bearden, Netemeyer and Teele (1989), Lichtenstein, Ridgway and Netemeyer (1993), Blair and Innis (1996), and Bristow, Schneider and Schuler (2002) with Cronbach alpha score more or less similar to the current study. Therefore, it could be concluded that the constructs used in this study were free from random error and thus yielded consistent results (Peter, 1979).

Table 4.29: Reliability Statistics and Cronbach Alpha Coefficients for High Involvement Products

Product Categories	Fashion Clothing	Cronbach's Alpha	Personal Computer	Cronbach's Alpha	Branded Perfume	Cronbach's Alpha
Variables	No. of items	Main Study	No. of items	Main Study	No. of items	Main Study
Price	7	0.68	7	0.67	7	0.71
Quality	7	0.68	7	0.61	7	0.83
Brand Name	7	0.88	7	0.86	7	0.86
Product information	6	0.80	6	0.89	6	0.81
Normative influence	8	0.80	8	0.76	8	0.85
Informative influence	4	0.81	4	0.77	4	0.81
Prior product Knowledge	4	0.89	4	0.91	4	0.87
Repurchase intension	8	0.89	8	0.93	8	0.89

Table 4.30: Reliability Statistics and Cronbach Alpha Coefficients for Low Involvement Products

Product Categories	Instant Noodles	Cronbach's Alpha	Instant Coffee	Cronbach's Alpha	Detergent	Cronbach's Alpha
Variables	No. of items	Main Study	No. of items	Main Study	No. of items	Main Study
Price	7	0.66	7	0.66	7	0.70
Quality	7	0.77	7	0.80	7	0.82
Brand Name	7	0.92	7	0.93	7	0.88
Product information	6	0.82	6	0.80	6	0.75
Normative influence	8	0.93	8	0.94	8	0.90
Informative influence	4	0.87	4	0.89	4	0.90
Prior product Knowledge	4	0.87	4	0.88	4	0.86
Repurchase intension	8	0.89	8	0.98	8	0.89

4.8.2 Validity Assessment

There are three main types of validity, namely content validity, criterion validity and construct validity (Hair, Anderson, & Black, 1995; Zikmund, 2000; Malhotra, 2004; Hair, Black, Babin, Anderson & Tatham, 2006; Pallant, 2007). Content validity refers to the adequacy with which a measure or scale has sampled from the intended

universe or domain of content (Pallant, 2007: 7). Criterion validity concerns the relationship between scale scores and some specified, measurable criterion (Pallant, 2007: 7). Finally, construct validity involves testing a scale not against a single criterion but in terms of theoretically derived hypotheses concerning the underlying variable or construct (Pallant, 2007: 7).

For the purpose of this study, content validity, criterion validity and constructs validity were determined to ensure the constructs measure what they were intended to measure or what the constructs of scales are actually measuring (Zikmund, 2000; Malhotra, 2004). As had been discussed in the previous chapter 3, content validity was conducted using experts from marketing disciplines to assess the contents of the measurements and constructs. On the other hand, criterion and constructs validity were determined by Exploratory Factor Analysis (EFA) using principal component factor (PCA) analysis procedures and by comparing results of the current study with constructs validity of past studies.

It was observed in terms of psychometric properties of scales taken from past studies indicated acceptable and meritorious scores exceeding the minimum Kaiser criterion of 0.50 and above with regards to quality attribute, price attribute, brand name attribute, normative influence variable and informational influence variable. However, the psychometric properties for product information attribute, consumer prior product knowledge construct and repurchase intention construct were not reported and available in the said articles. Nevertheless, when these three constructs were tested in the current study, all yielded high scores for both high and low involvement products, in terms of factor loadings, exceeded recommended threshold of 0.70 (Nunnally, 1978; Malhotra, 2004).

Further inspection on correlations matrix also revealed sufficient correlations among sets of the main research variables. On the other hand, initial communalities extraction showed that all items meet the minimum threshold of 0.30 and above which indicates that each item fit well with other items in its component (Pallant, 2007: 196).

Hence, a strong conceptual foundation to support the structure thus exists. Barlett's test of Sphericity significant at 0.000 indicates that sufficient correlations exists among the variables and KMO factor loading for each individual item exceeded the threshold of 0.50 for all constructs, confirms that the PCA assumptions were not violated. Higher scores on factor loading indicated higher constructs validity and as such it could be concluded that the constructs measure what it intended to measure in this study.

4.9 Testing the Significant Difference between Groups of Consumers and the Main Research Variables

4.9.1 Introduction

This sub-section analysed the significance difference between group of consumers in terms of gender and consumer product involvement study with regards to the main variables used in this study. The analysis was performed by product categories to ensure clear structure and the pattern of significance differences among group of consumers which in specific, would answer the second objective of this study.

Before MANOVA procedure was carried out, consumers were divided into groups, with two factor designs and two levels (groups), namely: gender (male and female consumers) and consumer product involvement (high product involvement and low product involvement).

The task of employing MANOVA procedures in this study was to examine these differences and to evaluate collectively as well as individually the extent to which these differences were significant among groups of consumers with regards to the main research variables, viz: quality attribute, price attribute, brand name attribute, product information attribute, normative influence and information influence in relation to their prior knowledge and repurchase intention. Further discussions on these issues are provided and explained in the following section using multivariate test and univariate test.

The next step is to assess these two groups' statistically significant differences for the main variables, both collectively and individually. Before the test was conducted the maximum allowable Type 1 error was determined, that is, the acceptable error is 5 times out of 100 that the gender and consumer product involvement on the variables when in fact it did not. After the acceptable rate of Type 1 error was set, the multivariate tests were performed to test the set of variables for differences between the two groups of consumers and then univariate tests were conducted on each variable, and finally, power levels are assessed.

From the detailed analysis, it was observed that no serious violation of assumptions detected in terms of correlations, homoscedasticity, and equality of error variances. The significant value of 0.000 for Box's M test and Levene's test for some variables is not a serious concern. Similar to multiple regression procedure, MANOVA procedure requires a large sample, therefore normality assumption was not seriously violated and it is normal to have significant value of 0.000 (Hair, Black, Babin, Anderson & Tatham, 2006: 417; Pallant, 2007: 278). Further, the most important consideration for a successful MANOVA is the statistical power of the analysis. A test on power statistics

performed revealed a minimum value of 0.80 and above, indicating “robustness” of the assumptions and a minimum sample size for each cell for each group of consumers above 20 observations was also fulfilled (Hair, Black, Babin, Anderson & Tatham, 2006: 417; Pallant, 2007: 278). The significant differences between groups on combined variables was tested using multivariate test employing Wilks’ Lambda measure and test between-subjects effects was performed using univariate with Bonferroni adjustment alpha which is dividing original alpha value by the number of main variables (Pallant, 2007: 287). In this case, there are six main variables treated as dependence variables (0.05/6) used in the analysis, giving a new alpha level of 0.008. These six variables were quality attribute, price attribute, brand name attribute, product information attribute, normative influence variable and informational influence variable, and while gender and consumer product involvement were treated as independent variables.

4.9.2 Relationship between Consumer Gender and Main Research Variables

a. Consumer Gender and Main Research Variables for High Involvement Products (Fashion Clothing)

As shown in Table 4.31 collectively each of the four measures reveals that the set of variables have a significant difference (sig. $p = 0.011$) between two groups of consumers (male and female), computed based on alpha level of 0.05, $F(6, 493) = 2.78$, Wilk’s Lambda = 0.97, partial eta squared = 0.033. It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 0.88 fulfilled minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of variables were revealed with Barlett’s test of Sphericity significant at 0.000 level and high KMO value of 0.87 which is above the Kaiser criterion of minimum 0.50.

However, when check separately, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the main variables revealed that only normative influence and informational influence reach statistical significant difference (sig. $p = 0.001$ and $p = 0.008$), computed based on alpha level of 0.05, $F(1, 498) = 10.82$, partial eta squared = 0.021 and $F(1, 498) = 7.20$, partial eta squared = 0.014.

Table 4.31: Relationship between Gender and Main Research Variables for High Involvement Products (Fashion Clothing)

Multivariate Test							
Statistical Test	Value	<i>F</i>	<i>df</i>	Error <i>df</i>	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.033	2.787	6	493	0.011	0.033	0.881
Wilk's Lamda	0.967	2.787	6	493	0.011	0.033	0.881
Hotelling's Trace	0.034	2.787	6	493	0.011	0.033	0.881
Roy's Largest Root	0.034	2.787	6	493	0.011	0.033	0.881

Computed using alpha = 0.05; KMO=0.87; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)							
Dependent Variable	<i>df</i>	<i>F</i>	Sig.	Eta-Squared	Mean Score	Standard Deviation	Gender
Quality	1	0.166	0.684	0.000	4.796	0.583	Male
					4.817	0.588	Female
Price	1	1.806	0.180	0.004	4.798	0.707	Male
					4.722	0.560	Female
Brand Name	1	0.001	0.973	0.000	5.321	0.912	Male
					5.324	0.707	Female
Product Information	1	0.001	0.987	0.000	5.076	0.809	Male
					5.077	0.670	Female
Normative Influence	1	10.823	0.001*	0.021	4.627	0.757	Male
					4.846	0.730	Female
Informational Influence	1	7.180	0.008*	0.014	4.847	0.957	Male
					5.055	0.769	Female
Prior Product Knowledge	1	1.515	0.219	0.003	3.337	1.051	Male
					3.456	1.113	Female
Repurchase Intention	1	0.134	0.714	0.000	5.161	0.809	Male
					5.187	0.802	Female

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.008 (0.05/6)

Based on responses on a 7-point scale, the result indicated that female consumers placed importance on normative influence and informational influence than male consumers (normative-mean difference of 0.220; Male, $M = 4.627$; $SD = 0.757$ and female, $M = 4.846$; $SD = 0.730$ and informational influence-mean difference of 0.208; Male, $M = 4.847$; $SD = 0.957$; female, $M = 5.055$; $SD = 0.769$), indicating that interpersonal influence affects their decisions when they decide to repurchase fashion clothing alongside other attribute importance variables (quality, price, brand name, and product information), especially for female consumers.

The results confirmed the notion that products with social visibility like fashion clothing requires consumers seek others' opinion and seek information from significant others before they engaged in the purchase/repurchase action (Clarke & Belk, 1979; Asseal, 1987). These statistically significant differences, which are of sufficient magnitude to denote managerial significance as well, indicate that the influence of significant others play a major role in consumers repurchasing decision making process with regards to fashion clothing.

b. Consumer Gender and Main Research Variables for High Involvement Products (Personal Computer)

As depicted in Table 4.32, a one-way multivariate and univariate tests were performed to investigate significant differences between gender (male and female consumers) in relation to product attribute importance variables and interpersonal influence variables. The variables were quality, price, brand name, product information, normative influence and informational influence. Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 0.830 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.89 which is above the Kaiser criterion of minimum 0.50.

Table 4.32: Relationship between Gender and Main Research Variables for High Involvement Products (Personal Computer)

Multivariate Test							
Statistical Test	Value	<i>F</i>	<i>df</i>	Error <i>df</i>	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.029	2.460	6	493	0.024	0.029	0.830
Wilk's Lamda	0.971	2.460	6	493	0.024	0.029	0.830
Hotelling's Trace	0.030	2.460	6	493	0.024	0.029	0.830
Roy's Largest Root	0.030	2.470	6	493	0.024	0.029	0.830

*Computed using alpha = 0.05; KMO=0.89; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)							
Dependent Variable	<i>df</i>	<i>F</i>	Sig.	Eta-Squared	Mean Score	Standard Deviation	Gender
Quality	1	1.994	0.159	0.000	5.091	0.799	Male
					4.996	0.697	Female
Price	1	1.798	0.181	0.004	4.885	0.789	Male
					4.800	0.618	Female
Brand Name	1	1.045	0.307	0.000	5.502	0.825	Male
					5.430	0.745	Female
Product Information	1	4.403	0.036*	0.009	5.473	1.030	Male
					5.297	0.838	Female
Normative Influence	1	4.845	0.028*	0.021	4.695	0.734	Male
					4.836	0.701	Female
Informational Influence	1	6.179	0.013*	0.014	4.944	0.930	Male
					5.135	0.786	Female
Prior Product Knowledge	1	1.528	0.217	0.003	3.143	1.303	Male
					3.281	1.205	Female
Repurchase Intention	1	4.396	0.037*	0.009	5.246	0.952	Male
					5.065	0.973	Female

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

There was a statistically significant difference between males and females on combined variables (sig. $p = 0.024$), computed based on alpha level of 0.05, $F(6, 493) = 2.46$, Wilk's Lambda = 0.97, partial eta squared = 0.029. When tested individually, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the result for the dependent variables revealed that the significant differences reach were product information attribute, normative influence and informational influence (sig. $p = 0.036$, $p = 0.028$ and $p = 0.013$), computed based on alpha level 0.05, $F(1, 498) = 4.40$, partial eta squared = 0.009, $F(1, 498) = 4.84$, partial eta squared = 0.010, and $F(1, 498) = 6.18$, partial eta squared = 0.012.

An inspection on the mean scores indicated that, female consumers (mean difference of 0.141 and 0.191, female, $M = 4.836$, 5.135 ; $SD = 0.701$; male, $M = 4.695$, $SD = 0.734$) revealed slightly higher level of seeking others opinion and information from significant others (both normative and informational) in comparison to male consumers (female, M

= 5.135; SD = 0.786; male, M = 4.944, SD = 0.930) in terms of making decision to repurchase personal computer. In contrast, male consumers search for product information attribute importance revealed slightly higher mean scores than female consumers (mean difference of 0.176; male, M = 5.473; SD = 1.030; female, M = 5.297; SD = 0.838).

The findings revealed consistency with past studies that denotes expensive products such as personal computer which its technologically complexity in nature required consumers seek opinion and obtain product information from those who are knowledgeable about the product (Warrington & Shim, 2000; Bristow, Schneider & Schuler 2002).

c. Consumer Gender and Main Research Variables for High Involvement Products (Branded Perfume)

As depicted in Table 4.33, a one-way multivariate and univariate tests were performed to investigate the significant differences between gender (male and female consumers) in relation to product attribute importance variables and interpersonal influence variables. The variables were quality, price, brand name, product information, normative influence and informational influence. Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity

significant at 0.000 level and high KMO value of 0.88 which is above the Kaiser criterion of minimum 0.50.

Table 4.33: Relationship between Gender and Main Research Variables for High Involvement Product (Branded Perfume)
Multivariate Test

Statistical Test	Value	F	df	Error df	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.017	1.403	6	493	0.211	0.017	1.000
Wilk's Lambda	0.983	1.403	6	493	0.211	0.017	1.000
Hotelling's Trace	0.017	1.403	6	493	0.211	0.017	1.000
Roy's Largest Root	0.017	1.403	6	493	0.211	0.017	1.000

Computed using alpha = 0.05; KMO=0.88; Bartlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	df	F	Sig.	Eta-Squared	Mean Score	Standard Deviation	Gender
Quality	1	3.782	0.005*	0.008	4.646	0.571	Male
					4.748	0.596	Female
Price	1	1.806	0.180	0.004	4.798	0.707	Male
					4.722	0.560	Female
Brand Name	1	0.437	0.509	0.001	5.325	0.872	Male
					5.370	0.648	Female
Product Information	1	0.817	0.366	0.002	5.089	0.830	Male
					5.151	0.699	Female
Normative Influence	1	0.155	0.694	0.001	4.959	0.876	Male
					4.987	0.704	Female
Informational Influence	1	1.980	0.160	0.004	5.098	0.891	Male
					5.206	0.825	Female
Prior Product Knowledge	1	0.745	0.389	0.001	3.414	0.997	Male
					3.493	1.028	Female
Repurchase Intention	1	0.301	0.584	0.001	5.065	0.777	Male
					5.105	0.823	Female

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

There was statistically no significant difference between male and female consumers on combined dependent variables (sig. $p = 0.211$), computed based on alpha level of 0.05, $F(6, 493) = 1.40$, Wilk's Lambda = 0.98, and partial eta squared = 0.017. When tested individually, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the dependent variables revealed that the significant difference reach was quality attribute importance (sig. $p = 0.05$), computed based on alpha level 0.05, $F(1, 498) = 3.78$, partial eta squared = 0.008.

An inspection on the mean scores indicated that, female consumers (significant mean difference of 0.102; female, $M = 4.748$; $SD = 0.596$; male, $M = 4.648$; $SD = 0.571$) revealed slightly higher mean scores in comparison to male consumers in terms of making decision to repurchase branded perfume. In other words, female consumers pay

attention to quality attribute importance with regards to branded perfume, however, small significant difference was revealed.

Even though, branded perfume is considered as an expensive product but in terms of usage it is invisible to public. However, consumers in this study revealed quality attribute as an important consideration. The result indicated consistency with Kapferer and Laurent's study (1986) which suggested that brand name was ranked third as the most important buying decision.

d. Consumer Gender and Main Research Variables for Low Involvement Product (Instant Noodles)

As shown in Table 4.34 a one-way multivariate and univariate tests were performed to investigate the gender differences (male and female consumers) in relation to product attribute importance variables and interpersonal influence variables. The eight variables were quality, price, brand name, product information, normative influence, informational influence, prior product knowledge and repurchase intention.

Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 0.967 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.92 which is above the Kaiser criterion of minimum 0.50.

Table 4.34: Relationship between Gender and Main Variables for Low Involvement Product (Instant Noodles)

Multivariate Test							
Statistical Test	Value	<i>F</i>	<i>df</i>	Error <i>df</i>	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.045	3.854	6	493	0.001	0.045	0.967
Wilk's Lamda	0.955	3.854	6	493	0.001	0.045	0.967
Hotelling's Trace	0.047	3.854	6	493	0.001	0.045	0.967
Roy's Largest Root	0.047	3.854	6	493	0.001	0.045	0.967

Computed using alpha = 0.05; KMO=0.92; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)							
Dependent Variable	<i>df</i>	<i>F</i>	Sig.	Eta-Squared	Mean Score	Standard Deviation	Gender
Quality	1	6.465	0.011*	0.013	4.818	0.659	Male
					4.973	0.700	Female
Price	1	0.026	0.873	0.000	5.097	0.857	Male
					5.085	0.775	Female
Brand Name	1	1.770	0.184	0.004	5.274	0.993	Male
					5.166	0.825	Female
Product Information	1	2.339	0.127	0.005	4.737	0.834	Male
					4.844	0.730	Female
Normative Influence	1	13.318	0.000**	0.026	4.236	1.227	Male
					4.602	1.013	Female
Informational Influence	1	5.383	0.021*	0.011	4.447	1.215	Male
					4.678	1.012	Female
Prior Product Knowledge	1	0.244	0.621	0.000	3.550	1.034	Male
					3.598	1.114	Female
Repurchase Intention	1	1.179	0.278	0.002	5.028	0.839	Male
					4.948	0.801	Female

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

There was a statistically significant difference between male consumers and female consumers on combined dependent variables (sig. $p = 0.001$), computed at alpha level of 0.05, $F(6, 493) = 3.85$, Wilk's Lambda = 0.95, partial eta squared = 0.045.

When tested individually, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the dependent variables revealed that the significant difference reach were quality attribute importance, normative influence variable and informational variable (sig. $p = 0.011$, $p = 0.000$ and $p = 0.021$), computed based on alpha level 0.05, $F(1, 498) = 6.46$, partial eta squared = 0.013, $F(1, 498) = 13.32$, partial eta squared = 0.026 and $F(1, 498) = 5.83$, partial eta squared = 0.011.

An inspection on the mean scores indicated that, female consumers (mean difference of 0.155, 0.366 and 0.231; female, $M = 4.973, 4.602, 4.678$; $SD = 0.700, 1.013, 1.012$; male, $M = 4.818, 4.236, 4.447$; $SD = 0.659, 1.227, 1.215$) revealed slightly higher mean

scores in comparison to male consumers in terms of making decision to repurchase instant noodles. In other words, female consumers pay more attention to quality and seek opinion and seeking information from significant others (normative and informational influence) with regards to repurchase instant noodles, even though small significant differences were revealed.

The findings indicated that even though instant noodles was generally considered as low involvement products and the buying behaviour is habitual, in certain situation might require consumers to seek information and opinion from others. This is known as situational involvement whereby it involves the consumers to conform to the wants and desires of people surrounding them which might include family members, spouses, friends, children or even relatives (Clarke & Belk, 1979).

e. Consumer Gender and Main Research Variables for Low Involvement Product (Instant Coffee)

As shown in Table 4.35 a one-way multivariate and univariate tests were performed to investigate the gender (male and female) significant differences in relation to product attribute importance variables and interpersonal influence variables. The six variables were quality, price, brand name, product information, normative influence and informational influence.

Table 4.35: Relationship between Gender and Main Variables for Low Involvement Product (Instant Coffee)

Multivariate Test							
Statistical Test	Value	<i>F</i>	<i>df</i>	Error <i>df</i>	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.051	4.388	6	493	0.000	0.051	0.984
Wilk's Lamda	0.949	4.388	6	493	0.000	0.051	0.984
Hotelling's Trace	0.053	4.388	6	493	0.000	0.051	0.984
Roy's Largest Root	0.053	4.388	6	493	0.000	0.051	0.984

Computed using alpha = 0.05; KMO=0.93; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	<i>df</i>	<i>F</i>	Sig.	Eta-Squared	Mean Score	Standard Deviation	Gender
Quality	1	10.389	0.001*	0.020	4.793	0.697	Male
					4.990	0.668	Female
Price	1	0.522	0.470	0.001	5.071	0.883	Male
					5.125	0.770	Female
Brand Name	1	0.905	0.342	0.002	5.275	1.067	Male
					5.193	0.855	Female
Product Information	1	2.736	0.099	0.005	4.766	0.822	Male
					4.879	0.700	Female
Normative Influence	1	10.536	0.001*	0.021	4.260	1.238	Male
					4.585	0.995	Female
Informational Influence	1	6.594	0.011*	0.013	4.437	1.129	Male
					4.696	1.237	Female
Prior Product Knowledge	1	0.287	0.592	0.001	3.557	1.070	Male
					3.508	1.068	Female
Repurchase Intention	1	2.587	0.108	0.015	5.082	0.928	Male
					4.958	0.808	Female

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted. It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 0.984 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.93 which is above the Kaiser criterion of minimum 0.50.

There was a statistically significant difference between male consumers and female consumers on combined dependent variables (sig. $p = 0.000$), computed at alpha level of 0.05, $F(6, 493) = 4.39$, Wilk's Lambda = 0.95, partial eta squared = 0.051. When tested individually, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the dependent variables revealed that the significant difference reach were

quality attribute, normative influence and informational influence (sig. $p = 0.001$, $p = 0.001$ and $p = 0.011$), computed based on alpha level 0.05, $F(1, 498) = 10.39$, partial eta squared = 0.020, $F(1, 498) = 10.54$, partial eta squared = 0.021, $F(1, 498) = 6.60$, partial eta squared = 0.013.

An inspection on the mean scores indicated that, female consumers (mean difference of 0.197, 0.325 and 0.259; female, $M = 4.990, 4.585, 4.669$; $SD = 0.668, 0.995, 1.014$; male, $M = 4.793, 4.236, 4.260$; $SD = 0.697, 1.238, 1.237$) revealed slightly higher mean scores in comparison to male consumers in terms of making decision to repurchase instant coffee. In other words, female consumers pay more attention to quality and seek opinion and obtain information from significant others (normative and informational influence) with regards to repurchase intention for instant coffee, even though small significant differences were revealed.

Similar to instant noodles, the findings indicated that even though instant coffee was generally considered as low involvement products and the buying behaviour is habitual, in certain situation might require consumers to seek information and opinion from others. This is known as situational involvement whereby it involves the consumers to conform to the wants and desires of people surrounding them which might include family members, spouses, friends, children or even relatives (Clarke & Belk, 1979).

f. Consumer Gender and Main Research Variables for Low Involvement Product (Detergent)

As shown in Table 4.36 a one-way multivariate and univariate tests were performed to investigate the gender significance differences in relation to product attribute importance variables and interpersonal influence variables. The six variables were

quality, price, brand name, product information, normative influence and informational influence.

Table 4.36: Relationship between Gender and Main Variables for Low Involvement Products (Detergent)
Multivariate Test

Statistical Test	Value	F	df	Error df	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.064	5.660	6	493	0.000	0.064	0.997
Wilk's Lamda	0.936	5.660	6	493	0.000	0.064	0.997
Hotelling's Trace	0.069	5.660	6	493	0.000	0.064	0.997
Roy's Largest Root	0.069	5.660	6	493	0.000	0.064	0.997

Computed using alpha = 0.05; KMO=0.90; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	df	F	Sig.	Eta-Squared	Mean Value	Standard Deviation	Gender
Quality	1	11.424	0.001*	0.022	4.353	0.544	Male
					4.511	0.500	Female
Price	1	0.053	0.818	0.000	4.598	0.506	Male
					4.588	0.483	Female
Brand Name	1	2.410	0.121	0.005	5.196	0.927	Male
					5.077	0.775	Female
Product Information	1	1.494	0.222	0.003	4.922	0.774	Male
					4.839	0.739	Female
Normative Influence	1	13.318	0.000**	0.026	4.236	1.227	Male
					4.602	1.013	Female
Informational Influence	1	1.283	0.258	0.003	4.479	1.318	Male
					4.597	1.004	Female
Prior Product Knowledge	1	0.150	0.699	0.000	3.615	0.943	Male
					3.580	1.067	Female
Repurchase Intention	1	0.188	0.589	0.001	5.010	0.841	Male
					4.971	0.766	Female

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

Preliminary assumption testing was conducted to check for normality, linearity, univariate and multivariate outliers, homogeneity of variance-covariance matrices, and multicollinearity, with no serious violations noted. It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 0.997 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects.

Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.90 which is above the Kaiser criterion of minimum 0.50. There was a statistically significant difference between male consumers and female consumers on combined dependent

variables (sig. $p = 0.000$), computed based on alpha level 0.05, $F(6, 493) = 5.67$, Wilk's Lambda = 0.94, partial eta squared = 0.064. When tested individually, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the combined dependent variables revealed that the significant difference reach were quality attribute importance variable and normative influence variable (sig. $p = 0.01$ and $p = 0.000$), computed based on alpha level 0.05, $F(1, 498) = 11.42$, partial eta squared = 0.022 and $F(1, 498) = 13.32$, partial eta squared = 0.026.

An inspection on the mean scores indicated that, female consumers (mean difference of 0.158 and 0.366; female, $M = 4.511, 4.602$; $SD = 0.500, 1.013$; male, $M = 4.353, 4.236$; $SD = 0.527, 1.227$) revealed slightly higher mean scores in comparison to male consumers in relation to repurchase intention for detergent. In other words, female consumers pay more attention to quality and normative influence with regards to purchasing detergent, however, small significant differences were revealed.

Similar to instant noodles and instant coffee, the findings indicated that even though detergent was generally considered as low involvement products and the buying behaviour is habitual, in certain situation might require consumers to seek opinion from others. This is known as situational involvement whereby it involves the consumers to conform to the wants and desires of people surrounding them which might include family members, spouses, friends, children or even relatives (Clarke & Belk, 1979).

Overall it could be concluded that, in real shopping situation female consumers were inclined to seek and obtain opinion from others whom they considered as important to them in making a decision. In terms of high involvement product such as fashion clothing, the result was as expected due to its sign value in comparison to other products categories. This finding was consistent with Mangleburg, Doney and Bristol (2004)

which suggested that female teens seek information from peers when they decided to make purchase decisions.

It could be assumed that female consumers in this case were fashion conscious in comparison to male consumers, even though this is only speculative because this nature of relationship was not accounted for in this study. In contrast, male consumers place importance on product information when they decided to repurchase for personal computer in comparison to female consumers.

This could be by nature men were more conscious on the features and complexity of the products in comparison to women even though this is only speculative. For branded perfume, quality was the most important consideration in comparison to other attributes, and female consumers being slightly higher than male consumers in terms of mean difference, indicating that they were also quality-conscious.

On the other hand, for low involvement products (instant noodles, instant coffee and detergent), quality attribute importance and interpersonal influence variables were considered an important consideration in repurchase intention. Similar to high involvement products, female consumers indicated higher mean scores than male consumers. As expected, it is normal norms in Malaysian societies that the tasks of purchasing or doing shopping chores for groceries and/or other household food and non-food items for family members were the responsibilities of women, while men were usually financial providers.

4.9.3 Relationship between Consumer Product Involvement and Main Research Variables

a. Consumer Product Involvement and Main Research Variables for High Involvement Product (Fashion Clothing)

As shown in Table 4.37 collectively, each of the four measures reveals that the set of dependent variables have a significant difference (sig. $p = 0.000$) between two groups of consumers (high and low involvement), computed based on alpha level of 0.05, $F(6, 493) = 4.22$, Wilks' Lambda = 0.95, partial eta squared = 0.049.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.87 which is above the Kaiser criterion of minimum 0.50.

However, when check separately, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the dependent variables revealed that only price attribute, brand attribute and informational influence reach statistical significant difference (sig. $p = 0.017$, $p = 0.014$ and $p = 0.015$), computed based on alpha level of 0.05, $F(1, 498) = 5.71$, partial eta squared = 0.011, $F(1, 498) = 6.08$, partial eta squared = 0.012, and $F(1, 498) = 6.00$, partial eta squared = 0.012. Based on responses on a 7-point scale and pair wise comparisons estimates indicated that high involvement consumers placed importance on price and brand name in comparison to low involvement consumers (mean difference of 0.152 and 0.201; high involvement, $M = 0.480$, 5.377; $SD = 0.672$, 0.814; low involvement, $M = 4.647$, 5.176; $SD = 0.509$, 0.788).

Table 4.37: Relationship between Consumer Product Involvement and Main Research Variables for High Involvement Product (Fashion Clothing)

Multivariate Test							
Statistical Test	Value	F	df	Error df	Sig.	Eta-Square	Observed Power
Pillai's Criterion	0.049	4.220	6	493	0.000	0.049	1.000
Wilk's Lamda	0.951	4.220	6	493	0.000	0.049	1.000
Hotelling's Trace	0.051	4.220	6	493	0.000	0.049	1.000
Roy's Largest Root	0.051	4.220	6	493	0.000	0.049	1.000

Computed using alpha = 0.05; KMO=0.87; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	df	F	Sig.	Eta-Square	Mean Value	Standard Deviation	Involvement
Quality	1	0.609	0.436	0.001	4.819	0.612	High
					4.773	0.505	Low
Price	1	5.708	0.017*	0.011	4.800	0.672	High
					4.647	0.509	Low
Brand Name	1	6.076	0.014*	0.012	5.377	0.814	High
					5.176	0.788	Low
Product Information	1	0.070	0.792	0.000	5.082	0.706	High
					5.063	0.828	Low
Normative Influence	1	0.695	0.405	0.001	4.757	0.735	High
					4.694	0.792	Low
Informational Influence	1	6.006	0.015*	0.012	4.897	0.871	High
					5.111	0.851	Low
Prior Product Knowledge	1	8.081	0.005*	0.016	3.357	1.082	High
					3.851	1.015	Low
Repurchase Intention	1	12.344	0.000**	0.024	5.212	0.796	High
					4.761	0.805	Low

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

On the other hand low involvement consumers considered informational influence as more important in comparison to high involvement consumers (mean difference of 0.214; low involvement, M = 5.111; SD = 0.851; high involvement, M = 4.897; SD = 0.871), indicating that price attribute importance and brand name attribute importance affect high involvement consumers repurchase intention for fashion clothing as compared to other attributes (quality and product information). Low involvement consumers sought information from significant others in relation to repurchase intention for fashion clothing in comparison to high involvement consumers.

The results confirmed the notion that product with social visibility like fashion clothing generally requires consumers to seek information from significant others before they engaged in the purchase and/or repurchase action, particularly when they were not familiar with the products or services to be purchased or repurchased.

These statistically significant differences, which are of sufficient magnitude to denote managerial significance as well, besides price attribute and brand name attribute, indicated that the influence of significant others play a major role in consumers repurchasing or repurchase decision making process (Clarke & Belk, 1979; Asseal, 1987, Warrington & Shim, 2000; Bristow, Schneider & Schuler, 2002; Quester & Lim, 2003; Kim, 2005).

b. Consumer Product Involvement and Main Research Variables for High Involvement Product (Personal Computer)

As shown in Table 4.38 collectively, each of the four measures reveals that the set of variables have a significant difference (sig. $p = 0.000$) between two groups of consumers, computed based on alpha level of 0.05, $F(6, 493) = 7.18$, Wilks' Lambda = 0.92, partial eta squared = 0.080.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.89 which is above the Kaiser criterion of minimum 0.50.

Table 4.38: Relationship between Consumer Product Involvement and Main Research Variables for High Involvement Product (Personal Computer)

Multivariate Test							
Statistical Test	Value	F	df	Error df	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.080	7.184	6	493	0.000	0.080	1.000
Wilk's Lamda	0.920	7.184	6	493	0.000	0.080	1.000
Hotelling's Trace	0.087	7.184	6	493	0.000	0.080	1.000
Roy's Largest Root	0.087	7.184	6	493	0.000	0.080	1.000

*Computed using alpha = 0.05; KMO=0.89; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	df	F	Sig.	Eta-Squared	Mean Value	Standard Deviation	Involvement
Quality	1	14.064	0.000**	0.027	5.079	0.748	High
					4.632	0.627	Low
Price	1	18.436	0.000**	0.036	4.882	0.713	High
					4.401	0.425	Low
Brand Name	1	37.937	0.000**	0.071	5.528	0.708	High
					4.775	0.813	Low
Product Information	1	18.380	0.000**	0.036	5.435	0.917	High
					4.797	0.981	Low
Normative Influence	1	2.132	0.145	0.004	4.782	0.730	High
					4.613	0.587	Low
Informational Influence	1	7.221	0.007*	0.014	5.074	0.859	High
					4.702	0.845	Low
Prior Product Knowledge	1	21.964	0.000**	0.042	3.137	1.227	High
					4.065	1.245	Low
Repurchase Intention	1	10.536	0.001*	0.021	5.194	0.959	High
					4.693	0.927	Low

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

However, when check separately, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the dependent variables revealed that quality attribute, price attribute, brand name, attribute, product information attribute and informational influence reach statistical significant difference (sig. $p = 0.000$, $p = 0.000$, $p = 0.000$, $p = 0.000$ and $p = 0.007$) and normative influence (sig. $p = 0.145$) did not reach significant difference, computed based on alpha level of 0.05, $F(1, 493) = 14.06$, partial eta squared = 0.027, $F(1, 498) = 18.44$, partial eta squared = 0.036, $F(1, 493) = 37.94$, partial eta squared = 0.071, $F(1, 493) = 18.38$, partial eta squared = 0.036, $F(1, 493) = 7.22$, partial eta squared = 0.014.

Based on responses on a 7-point scale and pair wise comparisons estimates indicate that high involvement consumers placed importance on quality attribute, price attribute, brand name attribute, product information attribute and informational influence in comparison to low involvement consumers (mean difference of 0.447, 0.481, 0.753,

0.638 and 0.372; high involvement, M = 5.079, 4.882, 5.528, 5.435, 5.074; SD = 0.748, 0.713, 0.750, 0.917; 0.859; low involvement, M = 4.632, 4.882, 4.7755, 4.797, 4.702; SD = 0.627, 0.594, 0.831, 0.917, 0.845).

On the other hand low involvement consumers considered normative influence as more important in comparison to high involvement consumers (mean difference of -0.169; low involvement, M = 4.613; SD = 0.587; high involvement, M = 4.782; SD = 0.730), indicating that quality attribute, price attribute, brand name attribute, product information attribute and informational influence affect high involvement consumers repurchase intention for personal computer in comparison to normative influence. Meanwhile low involvement consumers sought others opinion whom they trusted before making repurchase intention for personal computer in comparison to high involvement consumers. Besides, low knowledgeable or less familiarity individuals (low involvement consumers) usually tend to refer to others or sources for references before engaged in repurchase behaviour (Paracchio & Tybout, 1996).

The results were as expected because personal computer is technically complex product and the details information about the product features is necessary. Due to its complex nature coupled with expensive price, consumers did not want to take any chance of making a purchase mistake that they might regret after the purchased was made. This finding was in line with the study by Bristow, Schneider and Schuler (2002) which revealed that consumer dependence on brand name is higher and involvement is high when purchase expensive product such as computers alongside with other attributes such as quality, price, product information and informational influence (Wickliffe & Psyarchik, 2001; Swanson & Davis, 2003).

c. **Consumer Product Involvement and Main Research Variables for High Involvement Products (Branded Perfume)**

As shown in Table 4.39 collectively, each of the four measures reveals that the set of variables have a significant difference (sig. $p = 0.000$) between two groups of consumers, computed based on alpha level of 0.05, $F(6, 493) = 12.84$, Wilks' Lambda = 0.87, partial eta squared = 0.135.

Table 4.39: Relationship between Consumer Product Involvement and Main Research Variables for High Involvement Product (Branded Perfume)
Multivariate Test

Statistical Test	Value	<i>F</i>	<i>df</i>	Error <i>df</i>	Sig.	Eta-Squared	Observed Power
Pillai's Criterion		12.842	6	493	0.000	0.135	1.000
Wilk's Lamda		12.842	6	493	0.000	0.135	1.000
Hotelling's Trace		12.842	6	493	0.000	0.135	1.000
Roy's Largest Root		12.842	6	493	0.000	0.135	1.000

*Computed using alpha = 0.05; KMO=0.88; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	<i>df</i>	<i>F</i>	Sig.	Eta-Squared	Mean Score	Standard Deviation	Involvement
Quality	1	10.764	0.001*	0.021	4.589	0.582	High
					4.765	0.579	Low
Price	1	10.339	0.001*	0.020	4.642	0.596	High
					4.829	0.649	Low
Brand Name	1	46.486	0.000**	0.085	5.061	0.783	High
					5.522	0.698	Low
Product Information	1	43.063	0.000**	0.080	4.844	0.912	High
					5.289	0.604	Low
Normative Influence	1	57.865	0.000**	0.104	4.644	0.866	High
					5.171	0.669	Low
Informational Influence	1	9.248	0.002*	0.018	5.005	0.891	High
					5.244	0.826	Low
Prior Product Knowledge	1	12.670	0.000**	0.025	3.407	0.999	High
					3.982	1.026	Low
Repurchase Intention	1	4.494	0.035*	0.009	5.109	0.793	High
					4.336	0.853	Low

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.88 which is above the Kaiser criterion of minimum 0.50.

However, when check separately, using a Bonferroni adjustment alpha of 0.008 (0.05/6) the results for the set of variables revealed that quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence reach statistical significant difference (sig. $p = 0.001$, $p = 0.001$, $p = 0.000$, $p = 0.000$, $p = 0.000$ and $p = 0.002$), computed based on alpha level of 0.05, $F(1, 498) = 10.76$, partial eta squared = 0.021, $F(1, 498) = 10.34$, partial eta squared = 0.020, $F(1, 498) = 46.48$, partial eta squared = 0.085, $F(1, 498) = 43.06$, partial eta squared = 0.080, $F(1, 498) = 57.86$, partial eta squared = 0.104 and $F(1, 498) = 9.25$, partial eta squared = 0.018.

Based on responses on a 7-point scale and pair wise comparisons estimates indicated that both high involvement consumers and low involvement consumers considered the importance of quality attribute, price attribute, brand name attribute, product information attribute, normative and informational influence in their decisions to repurchase branded perfume (mean difference of 0.176, 0.187, 0.460, 0.446, 0.527, 0.239, high involvement, $M = 4.589, 4.642, 5.061, 4.844, 4.644, 5.005$; $SD = 0.582, 0.596, 0.783, 0.912, 0.866, 0.891$; low involvement, $M = 4.765, 4.829, 5.522, 5.289, 5.171, 5.244$; $SD = 0.579, 0.649, 0.698, 0.607, 0.665, 0.824$).

The unique finding for this particular product category was that, both groups of consumers (high and low involvement) considered all variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence as important in affecting their repurchase intention for branded perfume. However, the findings from past studies of similar nature were not available to make conclusive comparison.

Nonetheless, there were indications in past research which suggested that consumer involvement tend to be higher if the perceived symbolic/sign value and interest/pleasure value of the products purchased were seen as relatively high in order to avoid perceived risk (Kim, 2005). Hence, branded perfume was assumed to have been high in symbolic value and interest value even though this assumption was only speculative because this study did not take the issues on sign and interest value into account.

d. Consumer Product Involvement and Main Research Variables for Low Involvement Products (Instant Noodles)

As shown in Table 4.40 collectively, each of the four measures reveals that the set of variables have a significant difference (sig. $p = 0.000$) between two groups of consumers, computed based on 0.05 level, $F(6, 493) = 10.93$, Wilks' Lambda = 0.88, partial eta squared = 0.117.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.92 which is above the Kaiser criterion of minimum 0.50.

However, when check separately, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the set of variables reveal that product information attribute, normative influence and informational influence reach statistical significant difference (sig. $p = 0.000$, $p = 0.000$ and $p = 0.000$), computed based on alpha level of 0.05, $F(1, 498) = 29.59$, partial eta squared = 0.056, $F(1, 498) = 13.78$, partial eta squared = 0.027 and $F(1, 498) = 42.56$, partial eta squared = 0.079.

Table 4.40: Relationship between Consumer Product Involvement and Main Research Variables for Low Involvement Product (Instant Noodles)

Multivariate Test							
Statistical Test	Value	F	df	Error df	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.117	10.927	6	493	0.000	0.117	1.000
Wilk's Lamda	0.883	10.927	6	493	0.000	0.117	1.000
Hotelling's Trace	0.133	10.927	6	493	0.000	0.117	1.000
Roy's Largest Root	0.133	10.927	6	493	0.000	0.117	1.000

*Computed using alpha = 0.05; KMO=0.92; Barlett's Test=0.000 level

Univariate Test (Between-Subjects Effects)							
Dependent Variable	df	F	Sig.	Eta-Squared	Mean Score	Standard Deviation	Involvement
Quality	1	0.052	0.820	0.000	4.904	0.717	High
					4.890	0.638	Low
Price	1	2.145	0.144	0.004	5.136	0.875	High
					5.029	0.723	Low
Brand Name	1	0.024	0.877	0.000	5.223	0.970	High
					5.210	0.826	Low
Product Information	1	29.596	0.000**	0.056	4.633	0.803	High
					5.008	0.700	Low
Normative Influence	1	13.783	0.000**	0.027	4.266	1.237	High
					4.642	0.940	Low
Informational Influence	1	42.557	0.000**	0.079	4.297	1.123	High
					4.932	1.007	Low
Prior Product Knowledge	1	5.505	0.019*	0.011	3.541	1.074	High
					3.946	1.023	Low
Repurchase Intention	1	8.790	0.003*	0.017	5.019	0.810	High
					4.631	0.844	Low

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

Based on responses on a 7-point scale and pair wise comparisons estimates indicate that low involvement consumers were concerned on product information attribute, normative attribute and informational influence as compared to high involvement consumers in repurchase intention decisions for instant noodles (mean difference of 0.375, 0.377 and 0.635, low involvement, M = 5.008, 4.642, 4.932; SD = 0.700, 0.940, 1.007; high involvement, M = 4.633, 4.266, 4.297; SD = 0.803, 1.237, 1.123).

Nevertheless, high involvement consumers looked for quality, price and brand name in comparison to low involvement consumers (high involvement, M = 4.904, 5.136, 5.223; SD = 0.717, 0.875, 0.970; low involvement, M = 4.890, 5.029, 5.210; SD = 0.6384, 0.723, 0.826). These findings were as expected because high involvement consumers were assumed to have extensive or elaborate knowledge in comparison to low involvement consumers.

Because of their rudimentary knowledge/less knowledgeable, they turned to simple basic solution by seeking opinion or obtain information from other sources or significant others surrounding them for approval or confirmation which was consistent to the findings of Peracchio and Tybout's (1996) study.

e. Consumer Product Involvement and Main Research Variables for Low Involvement Products (Instant Coffee)

As shown in Table 4.41 collectively, each of the four measures reveals that the set of variables have a significant difference (sig. $p = 0.000$) between two groups of consumers, computed based on alpha level of 0.05, $F(6, 493) = 6.65$, Wilks' Lambda = 0.92, partial eta squared = 0.075.

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects. Significant correlations among groups of dependent variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.93 which is above the Kaiser criterion of minimum 0.50.

However, when check separately, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the sets of variables reveal that product information attribute, normative influence and informational influence reach statistical significant difference (sig. $p = 0.000$, $p = 0.000$ and $p = 0.000$), computed based on alpha level of 0.05, $F(1, 493) = 19.99$, partial eta squared = 0.039, $F(1, 493) = 15.93$, partial eta squared = 0.031 and $F(1, 493) = 23.72$, partial eta squared = 0.045.

Table 4.41: Relationship between Consumer Product Involvement and Main Research Variables for Low Involvement Product (Instant Coffee)

Multivariate Test							
Statistical Test	Value	F	df	Error df	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.075	6.646	6	493	0.000	0.075	1.000
Wilk's Lamda	0.925	6.646	6	493	0.000	0.075	1.000
Hotelling's Trace	0.081	6.646	6	493	0.000	0.075	1.000
Roy's Largest Root	0.081	6.646	6	493	0.000	0.075	1.000

*Computed using alpha = 0.05; KMO=0.93; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	df	F	Sig.	Eta-Squared	Mean Score	Standard Deviation	Involvement
Quality	1	0.006	0.939	0.000	4.897	0.716	High
					4.893	0.656	Low
Price	1	2.717	0.100	0.005	5.155	0.892	High
					5.033	0.737	Low
Brand Name	1	0.250	0.617	0.001	5.213	1.062	High
					5.256	0.833	Low
Product Information	1	19.998	0.000**	0.039	4.686	0.807	High
					4.987	0.673	Low
Normative Influence	1	15.933	0.000**	0.031	4.245	1.245	High
					4.644	0.905	Low
Informational Influence	1	23.722	0.000**	0.045	4.349	1.160	High
					4.833	1.045	Low
Prior Product Knowledge	1	6.433	0.012*	0.013	3.494	1.070	High
					3.928	0.974	Low
Repurchase Intention	1	8.538	0.004*	0.017	5.052	0.865	High
					4.645	0.833	Low

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

Based on responses on a 7-point scale and pair wise comparisons estimates indicated that low involvement consumers were concerned on product information attribute, normative influence and informational influence as compared to high involvement consumers in their repurchase intention for instant coffee (mean difference of 0.301, 0.399 and 0.485, low involvement, M = 4.987, 4.644, 4.833; SD = 0.673, 0.905, 1.045; high involvement, M = 4.686, 4.245, 4.349; SD = 0.807, 1.262, 1.160). However, high involvement consumers sought quality, price and brand name in comparison to low involvement consumers (high involvement, M = 4.897, 5.155, 5.213; SD = 0.716, 0.892, 1.062; low involvement, M = 4.893, 5.033, 5.256; SD = 0.656, 0.737, 0.833). As expected low involvement consumers were assumed to have opted for information from significant others and dependent on available information and were not motivated to look for further information. Hence, they tend to use simple basic solution by referring to those individuals whom they considered as important for approval and confirmation (Peracchio & Tybout (1996). Mean while high involvement consumers did not consider

product information, normative influence and informational influence an important consideration and were more motivated to look for quality, price and brand name. Therefore, it was speculated that high involvement consumers were more knowledgeable and hence they did not consider seeking approval from significant others as necessary.

f. Consumer Product Involvement and Main Research Variables for Low Involvement Products (Detergent)

As shown in Table 4.42 collectively, each of the four measures reveals that the set of variables have a significant difference (sig. $p = 0.000$) between two groups of consumers (high and low involved), computed based on alpha level of 0.05, $F(6, 493) = 9.31$, Wilks' Lambda = 0.89, partial eta squared = 0.102.

Table 4.42: Relationship between Consumer Product Involvement and Main Research Variables for Low Involvement Products (Detergent)

Multivariate Test							
Statistical Test	Value	<i>F</i>	<i>df</i>	Error <i>df</i>	Sig.	Eta-Squared	Observed Power
Pillai's Criterion	0.102	9.311	6	493	0.000	0.102	1.000
Wilk's Lamda	0.898	9.311	6	493	0.000	0.102	1.000
Hotelling's Trace	0.113	9.311	6	493	0.000	0.102	1.000
Roy's Largest Root	0.113	9.311	6	493	0.000	0.102	1.000

*Computed using alpha = 0.05; KMO=0.90; Barlett's test=0.000 level

Univariate Tests (Between-Subjects Effects)

Dependent Variable	<i>df</i>	<i>F</i>	Sig.	Eta-Squared	Mean Score	Standard Deviation	Involvement
Quality	1	28.937	0.000**	0.055	4.302	0.516	High
					4.550	0.510	Low
Price	1	0.106	0.745	0.000	4.585	0.516	High
					4.600	0.475	Low
Brand Name	1	0.809	0.369	0.002	5.171	0.958	High
					5.103	0.752	Low
Product Information	1	3.782	0.052	0.008	4.808	0.686	High
					4.940	0.809	Low
Normative Influence	1	17.767	0.000**	0.034	4.198	1.257	High
					4.620	0.979	Low
Informational Influence	1	41.806	0.000**	0.077	4.190	1.313	High
					4.841	0.925	Low
Prior Product Knowledge	1	5.548	0.019*	0.011	3.565	1.014	High
					3.946	0.884	Low
Repurchase Intention	1	8.714	0.003*	0.017	5.022	0.799	High
					4.642	0.767	Low

Computed using alpha = 0.05

** Adjustment for multiple comparisons: Bonferroni alpha = 0.006 (0.05/8)

It was also noted that an inspection on MANOVA assumptions, no serious violations were noted with observed power of 1.000 which is above the minimum value of 0.80 for multivariate test and univariate test of between-subjects effects.

Significant correlations among groups of variables were revealed with Barlett's test of Sphericity significant at 0.000 level and high KMO value of 0.90 which is above the Kaiser criterion of minimum 0.50.

However, when check separately, using a Bonferroni adjustment alpha level of 0.008 (0.05/6) the results for the set of variables revealed that quality attribute, normative influence and informational influence reach statistical significant difference (sig. $p = 0.000$, $p = 0.000$ and $p = 0.000$), computed based on alpha level of 0.05, $F(1, 493) = 28.93$, partial eta squared = 0.055, $F(1, 493) = 17.77$, partial eta squared = 0.034 and $F(1, 493) = 41.81$, partial eta squared = 0.077.

Based on responses on a 7-point scale and pair wise comparison estimates indicated that high involvement consumers place less importance on quality attribute, normative influence and informational influence as compared to low involvement consumers in relation to repurchase intention for detergent (mean difference of 0.248, 0.422 and 0.651, high involvement, $M = 4.302, 4.198, 4.190$; $SD = 0.516, 1.259, 1.318$; low involvement, $M = 4.552, 4.628, 4.841$; $SD = 0.5108, 0.974, 0.925$). However, high involvement consumers look for brand name in comparison to low involvement consumers ($M = 5.171, SD = 0.958$; $M = 5.103, SD = 0.752$).

The results showed similar findings as instant coffee with low involvement consumers placed importance on normative influence and informational influence in comparison to

high involvement consumers alongside with quality attribute. This finding was also consistent with Bristow, Schneider and Schuler (2002), which reported that if there were variability in price and quality information in the market place, then consumer dependence on brand name tend to increase.

4.10 Testing the Hypotheses

In this sub-section, the relationship between attribute importance variables, interpersonal influence variables and repurchase intention was first tested to answer the third, fourth, fifth and sixth objectives of this study. Attribute importance variables consisted of quality attribute, price attribute, brand name attribute and product information attribute. Interpersonal influence variables comprised of two components, normative influence and informational influence.

These two variables were the independent variables. The dependent variable was repurchase intention. Consumer prior product knowledge was treated as the moderating variable in the relationship between independent variables and dependent variable.

The relationship between these two independent variables and dependent variable was tested using standard multiple regression analysis. Meanwhile hierarchical multiple regression analysis was used to test the moderating effect of these relationship. Standard multiple regression analysis was performed to determine which independent variables contribute significantly in the prediction of dependent variable.

While hierarchical multiple regression analysis was conducted to determine the moderating effect of consumer prior product knowledge in the relationship between the

independent variables and the dependent variable. The formulated hypotheses of this study are listed below:

H1 – Quality attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H2 – Price attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H3 – Brand name attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H4 – Product information attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H5 – Normative influence of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H6 – Informational influence of high involvement products contribute to stronger repurchase intention than that of low involvement products.

H7 – Consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H8 – Consumer prior product knowledge moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H9 – Consumer prior product knowledge moderates the relationship between brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H10 – Consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H11 – Consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products.

H12 – Consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products.

4.10.1 Comparing the Significant Relationship between the Independent Variables and the Dependent Variable in Relation to Repurchase Intention for High Involvement Products and Low Involvement Products

This sub-section describes and compares the tests results of linear relationship between attribute importance variables: quality attribute, price attribute, brand name attribute, product information attribute with regards to repurchase intention for high involvement products and low involvement product. Then it follows by describing the tests results of linear relationship between interpersonal influence variables: normative influence, informational influence in relation to repurchase intention of high involvement products and low involvement products. These relationships between independent variables and dependent variable were tested using multiple regression analysis by comparing each product category.

To determine which of these variables: quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence included in the model contributed significantly to the prediction of the repurchase intention of these two product categories of high involvement products and low involvement products, a standardised multiple regression analysis using enter method was conducted. Standardised coefficient was employed to assess the overall model fit. The results of the multiple regression analysis are provided and explained. The detailed results of the tested model are explained and provided in Table 4.43 which showed a comparison of the multiple regression results for high involvement products and low involvement products. The explanation of each column could be read as follow: Column (i) depicts the product categories used in this study and column (ii) shows the sets of independent variables. Column (iii) and (iv) show the beta (β) value and t-value which indicates the importance of independent variables in terms of the contribution of each variable in predicting the dependent variable and the variance explained by all variables

in the model. Column (v) shows the significant value of the relationship between the independent variables and the dependent variable. This column shows whether or not each of the independent variable, is making a statistically significant unique contribution to the equation. Adjusted R-squared (R^2) shows how much of the variance in the dependent variable is explained by the model. This R^2 is multiplied by 100 and will yield the percentage of the variance.

a. The Resulted Multiple Regression for High Involvement Products

As shown in Table 4.43, for fashion clothing standardised coefficients indicated that quality attribute (beta=0.198 or 19.8%), price attribute (beta=0.087 or 8.7%), brand name attribute (beta=0.275 or 27.5%) and product information attribute (beta=0.218 or 21.8%) were the variables that make the largest contribution and statistically significant to predict repurchase intention ($p < 0.05$), indicating 77.8 percent to the explanation of variance in repurchase intention.

However, normative influence and informational influence statistically did not significantly contribute to the prediction of repurchase intention ($p=0.270$, $p=0.236$) for fashion clothing. As shown in the same Table 4.43, for personal computer, standardised coefficients revealed that quality attribute (beta=0.238 or 23.8%), brand name attribute (beta=0.244 or 24.4%), product information attribute (beta=0.235 or 23.5%) and informational influence (beta=0.234 or 23.4%), were the variables making the largest unique contribution and statistically significant to predict repurchase intention ($p < 0.05$), indicating 95.1 percent to the explanation of variance in repurchase intention. On the other hand, normative influence and price attribute statistically did not significantly contribute in explaining repurchase intention ($p=0.234$) for personal computer.

**Table 4.43: Resulted Multiple Regression Standardised Coefficients Model Summary:
A Comparison for High Involvement Products and Low Involvement Products**

Product Categories (High Involvement) (i)	Variables (ii)	Standardised Coefficients			Product Categories (Low Involvement) (i)	Variables (ii)	Standardised Coefficients		
		Beta-value (iii)	T-value (iv)	Sig. value (v)			Beta-Value (β) (iii)	T-value (iv)	Sig. value (P) (v)
Fashion Clothing	Quality	0.198	4.451	0.000*	Instant Noodles	Quality	0.174	3.278	0.001*
	Price	0.087	1.980	0.048*		Price	0.162	2.429	0.016*
	Brand Name	0.275	4.768	0.000*		Brand Name	0.304	5.077	0.000*
	Product Information	0.218	4.365	0.000*		Product Information	-0.018	0.338	0.735
	Normative Influence	-0.054	-1.104	0.270		Normative Influence	-0.089	1.409	0.160
	Informational Influence	-0.056	-1.186	0.236		Informational Influence	0.090	1.377	0.169
	R=.59; Adjusted=.34; F-value=44.6					R=.55 Adjusted=.30 F-value=36.7			
Personal Computer	Quality	0.238	5.182	0.000*	Instant Coffee	Quality	0.062	1.104	0.270
	Price	0.027	0.581	0.561		Price	0.222	3.320	0.001*
	Brand Name	0.244	4.611	0.000*		Brand Name	0.271	4.310	0.000*
	Product Information	0.235	4.621	0.000*		Product Information	0.042	0.760	0.447
	Normative Influence	0.052	1.191	0.234		Normative Influence	0.092	1.366	0.173
	Informational Influence	0.234	5.382	0.000*		Informational Influence	0.078	1.176	0.240
	R=.64; Adjusted=.40; F-value=56.9					R=.53 Adjusted=.27 F-value=32.4			
Branded Perfume	Quality	0.118	2.831	0.005*	Detergent	Quality	0.077	1.780	0.076
	Price	0.150	3.396	0.001*		Price	0.172	3.796	0.000*
	Brand Name	0.303	5.471	0.000*		Brand Name	0.339	6.485	0.000*
	Product Information	0.070	1.367	0.172		Product Information	0.019	0.394	0.694
	Normative Influence	0.047	0.930	0.353		Normative Influence	0.085	1.577	0.115
	Informational Influence	0.059	1.299	0.194		Informational Influence	0.008	0.134	0.893
	R=.54; Adjusted=.29; F-value=35.4					R=.49 Adjusted=.24 F-value=27.2			

Dependent Variable=Repurchase Intention; *Significance at <0.05 (1-tailed)

While for branded perfume, as depicted in the same Table 4.43, standardised coefficients indicated that quality attribute (beta=0.118 or 11.8%), price attribute (=0.150 or 15.0%) and brand name attribute (beta=0.303 or 30.3%) making the largest unique contribution and statistically significant to predict repurchase intention ($p < 0.05$), indicating 57.1 percent to the explanation of variance in repurchase intention for branded perfume.

As expected, the results of these findings suggested that consumers place an important consideration in quality attribute, price attribute, brand name attribute and product information attribute when they intended to repurchase high involvement products. However, the findings also revealed mixed results and the importance that consumers placed on certain attributes vary depending on the types of products they intended to repurchase, even though these products were in the same categories of high involvement products. For example in this case, price attribute and product information attribute were not an important consideration in consumers repurchase intention with regards to personal computer and branded perfume respectively.

Similarly, in terms of normative influence and informational influence, the findings also suggested mixed results depending on the types of products, even though these products were in the same categories of high involvement products. For example, normative influence and informational influence were the variables that were not considered as important by consumers in their repurchase intention for fashion clothing and branded perfume. Normative influence was also not an important consideration in repurchase intention for personal computer.

On the contrary, for a specific product type, that is, personal computer, informational influence was considered an important consideration. The interpretation that can be derived from this scenario was due to the nature of the technological complexity of a personal computer that required a consumer to obtain more details information to avoid unnecessary cognitive dissonance after the purchase had been made. The positive relationship between quality attribute and brand attribute in predicting repurchase intention indicated consistent finding with past studies reported in Olsen (2002), Esch, Langner, Schmitt and Geus (2006), Zboja and Voorhees (2006).

The findings of their studies suggested that quality attribute and brand attribute directly had a positive significant relationship on repurchase intention or future purchases ($p < 0.01$).

The findings of this study also suggested consistent results in other research setting such as in services and off-line and online repurchase intention. For example, beside brand name attribute, price attribute ($p < 0.01$) and product information attribute ($p = 0.018$) also had a direct and significant positive effect on repurchase intention as reported in Mitra, Reiss and Capella (1999), Hellier, Geursen, Carr and Rickard (2003), Jiang and Rosenbloom (2005), Goode and Harris (2007), and Dholakia and Zhao (2010). Zeithaml, Berry and Parasuraman (1996), and Olorunniwo, Hsu and Udo (2006) also reported that quality does relate to behavioural intention/repurchase intention. In other instance, Sivadas and Baker-Prewitt (2000), and Binninger (2008) studies found that quality and retail brand name had a positive relationship on customer store loyalty and repurchase intention.

However, in terms of normative influence and informational influence, the findings of this study could not be compared with past studies since these two aspects of consumer behaviour were not clearly established in the literature with regards to repurchase intention. Most of the past studies investigated on consumer susceptibility to interpersonal influence and did not uncover the relationship of these two components of interpersonal influence on consumers repurchase intention. Nonetheless, there was an indication that interpersonal influence in other area in terms of social influence could be used as a comparison with the findings of the current study. For example, as suggested in Butcher, Sparks and O'Callaghan's (2002) study found that customer repurchase intention/re-patronage for certain service settings such as café and hairdresser salons

was significantly ($p < .0.000$) influenced by the personal interaction with the persons/others working at these two places. Therefore, it was speculated that the influence of the salespersons (others/experts) determine the individual intention to repurchase or re-patronage the same café and hairdresser salons.

Overall, the findings of this study showed mixed results, in terms of normative influence and informational influence when consumers intended to repurchase high involvement products. It was revealed that normative influence was not considered as important and significantly ($p = .0.05$) predicting repurchase intention for all the three type of products in the high involvement product categories. While informational influence had positive and significant ($p = 0.000$) direct relationship with repurchase intention for personal computer, but not for fashion clothing and branded perfume.

On the other hand, the findings of the current study was also consistent with some past studies which reported that clothing (jeans) was considered a relatively high involvement product class due its public and social visibility status (Belk & Clarke, 1979; Asseal, 1987; Warrington & Shim, 2000). As expected, buying a personal computer was highly involving and consumers considered informational influence play an important role in their decision to repurchase due to its technological complexity in nature (Bristow, Schneider & Schuler, 2002; Zboja & Voorhees; 2006).

b. The Resulted Multiple Regression for Low Involvement Products

On the other hand, as depicted in Table 4.43, for low involvement products, particularly food item such as instant noodles, standardised coefficients revealed that quality attribute ($\beta = 0.174$ or 17.4%), price attribute ($\beta = 0.162$ or 16.2%) and brand name attribute ($\beta = 0.304$ or 30.4%), making the largest unique contribution and statistically

significant to explain repurchase intention ($p=0.001$; $p=0.016$; $p=0.000$), indicating 64 percent of the explanation of variance in repurchase intention. While for instant coffee, standardised coefficients revealed that price attribute (0.222 or 22.2%) and brand name attribute (0.271 or 27.1%), making the largest unique contribution and statistically significant to explain repurchase intention ($p=0.001$; $p=0.000$), indicating 49 percent the explanation of variance in repurchase intention.

Similarly, for detergent, standardised coefficients indicated that price attribute (0.172 or 17.2%) and brand name attribute (0.339 or 33.9%) were the variables that make the largest unique contribution in predicting repurchase intention ($p=0.000$), indicating 51.1 percent to the explanation of variance in repurchase intention. On the other hand, it was indicated that product information statistically did not significantly contribute to the prediction of repurchase intention for instant noodles ($p=0.75$). Quality attribute and product information attribute also statistically did not significantly contribute in explaining repurchase intention for instant coffee and detergent respectively ($p=0.270$, $p=0.076$; $p=0.447$, $p=0.694$).

Therefore, it can be concluded that price attribute and brand name attribute were two important variables that were considered important by consumers if they intended to repurchase low involvement products such as instant coffee and detergent except for instant noodles, which suggested that quality attribute was also an important consideration to repurchase intention. The results of this study were consistent with past research such as reported in Olsen (2002), and Esch, Langner, Schmitt and Geus (2006), which reported that quality attribute, price attribute and brand name attribute had a direct significant positive relationship with repurchase intention ($p=<0.001$).

Similarly, in terms of normative and informational influence, the findings of the current study could not be compared with past studies. The results indicated that normative influence and informational influence statistically did not significantly contribute to the prediction of repurchase intention with regards to low involvement products.

However, the results were expected due to the nature of the products which were frequently purchased by consumers and were relatively considered as low involvement products class in most literature and the buying decision is usually habitual. Hence, it was assumed that consumers might already have some sort of prior product knowledge on these three types of product categories that they intended to repurchase.

The findings of this study also revealed mixed results in terms of significant impact of certain attributes on consumer repurchase intention for low involvement products. The results suggested that the importance that consumer placed on certain attributes vary across product types even though the products were of the same categories (Olsen, 2002; Esch, Langner, Schmitt & Geus, 2006).

4.10.2 Comparison of Hypotheses Results between High Involvement Products and Low Involvement Products

As a conclusion, as shown in the same Table 4.43, on the basis of beta value contribution, in general the results suggested to the interpretation that the following hypotheses:

HI – Quality attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was supported.

H2 – Price attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was not supported.

H3 – Brand name attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was not supported.

H4 – Product information attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was supported.

H5 – Normative influence of high involvement products contribute to stronger repurchase intention than that of low involvement products was not supported.

H6 – Informational influence of high involvement products contribute to stronger repurchase intention than that of low involvement products was partially supported.

It is essential to note that in terms of the generalisability, the results of this study was difficult to compare conclusively with the past research, especially in terms of repurchase intention for tangible consumer goods. This was due to the findings of past studies were not exactly similar to the focus investigated in the current study. Nonetheless, there were ample evidences in other research settings such as in services and retailing that yielded consistent results with this study.

Most of these past studies revealed that quality attribute, price attribute, brand name attribute (image/reputation), product information attribute and interpersonal influence significantly predicted and impacted repurchase intention or customer loyalty to repurchase or to re-patronage the services provided by the service providers. Such studies were conducted on different types of service encounters such as restaurants and fast food outlets (Kivela, Inkabaran & Reece, 1999; McDougall & Levesque, 2000; Swanson & Davis, 2003; Kang, Tang, Lee & Bosselman, 2011); retail stores and online retail shopping (Jiang & Rosenbloom, 2005; Goode & Harris, 2007; Binninger, 2008; Dholakia & Zhao, 2010).

Studies on attributes that influence repurchase intention behaviour were also common in other services providers such as B2B services, freight forwarders, airlines and shipping, packagers, railroads and trucking companies (such as found in Roberts and Merrilees, 2007; Molinari, Abratt & Dion, 2008; dentists, hair stylists and auto service in

McDougall & Levesque, 2000; hair salons and cafés in Butcher, Sparks & O'Callaghan, 2002; and several other service industries including car insurance in Hellier, Geursen, Carr & Rickard, 2003; and performing arts in Hume, 2008).

However, it was also worth noted and particularly unique for this study that in general it could be concluded that consumers were quality-conscious, brand-conscious and actively involved in search for product information when they intended to repurchase high involvement products. They pay less attention to price and less dependence on normative influence. However, the indication pointed to the assumption that for certain type of products which were considered as socially visible product such as fashion clothing and technically complex product like personal computer, consumers pay extra attention on product information attribute and seek information from others before they intended to repurchase ($\beta=0.218$; $\beta=0.235$; $\beta=0.234$; $p=0.000$).

On the contrary, for low involvement products such as instant noodles, instant coffee and detergent, the results in general indicated that consumers pay more attention on price attribute and brand name attribute, except for instant coffee, whereby quality attribute was also an important consideration for intention to repurchase. However, both normative influence and informational influence did not significantly influence consumer intention to repurchase with regards to low involvement products. Also unique for this study, in general, it could be concluded that consumers were both price-conscious and brand-conscious with regards to their intention to repurchase for low involvement products.

Hence, the main conclusion derived from the findings of this study was that the intervention point for marketers and businesses alike is to ensure quality performance of

the products offered, the right pricing strategies, building the brand name or image performance of the products, availability of product information and the amount of influence of others both normative and informational on consumer buying decision in terms of repurchase behaviour regardless whether the products are of high or low involvement categories.

The results of this study also indicated consistency with general theory that stress on the importance of price-quality relationship concept in product evaluation and purchase decision making, immediate purchase action or future intention (Stafford & Enis, 1969; Obermiller & Wheatley, 1984; Zeithaml, 1988). As expected, attention to price attribute tend to decrease if other importance variables are available such as quality attribute, brand name attribute and store name (Stafford & Enis 1969; Obermiller & Wheatley, 1984; Zeithaml, 1988; Curry & Reisz, 1988; Bristow, Schneider & Schuler, 2002).

For instance, in the context of this study, dependence on brand name attribute was clearly indicated for both product categories, which make the largest contribution in predicting repurchase intention (β value=0.275; β value=0.244; β value=0.303) for the three types of high involvement products respectively (fashion clothing, personal computer and branded perfume). Similar results were also revealed for low involvement products which suggested that brand name attribute contributes the most important information in making repurchase intention decision (β value=0.304; β value=0.271; β value=0.339) for the three categories of low involvement products respectively (instant noodles, instant coffee and detergent). The results of this study also support and consistent to the economic theory of information proposed by Stigler (1961) and Avery (1996) which stated that in general both sellers and buyers have very little information on the dispersions of price and quality variations of products in the market place. If they

perceived that there is a high level of price and higher quality variability in the market then they should be more willing to engage in search activities for price and quality information (Avery, 1996).

Hence, it was speculated that consumers were more actively engaged in search for product information as indicated by this study with regards to high involvement products but not for low involvement products. This contributes very valuable information for marketers and product managers to streamline their products offering in the market in terms of product information availability with those offered by competitors.

As such consumer product involvement and search for information increases if they found out that insufficient information on the products to be purchased in order to avoid risks after the purchased has been made, especially for expensive, status-laden and high involvement products such as fashion clothing and personal computer (Clarke & Belk, 1979; Beatty & Smith, 1987; Tellis & Gaeth, 1990; Punj & Brookes, 2002; Dimara & Skuras, 2005).

It was also indicated that the next importance attributes to be considered were quality (β value=0.238; β value=0.198; β value=0.118 for personal computer, fashion clothing and branded perfume respectively); and product information (β value=0.218; β value=0.235) for fashion clothing and personal computer respectively) for specific high involvement products. Price attribute did not significantly influence repurchase intention for high involvement products (β =0.087; β =0.027 for fashion clothing and personal computer respectively) compared to low involvement products (β =0.162; β =0.222; β =0.172 for instant noodles, instant coffee and detergent) except for branded perfume which showed

slight significant results (price, β value=0.150). Even though, normative influence and informational influence were found to be not significantly contributed in the prediction of repurchase intention, the results of the findings suggested to a point that for specific product in the high involvement categories (that is, personal computer) indicated consistency to the concept of social influence and group influence as proposed by Deutsch and Gerard (1955), Kelman (1958), and Bearden and Etzel (1982). In the context of this study, informational influence, a component of interpersonal influence variable/group influence variable, had a positive significant direct relationship with repurchase intention (β value=0.234; $p=0.000$).

The results also confirmed the concept of consumer involvement as defined by Howard and Sheth (1969) and Vaughn (1980) which connote that consumers will be highly involved if the products they intend to purchase are expensive and infrequently purchase and the buying decision process is complex. Therefore, it was speculated that consumers in the context of this study sought information from significant others whom they considered important before purchasing for high involvement products such as personal computer. As a conclusion, the overall indication of the current study provides a strong basis to suggest that this study contributed significantly in the extend of new knowledge by integrating both marketing variables and aspects of consumer behaviour variables as an alternative model that extended the existing model of consumer purchase behaviour in the context of repurchase intention.

4.10.3 Assessment of Overall Model Fit

A primary concern of any multivariate statistical analysis is the establishment of the goodness-of-fit of the statistical output. The standardised coefficient of multiple regression analysis is commonly used to determine the proportional variance of

dependent variable from its mean, which can be explained by the independent variables (Hair, Black, Babin, Anderson & Tatham, 2006; Pallant, 2007).

In other words, the higher is the value of R^2 the greater is the predictor power of the regression equation. The beta (β) is used to gauge the statistically significant unique contribution of each independent variable in explaining the dependent variable if the objective of the study is to determine which of the independent variables strongly contributes in explaining the dependent variable (Pallant, 2007). According to Hair, Black, Babin, Anderson and Tatham, (2006), F -value is used to assess whether a model is valid or not, that is, F -values must be more than 1 with at least one of the independent variables being significantly related to the dependent variable ($p < 0.001$).

In the current study as shown in the same Table 4.43, the standardised coefficients model summary for both high involvement products and low involvement products revealed that more than one independent variables being significantly related to dependent variable (repurchase intention), $p < 0.05$, namely: quality attribute, price attribute, brand name attribute, product information attribute and informational influence (fashion clothing, personal computer and branded perfume - high involvement products); and quality attribute, price attribute and brand name attribute (instant noodles, instant coffee and detergent - low involvement products). Hence, the results suggested that the models were valid.

The models equation generated an R^2 of between 0.50 - 0.64 for both model summaries. This suggested that over 50 percent of the total variance in the repurchase intention was accounted for by the independent variables included in this study. Whereas the statistical significance of a regression equation was gauged using beta (β) values in

which the model showed values of over 50 percent of contributing independent variables explained the independent variable. Meanwhile the overall explanatory power of regression was measured with *F*-values. In the current model, the *F*-values were more than 1 and statistically significant ($p= 0.000$), for both models of high and low involvement products, suggesting that the model were robust (Hair, Black, Babin, Anderson & Tatham, (2006).

In addition, inter-item consistency reliability was performed to identify the consistency of the respondents' answer to all the research items. The results revealed moderate to high reliability scores among all eight variables with Cronbach alpha coefficients above the recommended threshold of 0.60 as satisfactory and 0.80 as excellent (Nunnally, 1978; Malhotra, 2004). Principal component factor analysis showed the overall measure of sampling adequacy for the sets of variables included in the analysis for each product category revealed that the KMO for all the set of variables exceeded the minimum requirement of 0.50 and significant Barlett's Test of sphericity was indicated (sig. value=0.000 level).

In terms of parameter estimates (factor loadings), the items loadings for each factor were set exactly using guidelines as set with the criteria value used to identify a given loading item is 0.50 or higher. In fact it was indicated that all items have a loading value higher than 0.50 with the highest being 0.92, which showed that all indicator variables provide good measures to the respective constructs (Nunnally, 1978; Malhotra, 2004). Hence, the interpretation of this study point to the assumption that the regression model is valid and goodness-of-fit.

4.11 The Moderating Role of Consumer Prior Product Knowledge between the Independent Variables and the Dependent Variable

This sub-section describes the effect of consumer prior product knowledge in the relationship between independent variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence and the dependent variable - repurchase intention.

For this purpose, the hierarchical multiple regression was performed to test the moderating effect of consumer prior product knowledge in this study. The formulated hypotheses are listed and explanation provided. Table 4.44 showed the resulted hierarchical multiple regression analysis for high involvement products and low involvement products. The details results of the tested model in Table 4.44 could be read as follows: Column (i) shows the product categories used in this study and column (ii) depicts the sets of independent variables.

Column (iii) shows the values of R-square (R^2), which indicated how much of the variance is explained in the dependent variable (repurchase intention) by the model, when each of the attribute importance variables and interpersonal influence variables were used as an independent variable.

This R-square (R^2) is multiplied by 100 yielded the percentage of the variance that was accounted for by the interaction in terms of the attribute importance variables and interpersonal influence variables*prior knowledge after the independent variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence, informational influence and consumer prior product knowledge were entered into the equation.

Column (iv) reveals the change in R-square (R^2) which shows the result after the effect of consumer prior product knowledge is removed. Column (v) shows the Beta (β) value which indicated the importance of the independent variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence, in terms of the contribution of each variable in predicting the dependent variable - repurchase intention.

Column (vi) depicts the significant value before introducing the interaction (moderating effect) of consumer prior product knowledge in the relationship between the sets of independent variables -attribute importance variables and interpersonal influence variables on repurchase intention. Finally, column (vii) depicts the significant value when consumer prior product knowledge moderates the relationships as hypothesised.

4.11.1 Hypotheses Testing of Consumer Prior Product Knowledge as the Moderating Variable between the Independent Variables and the Dependent Variable

To determine the moderating effect of consumer prior product knowledge in the relationship between independent variables and dependent variable - quality attribute, price attribute, brand name attribute, product information attribute, normative influence, informational influence and repurchase intention, the hypotheses below were formulated and tested:

H7 – Consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H8 – Consumer prior product knowledge moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H9 – Consumer prior product knowledge moderates the relationship between brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H10 – Consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products.

H11 – Consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products.

H12 – Consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products.

4.11.2 Resulted Hierarchical Multiple Regression Analysis between the Independent Variables and the Dependent Variables

a. Comparing the Effect of Consumer Prior Product Knowledge in the Relation between Quality Attribute and Repurchase Intention

In terms of high involvement products, the resulted hierarchical multiple regression as shown in Table 4.44 revealed that the values of R^2 for the model were 0.205, 0.278, and 0.074 for fashion clothing, personal computer and branded perfume respectively, which denotes that quality attribute importance explained 20.5 percent, 27.8 percent and 7.4 percent of the variance in repurchase intention.

The change in R^2 of 0.204, 0.259 and 0.074 showed that quality attribute importance explained an additional 20.4 percent, 25.9 percent and 7.4 percent of the variance in repurchase intention, even when the effect of consumer prior product knowledge was statistically controlled for. The beta (β) values showed that quality attribute importance contributed 0.458, 0.552 and 0.277 in explaining (predicting) repurchase intention. As depicted in column (vi) in the same Table 4.60, it was shown that there was a significant relationship between quality attribute importance and repurchase intention ($p=0.000$). However, when consumer prior product knowledge was included in the model, the result showed the relationship was not significant ($p= 0.242$, $p=0.586$ and $p=0.346$) for the three categories of high involvement products.

Table 4.44: Result of Hierarchical Multiple Regression Analysis of the Moderating Effect of Consumer Prior Product Knowledge between the Independent Variables and the Dependent Variable – A Comparison between High Involvement Products and Low Involvement Products

Product Categories (High)	Variables	R ²	Change in R ²	Beta Value	Sig. Value	Sig. (interaction effect of consumer prior product knowledge as the moderator) (vii)	Product Categories (Low)	Variables	R ²	Change in R ²	Beta Value	Sig. Value	Sig. (interaction effect of consumer prior product knowledge as the moderator) (vii)
(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii)	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(vii)
Fashion Clothing	Quality	0.205	0.204	0.458	0.000**	0.242	Instant Noodles	Quality	0.172	0.172	0.415	0.000**	0.909
	Price	0.130	0.129	0.361	0.000**	0.798		Price	0.252	0.252	0.502	0.000**	0.669
	Brand	0.296	0.296	0.557	0.000**	0.015*		Brand	0.255	0.255	0.505	0.000**	0.910
	Name	0.199	0.199	0.454	0.000**	0.138		Name	0.060	0.059	0.249	0.000**	0.416
	Product Information							Product Information	0.013	0.013	-0.114	0.012*	0.528
Normative Informational	0.018 0.010	0.018 0.009	0.133 0.096	0.003* 0.032*	0.513 0.652	Normative Informational	0.002	0.002	-0.049	0.292	0.568		
Personal Computer	Quality	0.278	0.259	0.552	0.000**	0.586	Instant Coffee	Quality	0.149	0.141	0.377	0.000**	0.129
	Price	0.177	0.157	0.403	0.000**	0.096		Price	0.242	0.235	0.485	0.000**	0.049*
	Brand	0.254	0.235	0.511	0.000**	0.597		Brand	0.249	0.241	0.492	0.000**	0.207
	Name	0.255	0.236	0.494	0.000**	0.225		Name	0.065	0.057	0.247	0.000**	0.528
	Product Information							Product Information	0.019	0.011	-0.107	0.019*	0.018*
Normative Informational	0.019 0.036	0.016 0.032	0.003 -0.128	0.943 0.004*	0.002* 0.003*	Normative Informational	0.010	0.002	-0.045	0.326	0.032*		
Branded perfume	Quality	0.074	0.074	0.277	0.000**	0.346	Detergent	Quality	0.018	0.018	0.134	0.000**	0.482
	Price	0.130	0.130	0.362	0.000**	0.429		Price	0.137	0.137	0.372	0.000**	0.189
	Brand	0.273	0.273	0.537	0.000**	0.003*		Brand	0.219	0.219	0.471	0.000**	0.111
	Name	0.141	0.141	0.381	0.000**	0.153		Name	0.079	0.079	0.284	0.000**	0.256
	Product Information							Product Information	0.024	0.023	-0.155	0.001*	0.799
Normative Informational	0.124 0.108	0.124 0.108	0.355 0.333	0.000** 0.000**	0.305 0.232	Normative Informational	0.003	0.003	-0.058	0.208	0.852		

** Significant at <0.01; * Significant at <0.05

For low involvement products, the resulted hierarchical multiple regression as shown in the same Table 4.44 revealed that the values of R² for the model were 0.172, 0.149 and 0.018 which indicated that quality attribute importance explained 17.2 percent, 14.9 percent and 1.8 percent of the variance in repurchase intention for three categories of low involvement products (instant noodles, instant coffee and detergent). The change in R² values were 0.172, 0.141 and 0.018 which showed that quality attribute importance explained an additional 17.2 percent, 14.1 percent and 1.8 percent of the variance in repurchase intention, even when the effect of consumer prior product knowledge was controlled for.

The beta (β) values showed that quality attribute importance contributed 0.415, 0.377 and 0.134 in explaining (predicting) repurchase intention. As shown in column (vi) in

the same Table 4.44, it was depicted that there was a significant ($p=0.000$) relationship between quality attribute importance and repurchase intention. However, when consumer prior product knowledge moderates the relationship as hypothesised, the result showed the relationship was not significant ($p=0.909$, $p=0.129$, $p=0.482$). It was shown that there was no significant difference in terms of the effect of consumer prior product knowledge in the relationship between quality attribute importance and repurchase intention for both high involvement products and low involvement products. Hence, it was indicated H7 which hypothesised that consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products was not supported.

b. Comparing the Effect of Consumer Prior Product Knowledge in the Relation between Price Attribute and Repurchase Intention

For high involvement products, as depicted in the same Table 4.44, the values of R^2 for the model of price attribute importance were 0.130, 0.177 and 0.130 for each product category - fashion clothing, personal computer and branded perfume, indicating that this model explained only 13.0 percent, 17.7 percent and 13.0 percent respectively of the variance in repurchase intention. The change in R^2 showed that price attribute importance explained an additional of 12.9 percent, 15.7 percent and 13.0 percent of the variance in repurchase intention, even though the effect of consumer prior product knowledge was controlled for.

The results also showed that price attribute importance had significant contribution in explaining (predicting) repurchase intention with beta (β) values of 0.361, 0.403 and 0.362.

Similar to quality attribute importance, it was revealed that there was a significant relationship between price attribute importance and repurchase intention ($p=0.000$),

except for personal computer ($p=0.501$). However, the relationship of price attribute importance and repurchase intention was not significant ($p=0.798$, $p=0.096$, $p=0.429$) when the effect of consumer prior product knowledge was included in the model.

Similarly for low involvement products, as depicted in the same Table 4.44, the values of R^2 for the model of price attribute importance were 0.252, 0.242 and 0.137 with regards to instant noodles, instant coffee and detergent, indicating that the models explained 25.2 percent, 24.2 percent and 13.7 percent of the variance in repurchase intention. The change in R^2 showed that price attribute importance explained an additional of 25.2 percent, 23.5 percent and 13.7 percent of the variance in repurchase intention, even though the effect of prior product knowledge was controlled for. The results also showed that price attribute importance contributed significantly in explaining (predicting) repurchase intention with beta (β) values of 0.502, 0.485 and 0.372. Similarly, it was also revealed that there was a significant ($p=0.000$) relationship between price attribute importance and repurchase intention.

However, the relationship of price attribute importance and repurchase intention was not significant ($p=0.669$, $p=0.189$) when the effect of consumer prior product knowledge was included in the model with regards to instant noodles and detergent but not for instant coffee, which was significant ($p=0.049$).

The results suggested that consumer prior product knowledge did not strongly moderates the relationship between price attribute importance and repurchase intention for high involvement products in comparison to low involvement products. Hence, it was indicated that H8 which hypothesised that consumer prior product knowledge

moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products was not supported.

c. Comparing the Effect of Consumer Prior Product Knowledge in the Relation between Brand Name Attribute and Repurchase Intention

In contrast, as shown in the same Table 4.44, for high involvement products, it was revealed that the values of R^2 for the model of brand name attribute importance were 0.296, 0.254 and 0.273 for each product category respectively (fashion clothing, personal computer and branded perfume), which indicated that this model explained 29.6 percent, 25.1 percent and 27.3 percent of the variance in repurchase intention. The change in R^2 showed that brand name attribute importance explained an additional of 29.6 percent, 23.5 percent and 27.3 percent of the variance in repurchase intention, even when the effect of consumer product prior knowledge was controlled for.

In the same Table 4.44, the beta (β) values showed that brand name attribute importance contributed 0.557, 0.511 and 0.537 in explaining repurchase intention. It was also found that the relationship between brand name attribute importance and repurchase intention was significant at $p=0.000$. The result was also significant ($p=0.015$, $p=0.003$), even when consumer prior product knowledge was included in the model, except for personal computer ($p=0.597$).

For low involvement products, as shown in the same Table 4.44 it was revealed that the value of R^2 for the model of brand name attribute importance were 0.255, 0.249 and 0.219 respectively for instant noodles, instant coffee and detergent, which indicated that this model explained 25.5 percent, 24.9 percent and 21.9 percent of the variance in repurchase intention. The change in R^2 showed that brand name attribute importance

explained an additional of 25.5 percent, 24.1 percent and 21.9 percent of the variance in repurchase intention, even when the effect of product prior knowledge was controlled for.

In the same Table 4.44, the beta (β) values showed that brand name attribute importance contributed 0.505, 0.492 and 0.471 in explaining repurchase intention. It was also found that the relationship between brand name attribute importance and repurchase intention was significant at $p=0.000$. In contrast, the result was not significant ($p=0.910$, $p=0.207$, $p=0.111$), even when consumer prior product knowledge moderates the relationship as hypothesised. This result indicated that consumer prior product knowledge moderates the relationship between brand name attribute and repurchase intention stronger for high involvement products compared to low involvement products. Hence, hypothesis (H9) which stated that consumer prior product knowledge moderates the relationship between brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products was supported.

d. Comparing the Effect of Consumer Prior Product Knowledge in the Relation between Product Information Attribute and Repurchase Intention

For high involvement products, the values of R^2 for the model as depicted in the same Table 4.44 indicated that product information attribute importance explained 19.9 percent, 25.5 percent and 14.1 percent variance in repurchase intention for each product category - fashion clothing, personal computer and branded perfume. Further, the change in R^2 showed product information attribute importance explained an additional 19.9 percent, 23.6 percent and 14.1 percent of the variance in repurchase intention, even when the effect of consumer prior product knowledge was controlled for.

It was also noted that beta (β) values showed product information attribute importance contributed 0.454, 0.494 and 0.381 respectively in predicting repurchase intention. The relationship between product information attribute and repurchase intention was found to be significant ($p=0.000$). When consumer prior product knowledge was included in the model, the relationship was not significant ($p=0.138$, $p=0.225$, $p=0.153$).

In terms of low involvement products, the values of R^2 for the model as depicted in the same Table 4.44 indicated that product information attribute importance explained 6.0 percent, 6.5 percent and 7.9 percent variance in repurchase intention. Further, an additional 5.9 percent, 5.7 percent and 7.9 percent of the variance in repurchase intention, even when the effect of prior product knowledge was controlled for.

It was also noted that product information attribute importance had significant ($p=0.000$) contribution in predicting repurchase intention with beta (β) values of 0.249, 0.247 and 0.284 respectively for the three categories of low involvement products. The relationship between product information attribute importance and repurchase intention was found to be significant ($p=0.000$) but when consumer prior product moderates the relationship as hypothesised, the relationship was not significant ($p=0.416$, $p=0.528$, $p=0.256$). It was observed that consumer prior product knowledge did not revealed significant effect in moderating the relationship between product information attribute and repurchase intention for both product categories, indicating that hypothesis (H10) which stated that consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products was also not supported.

e. Comparing the Effect of Consumer Prior Product Knowledge in the Relation between Normative Influence and Repurchase Intention

In term of normative influence regarding repurchase intention of high involvement products (fashion clothing, personal computer and branded perfume), it was shown in the same Table 4.44 that R^2 for the model revealed that normative influence explained only 1.80 percent, 1.9 percent and 12.4 percent variance in repurchase intention. The change in R^2 showed normative influence explained an additional 1.80 percent, 1.6 percent and 12.4 percent of the variance in repurchase intention when the effect of consumer prior product knowledge was controlled for.

The beta (β) values showed that normative influence contributed 0.133, 0.003 and 0.355 in the prediction of repurchase intention. There was significant ($p=0.003$, $p=0.000$) relationship between normative influence and repurchase intention for fashion clothing and branded perfume but not for personal computer ($p=0.943$).

However, when consumer prior product knowledge was included as the moderator, the relationship of normative influence and repurchase intention became not significant ($p=0.513$, $p=0.305$) for both fashion clothing and branded perfume. However, the relationship was significant ($p=0.002$) for personal computer, even when consumer prior product knowledge was included as a moderator.

For low involvement products, it was shown in the same Table 4.44 that R^2 values for the model revealed that normative influence explained only 1.3 percent, 1.9 percent and 2.4 percent variance in repurchase intention. The change in R^2 showed that normative influence explained an additional 1.3 percent, 1.1 percent and 2.3 percent of the variance in repurchase intention when the effect of prior product knowledge was

controlled for. The beta (β) values showed that normative influence contributed -0.114, -0.107 and -0.155 in predicting repurchase intention. There was significant relationship between normative influence and repurchase intention ($p=0.012$, $p=0.019$, $p=0.001$). However, the relationships were in the opposite direction ($\beta=-0.114$; $\beta=-0.107$; $\beta=-0.155$).

When consumer prior product knowledge moderates the relationship as hypothesised, the relationship of normative influence and repurchase intention was found not significant ($p=0.528$, $p=0.799$), for instant noodles and detergent, but not for instant coffee ($p=0.018$). Nevertheless, this relationship pointed to the opposite direction ($\beta=-0.114$; $\beta=-0.107$; $\beta=-0.155$).

Hence, the result indicated that the effect of consumer prior product knowledge showed mixed result. The effect of consumer prior product knowledge was stronger for certain high involvement product categories compared to low involvement products, which in this study was only for personal computer but not for fashion clothing and branded perfume.

Similarly for low involvement products, the effect of consumer prior product knowledge was significant only for instant coffee but point to the opposite direction. There was no significant difference with regards to consumer prior product knowledge in moderating the relationship between normative influence and repurchase intention for both product categories. This suggested that the hypothesis H11 which stated that consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products was partially supported.

f. Comparing the Effect of Consumer Prior Product Knowledge in the Relation between Informational Influence and Repurchase Intention

For high involvement products, in reference to the same Table 4.44, R^2 values showed that informational influence explained 1.0 percent, 3.6 percent and 10.8 percent of the variance in repurchase intention, and the change in R^2 indicated an additional 0.9 percent, 3.2 percent and 10.8 percent of the variance in repurchase intention was explained by informational influence, when the effect of prior product knowledge was controlled for. The beta (β) values showed that informational influence contributed 0.096, -0.128 and 0.333 in explaining repurchase intention for fashion clothing, personal computer and branded perfume respectively. There was a significant relationship between informational influence and repurchase intention ($p=0.032$, $p=0.004$, $p=0.000$).

When the effect of consumer prior product knowledge was included in the model, the relationship was not significant ($p=0.652$, $p=0.232$) for fashion clothing and branded perfume. But for personal computer the relationship was significant ($p=0.003$), even when consumer prior product knowledge moderates the relationship as hypothesised. However the relationship was in the opposite direction (beta (β) =-0.128). Hence, hypothesis (H12) was not supported.

Similarly, for low involvement products in reference to the same Table 4.44, R^2 values showed that informational influence explained 0.2 percent, 1.0 percent and 0.3 percent of the variance in repurchase intention.

The change in R^2 indicated informational influence explained an additional 0.2 percent, 0.2 percent and 0.3 percent of the variance in repurchase intention when the effect of consumer prior product knowledge was controlled for. The beta (β) values showed that

informational influence contributed -0.049, -0.045 and -0.058 in explaining repurchase intention.

There was no significant ($p=0.568$, $p=0.852$) relationship between informational influence and repurchase intention for instant noodles and detergent, even when consumer prior product knowledge moderates this relationship as hypothesised. However, this relationship was significant ($p=0.032$) with regards to instant coffee but point in the opposite direction ($\beta= -0.049$; $\beta= -0.045$; $\beta= -0.058$).

Hence, it was observed that consumer prior product knowledge did not strongly moderate the relationship between between informational influence and repurchase intention for both product categories (high involvement and low involvement). Therefore, it was indicated that hypothesis H12 which stated that consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products was also not supported.

4.11.3 Conclusion of Findings on the Interaction Effect of Consumer Prior Product Knowledge as the Moderator Variable in the Relationship between the Independent Variables and the Dependent variable

The conclusion derived from the resulted hierarchical regression analysis in relation to the effect of consumer prior product knowledge in moderating the relationship between independent variables and dependent variables was stronger only for certain product categories in the high involvement products in comparison to low involvement products (consumer prior product knowledge * brand name – interaction effect as a moderator significant for fashion clothing and branded perfume but not for personal computer).

Likewise, the effect of consumer prior product knowledge in moderating the relationship between the independent variables and dependent variables was less significant except for certain product categories in the low involvement product categories (consumer prior product knowledge * price – interaction effect as a moderator significant only for instant coffee but not for instant noodles and detergent).

Hence, it could be concluded that consumer prior product knowledge increases in tandem with decreases in brand name attribute and price attribute to influence a consumer's repurchase intention regardless whether the products were high involvement products or low involvement products. In other words, consumers would actively engage in seeking for prior product knowledge if they were uncertain about the brand name and the price of certain product categories offered. But nevertheless, this speculation was not applicable for all product categories.

In other perspective, consumer prior product knowledge plays a role in moderating this relationship to influence repurchase intention, in terms of obtaining prior information from significant others such as family members, friends and salespersons. In the case of this current study it was observed that consumer prior product knowledge moderates the relationship between normative influence variable and repurchase intention (consumer prior product knowledge * normative influence – interaction effect for personal computer only, sig. $p=0.002$ but not for fashion clothing and branded perfume).

In a different scenario, and consistent to past studies the absence of other available attributes to assess the product's worth and quality, consumer's dependence on brand name tends to increase (Bristow, Schneider & Schuler, 2002) especially if the products

quality are widely known and the dependence on other attributes such as price will decrease with increase in consumer familiarity on a particular brand of product.

In other perspective, as indicated in past research, it was reported that in situation where the product displays social visibility and sign value, a consumer tends to purchase products or specific brand names that are congruent to their self image (Clarke & Belk, 1979; Bearden, Netemeyer & Teel, 1989). Therefore, on the basis of this perspective, in the case of this study, it was speculated that a consumer was actively involved in extensive knowledge to assess a products' worth in terms of quality attribute and brand name attribute before engaging in repurchase intention of fashion clothing and branded perfume. Hence, consumer brand name attribute importance decreases and consumer prior product knowledge increases to influence repurchase intention of these two product categories (sig. $p=0.015$; sig. $p=0.003$ respectively).

On the other hand, for low involvement products, consumer prior product knowledge did not significantly moderates the relationship between independent variables and dependent variable used in this study, except for instant coffee. In the marketplace instant coffee is widely known as having price-quality variations relationship. Hence, the use of price as indicator to assess the quality of a product's worth tends to decrease with familiarity or prior knowledge on instant coffee. As such, in this study, consumer prior knowledge moderates the relationship between price attribute importance variable and repurchase intention (consumer prior product knowledge * price – interaction effect for instant coffee but not for instant noodles and detergent, sig. $p=0.049$).

Therefore it could be concluded that in general consumer prior product knowledge tends to moderate the relation between brand name attribute and normative influence stronger in relation to repurchase intention for high involvement products (for certain product

categories only) in comparison to low involvement products. On the other hand, consumer prior product knowledge tends to moderate the relationship between price attribute and repurchase intention stronger for low involvement products compared to high involvement products (for certain product categories only).

4.11.4 Comparison of Consumer Prior Product Knowledge as the Moderating Variable between the Independent Variables and the Dependent Variable of Past Studies with the Current Study

The findings regarding consumer prior product knowledge as the moderating factor in the relationship between quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence on repurchase intention could not be compared conclusively with past studies. This is due to the nature of some past studies were not related to the current study. A few of past studies reported consumer prior product knowledge in terms of attitudes toward advertisements and brands (such as in Yi, 1993; the effects of 3-D visualization on persuasion in online shopping in Kim & Daugherty, 2005; and prior product knowledge in terms of attitude towards brands in Chung, Tsai, Cheng & Sun, 2009).

However, there were also studies that discussed on consumer prior product knowledge as a moderating factor on customers satisfaction and behavioural intention (repurchase intention), with prior knowledge expressed in terms of familiarity. For example, Soderlund (2002)'s study found that high-familiarity customers expressed higher satisfaction level and repurchase intention than low-familiarity customers in terms of reactions towards service providers. While in Rao and Monroe (1988)'s study, they used price-quality attributes as a cue in product evaluation and consumer prior knowledge as a moderator variable. The findings of their study suggested that customers level of familiarity with the products in terms of price-quality relationship would increase and

decrease customers evaluation to purchase or not to purchase certain types of products/brands (examples of products/brands were Virgin Wool blazers - low involvement, wider quality-price variations; and Harris Tweed blazers - high involvement, well known high price-quality).

In other instance, Peracchio and Tybout (1996) experimental study indicated that individuals with extensive knowledge evaluated product category less favourably than rudimentary knowledge individuals. In other words, individuals lack basic knowledge about certain product categories are likely to search from other sources which are congruent to them. This is known as congruity-based effect whereby in certain situations, individuals would seek opinion from others and obtain information from others whom they could trust or from groups which image were congruent with their self-image before engaging into buying actions (Burnkrant & Cousineau 1975; O’Cass & Frost, 2002; Escalas & Bettman, 2003) regardless whether the actions were purchase intention or repurchase intention.

Therefore, in this situation, due to the individual lack of knowledge on certain products categories, especially when they were confronted with a decision to buy or to repurchase expensive items (or in a given situation, even inexpensive items) which at the same time connote social status or to be given as a “gift” would drive them to choose a brand name that is congruent to their self-image (Clarke & Belk, 1979; Clarke, 2006). In other words, the individual susceptibility to interpersonal influence tends to be stronger. Hence, regardless of the products categories to be repurchased, high involvement products or low involvement products, the interpretation of the findings in this study suggested that consumer prior knowledge moderates some elements of

attribute importance variables and interpersonal influence variables on repurchase intention.

In conclusion, in general the findings of this study on moderating role of consumer prior product knowledge in the relationship between attribute importance variables and interpersonal influence were found to be consistent to Rao and Monroe (1988) and Soderlund (2002) conceptions which connote that high-familiarity (high knowledgeable) customers tend to display higher level of satisfaction and repurchase intention than low-familiarity (low knowledgeable) customers. In the case of this study, it was indicated that consumer prior product knowledge (customers familiarity with the product) moderated the relationship between brand name attribute importance (fashion clothing and branded perfume), price attribute importance (instant coffee), normative influence (personal computer) on the respondents' repurchase intention for certain categories of high involvement products and low involvement products as hypothesised.

4.12 Chapter Summary

This chapter begins with explanation on sampling results in terms of data collection process and response rate, then followed by descriptions on data cleaning, deleting missing values, detecting outliers and manipulating the data. Then descriptive analysis of data was discussed in detailed such as the respondents profile and respondents general purchasing behaviour pattern. Comparison between the findings of the current study and past studies with regards to respondents' general purchasing behaviour pattern was also discussed. Next, the detailed explanation on reliability analysis and validity tests was discussed, followed by factor analysis discussion. The skewness and kurtosis was also explained in determining the distribution of the main variables used in

the study. In order to ensure sufficient correlations among some of the variables, correlation analysis was discussed and reported in the form of correlation matrix. Factor analysis was also performed to determine the internal reliability and validity of the scales used to measure the main research variables.

To determine the relationship between gender and consumer product involvement and the main variables in the study, MANOVA procedures were employed. For this purpose, the multivariate tests and univariate tests were used to examine the significant difference among groups of consumers and the main variables and determine between group effects and size effects.

Finally, the hypotheses testing using standard multiple regression analysis to determine the relationship between the independent variables (quality attribute importance, price attribute importance, brand name attribute importance, product information attribute importance, normative influence and informational influence) and the dependent variable (repurchase intention) was explained and discussed in details. Comparison between the current study and past studies were provided and assessment of overall model fit was explained. The discussions on the moderating effect of consumer prior product knowledge in the relationship between the independent variables and dependent variable were also explained in details. Finally, this section ends with explanation on the consistency on findings of the current study and comparison was highlighted with findings of past studies related to consumer prior product knowledge as a moderator variable in the relationship between independent variables and dependent variable.

CHAPTER 5

CONCLUSION

5.1 Introduction

This chapter reviews the study that had been undertaken. It begins with a brief review of the study. Next, the major findings of the study and research hypotheses that had been tested are summarised. Third, the extent of this study consistent with the existing research on attribute importance variables and interpersonal influence variables in explaining repurchase intention were examined. The consistency and inconsistency of the present study in comparison to past studies are also explained. Fourth, the contributions of this study in terms of theory, methodology and practice as well as the managerial and marketing implications are elaborated. Finally, this chapter concludes with the limitations and direction for future research.

5.2 Overview of the Study

The main aims of this study are to investigate four major issues as stated below:

- a) To examine the general purchasing behaviour pattern of the consumers with regards to purchasing two categories of products - high involvement products and low involvement products. High involvement products are fashion clothing, personal computer and branded perfume, while low involvement products are instant noodles, instant coffee and detergent;
- b) To determine the significant difference between two groups of consumers (gender and consumer product involvement) and the main research variables - quality attribute, price attribute, brand name attribute, product information attribute, normative influence, informational influence in relation to consumers repurchase intention;
- c) To determine the relationship between independent variables (attribute importance variables - quality attribute, price attribute, brand name attribute, product information

attribute, interpersonal influence variables - normative influence and informational influence) and dependent variable (repurchase intention); and

d) To examine the moderating role of consumer prior product knowledge in the relationship between independent variables (attribute importance variables - quality attribute, price attribute, brand name attribute, product information attribute, interpersonal influence variables - normative influence and informational influence) and dependence variable (repurchase intention).

The conceptual framework of this study was modeled based on stochastic brand choice and purchase incidence models as modified by Jones and Zufryden (1980). Jones and Zufryden model treated element of marketing such as price and segmentation variables which consist of demographic variables such as income and number of children in a household as independent variables and dependent variable was purchase intention behaviour. They used logistic regression to analyse the data using a mixture of metric and nonmetric scales. In contrast, in this study the models were tested using multiple regression analysis and hierarchical regression analysis employing multi-items metric scales for both independent variables and dependent variable to test the formulated hypotheses.

However, the conceptual framework of the current study treated elements of marketing and aspects of consumer behaviour as independent variables which consist of quality attribute, price attribute, brand name attribute, product information attribute, normative influence and informational influence, while repurchase intention was treated as dependent variable. Consumer prior product knowledge was hypothesised to moderate the relationship between these independent variables and dependent variable.

Even though the focus of the dependent variable used in this study was repurchase intention, there were indications that suggested consistent results with past research. Therefore, based on this observation, it was speculated that the attributes or determinants for predicting purchase intention, brand choice and repurchase intention are similar regardless whether the products are categorised as high involvement products or low involvement products with regards to consumer goods.

However, the moderating power of consumer prior product knowledge was not strongly indicated. This could be due to the majority of the consumers already have some sort of knowledge on the products to be repurchased and also could be due to the fact that on average consumers do not rely on prior product knowledge. The findings revealed that on average the mean scores for all groups of consumers were found to be in the range of 3.00 and below 4.00 out of 7.00 point scales for prior product knowledge variable. The other assumption was that it could be consumers did not make repurchase decisions based on their past experiences but affected by recent exposure about the products or services as source of information to make an evaluation and sometimes use their own heuristics instinct even when information was available.

The survey design was preferably used in the data collection procedure taken on the basis of several practical reasons that has been justified in the methodology chapter. However, additional reasons for choosing the survey design because it was easy to administer and responses from respondents were high. Furthermore, in terms of the length of the questionnaire which consisted of 17 pages, a self-administered questionnaire via mall intercepts was considered as most appropriate. This method was preferred because it gave the respondents ample time to answer the questions asked and their participation in the survey was voluntary. In terms of scales and measurements,

most of these scales were established scales adopted and adapted from past studies with minor modification to suit the respondents in this study. It was also observed that reliability scores and the validity of the scales were consistent with the original ones and even yielded higher scores than original scales for some constructs.

The research instrument was a 17-page questionnaire consisted of mainly structured questions. The questionnaire was divided into three sections specifically designed to answer the objectives of the study related to attribute importance variables, interpersonal influence variables, consumer prior product knowledge, repurchase intention, consumers purchasing behaviour pattern, consumer product involvement and information on respondents' demographics statistics.

The sampling approach used in this study was non-probability employing quota-sampling technique whereby the respondents were divided proportionately based on gender (male and female). The data were collected using mall intercepts technique. The frequently patronised retail outlets were chosen using convenience technique inclusive of departmental stores, hypermarkets/malls, supermarkets and small retail/specialty stores/discount stores located mostly in the center of Kuching City, the state capital of Sarawak, Malaysia, which is the largest business district center for the east region state of Malaysia. A total of 700 sets of questionnaire were distributed to the shoppers at these chosen retail outlets and 500 sets of completed questionnaires were useable in the analysis.

In conclusion, this study has achieved its objectives through developing a conceptual framework which focus on difference perspective in comparison to past studies, that is, using attribute importance variables and interpersonal influences variables to predict

repurchase intention (instead of brand choice and purchase behaviour) using high involvement products and low involvement products as a comparison. Consumer prior product knowledge added as the moderator variable in this relationship. This type of study was unintentionally a neglected area of research in the past literature. Hence, this study fill-in this gap and an extended model was developed in area of consumer behaviour, in particular repurchase intention and the related attribute importance variables and interpersonal influence variables that explain this behaviour.

Another uniqueness and contribution of this study was that, it employed a real shopping environmental setting to test the conceptual framework and consumers were approached at the retail outlets exit point, which was different from past research whereby most of the testing was carried out in an induced experimental setting. Hence, this study significantly contributes to the body of knowledge in the context of consumer behaviour in Malaysia as a whole and the ASEAN region in general.

The following sub-sections will explain in details the major findings of this study and its contribution to theory, methodology and managerial implications and decisions in the field of marketing and consumer behaviour.

5.3 Major Findings

5.3.1 Introduction

This section begins with the summarisation of the profile of respondents, description of general purchasing behaviour pattern of the respondents and significance mean different between group of consumers and the main research variables. The findings summary of the relationship between independent variables and dependent variable were provided with hypotheses results. Consumer prior product knowledge as the moderating variable

between independent variables and dependent variable were summarised with the results of hypotheses.

5.3.2 Characteristics of the Respondents

The findings reveal that 259 (51.8%) of the respondents were females and 241 (48.1%) were males. The study also indicated that 366 or 73.2% of the respondents were young people aged between 25 to 34 years old and most of them (326 or 65.2%) earned an average monthly household income between RM2000 to RM6999. In terms of education level, most of the respondents, that is, 312 or 62.4% of them had college diploma and university degree level of education. Essentially, the majority of the respondents, that is, 246 (49.2%) were singles, 167 (33.4%) of them were married with children, 80 (16%) of them were married without children, and seven (1.4%) of them were divorced/widowed or single parent.

The majority of the respondents had 3 to 4 children in their household (223 or 44.6%), 145 (29%) had 5 to 6 children, 82 (16.4%) of them had between 1 to 2 children, and 50 (10%) of them had 7 or more children. The majority of the respondents were Christian, that is, 248 (49.6%), 168 (33.6%) of them were Muslim, 67 (13.4%) of them were Buddhist, 11 (2.2%) of them were Hindus, and six (1.2%) of them were from other faiths. On average most of the respondents were religious people, that is, 411 (82.2%) of them stated that their strength of religious orientation were between average to strong. While the other 89 (17.8%) of them state that they were not religious. The respondents profile are valuable information for marketers and businesses alike to streamline their marketing strategies in order to understand consumer behaviour in relation to promotion strategies, pricing strategies, and market segmentation development.

5.3.3 General Purchasing Behaviour Pattern of the Respondents

Respondents general purchasing behaviour pattern were measured in terms of the products categories that they bought, the most important buying decision, the least buying decision with regards to these products categories and brand name preference by product categories.

Other variables that were also measured included the amount they spent, retail outlets preference, time and frequency of purchasing the products in the last 12 months, preference of foreign brand names or local brand names, the reasons for purchasing the products, advertisements seen/heard that influenced the respondents purchase decisions and the persons influenced their buying decisions.

In terms of buying decision, the study indicated that the majority of the respondents ranked buying fashion clothing as their most important purchase decision, followed by personal computer, branded perfume, instant noodles, instant coffee, and stated that buying detergent as the least important purchase decision. This finding seemed to be consistent with past studies that contended any purchase which was used publicly such as fashion clothing (rank 1, mean - 1.72) was considered as an important decision by consumers.

Buying personal computer (Rank 2, mean=1.88) was also considered as an important decision. This could be due to its expensive price and technological complexity which requires the consumers to search for information and opinion from others. The next important purchase decision was buying branded perfume (rank 3, mean=2.43), but its usage was invisible to the public as compared to fashion clothing. However, in general, buying low involvement products such as instant noodles, instant coffee and detergent

were generally not considered as an important decision by respondents in this study because these products were bought frequently and did not require considerable effort for information search in the consumer's decision making process.

In conclusion, the results of the findings were consistently in line with the notion that consumers tend to be more involved when they decided to purchase expensive items and the products that they purchased display social visibility in comparison to purchasing inexpensive, frequently purchased items and if the usage of the product was not used in public such as found in Clarke and Belk (1979), Asseal (1987), Lamb, Hair and McDaniel (2000), Kotler (2003), and Blackwell, Miniard and Engel (2004). Examples of such products included fashion clothing/apparel, computers, perfume, instant noodles/pastas, instant coffee and detergent.

In terms of place, the majority of the respondents stated that they purchased high involvement products such as fashion clothing, personal computer and branded perfume in departmental stores/malls, followed by specialty stores, hypermarkets, small retail shops/discount stores and specialty stores in that order. However, for low involvement products such as instant noodles, instant coffee and detergent, most of the respondents stated that they preferred to go to supermarkets to purchase these products.

For most high involvement products such as fashion clothing, personal computer and branded perfume, the majority of the respondents preferred to purchase them during special occasion, for example, during sales or promotion periods throughout the year. For low involvement products such as instant noodles, instant coffee and detergent, the respondents preferred to buy them either weekly or monthly.

The majority of the respondents preferred to purchase foreign brand manufactured in foreign countries for both high involvement products and low involvement products because they believed and perceived that foreign brands were of high quality as compared to local brands. In addition these products carry established brand names and were reasonably priced.

On average most of the respondents spent between RM1000 to RM3000 to purchase a personal computer. For fashion clothing and branded perfume, the majority of the respondents stated that they spent between RM100 to RM200 to buy them. In contrast, for low involvement products such as instant noodles, instant coffee and detergent, most of the respondents spent on average between RM10 to RM21 to purchase these products. For high involvement products such as personal computer and branded perfume, most of the respondents stated that they purchased these products only once in the past 12 months. In contrast, most of the respondents purchase instant noodles, instant coffee and detergent more than six times in the past 12 months.

The majority of the respondents stated that they purchase both category of products (high involvement products and low involvement products) mainly for their own use, and only a few of them mentioned that they purchased these products as 'gift giving' and for other purposes. The opinion of significant others such as family members, friends, spouses, siblings, children, salespersons and the like that influence on the decisions of the respondents to purchase or not to purchase fashion clothing were influenced by friends, spouses, salespersons and family members. Decisions to purchase a personal computer were influenced by family members, then friends, spouses and salespersons. Mean while, decisions to purchase branded perfume were influenced by spouses, family members and friends. In contrast, for low involvement products such as

instant noodles, instant coffee and detergent, their decisions were influenced by their spouses, family members and friends.

As a conclusion, the findings of this study in terms of consumer general purchasing behaviour for both high involvement products and low involvement products suggested some similarities and differences which could give an insight to marketing and managerial decisions.

5.3.4 Comparison of Significant Mean Difference between Groups of Consumers and Main Research Variables

Based on the observation derives from the findings and the results of multivariate tests, it can be concluded that gender plays an important role in deciding which attributes the respondents considered as important and as well as which dimensions of interpersonal influence had an impact on their decisions in relation to repurchase intention.

a. Comparison between Consumer Gender and Main Research Variables by Product Categories

For high involvement products, even though in general the regression models revealed that normative influence and informational influence did not statistically and significantly contribute in the prediction of repurchase intention. However, when checked collectively and individually using multivariate test and univariate test it was found that quality attribute importance, product information attribute importance, normative influence and informational influence reach significant mean difference in terms of gender. It was observed that female consumers displayed a strong inclination to conform to group norms and seek information from significant others in comparison to male consumers. These significant others included spouses, family members, friends and salespersons depending on the product categories. It was also noted that female

consumers tended to be more quality and brand conscious, while male consumers placed more attention on price and product information especially for technologically complex product such as a personal computer. Please refer to Table 5.1 for the summary of significant and mean difference between gender and main research variables by product categories.

Table 5.1: Summary of Significant and Mean Difference between Consumer Gender and Main Research Variables using Multivariate Tests and Mean Scores by Product Categories

Significant Variables	Gender Mean Score		Significant Value Reach for Each Variable	Product Categories
	Male	Female		
Normative Influence	4.627	4.846	0.001*	Fashion Clothing (high involvement)
Informational Influence	4.847	5.055	0.008*	
Product Information	5.473	5.297	0.036*	Personal Computer (high involvement)
Normative Influence	4.695	4.836	0.028*	
Informational Influence	4.944	5.135	0.013*	
Quality	4.646	4.748	0.050*	Branded Perfume (high involvement)
Quality	4.818	4.973	0.011*	Instant Noodles (low involvement)
Normative Influence	4.236	4.602	0.000*	
Informational Influence	4.447	4.678	0.021*	
Quality	4.793	4.990	0.001*	Instant Coffee (low involvement)
Normative Influence	4.260	4.585	0.001*	
Informational Influence	4.437	4.696	0.011*	
Quality	4.353	4.511	0.001*	Detergent (low involvement)
Normative Influence	4.236	4.602	0.000*	

#computed using alpha = 0.05 level

*Adjustment for multiple comparisons: Bonferroni alpha = 0.008 (0.05/6)

Similarly regression models indicated that normative influence and informational influence did not statistically and significantly contribute in the prediction of consumers repurchase intention for low involvement products. However, when check collectively and individually using multivariate test and univariate test, it showed that quality attribute, normative influence and informational influence reach significant mean difference in terms of gender.

It was observed that female consumers were inclined to be influenced by significant others than male consumers in terms of seeking opinion and obtaining information in relation to repurchase intention. In general female consumers also placed more attention to quality attribute and product information attribute, while male consumers looked at price attribute and brand name attribute in relation to repurchase intention of certain low involvement product categories.

The results of this study supported few findings of past research that suggested female consumers were more often read on product information than male consumers such as reported in Mueller (1991). Female consumers also inclined to seek opinion from significant others and obtained information from others whom they socialised than male consumers when they decided to make important purchases and choice decision on a particular product classes which showed similar results to studies conducted by Mangleburge, Grewal and Bristol (1997), and Kawabata and J. Rabolt (1999).

Several past studies in literature reported that quality attribute, price attribute and brand name attribute were significant attributes that influenced consumers' purchase or repurchase decision but very few of these studies made a comparison among these consumers with regards to the importance of these attributes by gender differences in relation to repurchase intention of high and low involvement products. Hence, this study highlighted these differences and bridging these gaps which suggest that gender played an important role in influencing which particular attribute importance variables predict consumers' repurchase intention by comparing among different categories of high involvement products and low involvement products.

b. Comparison between Consumer Product Involvement and Main Research Variables by Product Categories

In terms of consumer product involvement, multivariate test and univariate test revealed that there was significant mean difference between groups of consumers with regards to attribute importance variables and interpersonal influence variables in relation to repurchase intention. In general for consumer product involvement mixed results were observed. Please refer to Table 5.2 for the summary on significant and mean difference between consumer product involvement and main research variables by product categories.

Table 5.2: Summary of Significant and Mean Difference between Consumer Product Involvement and Main Research Variables using Multivariate Tests and Mean Scores by Product Categories

Significant Variables	Product Involvement Mean Score		Significant Value Reach for Each Variable	Product Categories
	High	Low		
Price	4.800	4.647	0.017*	Fashion Clothing (high involvement)
Brand Name	5.377	5.176	0.014*	
Informational Influence	4.897	5.111	0.015*	
Quality	5.079	4.632	0.000*	Personal Computer (high involvement)
Price	4.882	4.401	0.000*	
Brand Name	5.528	4.775	0.000*	
Product Information	5.435	4.797	0.000*	
Informational Influence	5.074	4.702	0.007*	
Quality	4.589	4.765	0.001*	Branded Perfume (high involvement)
Price	4.642	4.829	0.001*	
Brand Name	5.061	5.522	0.000*	
Product Information	4.844	5.289	0.000*	
Normative Influence	4.644	5.171	0.000*	
Informational Influence	5.005	5.244	0.002*	
Product Information	4.633	5.008	0.000*	Instant Noodles (low involvement)
Normative Influence	4.266	4.642	0.000*	
Informational Influence	4.297	4.932	0.000*	
Product Information	4.686	4.987	0.000*	Instant Coffee (low involvement)
Normative Influence	4.245	4.644	0.000*	
Informational Influence	4.349	4.833	0.000*	
Quality	4.302	4.550	0.000*	Detergent (low involvement)
Normative Influence	4.198	4.620	0.000*	
Informational Influence	4.190	4.841	0.000*	

#computed using alpha = 0.05 level

*Adjustment for multiple comparisons: Bonferroni alpha = 0.008 (0.05/6)

However, based on mean scores, low involvement consumers were inclined to normative influence and informational influence than high involvement consumers when they repurchased low involvement products and certain types of high involvement products (branded perfume). It was revealed that in comparison to high involvement consumers, low involvement consumers considered that all attribute importance variables such as quality attribute, price attribute, brand name attribute and product information attribute as important in relation to repurchase intention for certain types of high involvement products such as branded perfume but not for fashion clothing and personal computer.

The findings showed that high involvement consumers placed importance on price attribute, brand name attribute and informational influence for fashion clothing in comparison to low involvement consumers. While for personal computer, high involvement consumers placed importance on quality, price attribute, brand name attribute, product information attribute and informational influence compared to low involvement consumers.

Similarly, mixed results were also observed for low involvement consumers depending on product categories in relation to repurchase intention in terms of attribute importance variables and interpersonal influence variables consideration. In general it was revealed that low involvement consumers considered product information attribute, normative influence and informational influence as important in comparison to high involvement consumers in relation to repurchase intention for certain types of low involvement products such as instant noodles and instant coffee.

On the other hand, high involvement consumers placed importance on quality attribute, price attribute and brand name attribute in their repurchase intention. But for detergent, high involvement consumers placed less importance on quality attribute, normative influence and informational influence in comparison to low involvement consumers. While, high involvement consumers considered brand name attribute in relation to repurchase intention for detergent. Hence, in conclusion, regardless whether the products were categorised as high involvement products or low involvement products both attribute importance variables and interpersonal influence variables predict consumer repurchase intention. However, these significant differences were manifested in terms of gender and consumer product involvement.

The results of these findings suggested some similarities and differences from past studies depending on the types of product categories purchased and the reasons for making the purchase decisions. Nevertheless, found to be consistent with the general notion that individuals will be highly involved if he or she placed importance on certain attributes regardless of products categories or classes. These similar results could be found in Mittal (1989), Zaichkowsky (1987), Quester and Smart, (1998), Hughes, Hutchins and Karathanassi (1998), Warrington and Shim, 2000, McColl-Kennedy and Fetter, Jr. (2001), and Clarke, (2006).

5.3.5 Hypotheses Testing

The research conceptual framework and the hypotheses of this study were tested using standard multiple regression and hierarchical multiple regression procedures. These tests were performed to determine the significant contribution of the independent variables (attribute importance variables and interpersonal influence variables) in predicting the dependent variable (repurchase intention) and as well as to examine the

moderating effect of consumer prior knowledge in this relationship. The summary of the results of the hypothesis testing are provided below.

5.3.5.1 Testing the Relationship between the Independent Variables and the Dependent Variable

The research model recognised two independent constructs namely attribute importance variables and interpersonal influence variables to predict the dependent variable that is, repurchase intention. Each of the independent construct was represented by a number of variables. Attribute importance variables consisted of four variables namely quality attribute, price attribute, brand name attribute and product information attribute.

Interpersonal influence construct consisted of two components, that is, normative influence and informational influence. A review on literature indicates that the linkages between attribute importance variables and repurchase intention and as well as the linkages between interpersonal influence and repurchase intention are relatively neglected area of research in terms of consumer goods. But research on several attribute importance variables and repurchase intention manifested in service quality, price, brand image/brand reputation and product information were widely established in the service settings, retail settings and business-to-business settings.

On the other hand research linking interpersonal influence variables and repurchase intention were not explicitly known. However, this linkage was shown indirectly in terms of social influence in the purchase intention and susceptibility to interpersonal influence in product evaluations and purchase intention. Nonetheless, there were indications that attribute importance variables namely quality attribute, price attribute, brand name attribute, product information attribute had a direct relationship with purchase behaviour (purchase and/or purchase intention and brand choice). Mean while,

interpersonal influence in terms of consumer susceptibility was widely researched in the literature and most of these studies indicated that consumers were influenced most by informational influence, that is, by obtaining information from knowledgeable others before engaging in purchase actions than normative influence, that is, a pressure to conform to group norms. However, repurchase intention behaviour was heavily researched in the service industry such as tourism, banking, retail patronage, restaurants, hotels, and many other service-related industries. But research in tangibles consumer goods with regards to repurchase intention was not well established and explicitly researched.

Therefore, based on these observations it was hypothesised that: a) attribute importance variables such as quality attribute, price attribute, brand name attribute and product information attribute tend to predict a consumer's repurchase intention significantly stronger for high involvement products in comparison to low involvement products; and b) and interpersonal influence variables such as normative influence and informational influence variables explain a consumer's repurchase intention significantly stronger for high involvement products in comparison to low involvement products.

To test these hypotheses, standard multiple regression procedures was conducted and the results indicated that depending on the product categories some of these hypotheses are supported and partially supported while some are not supported.

In general, the regression model showed that in terms of high involvement products it could be concluded that attribute importance variables such as quality attribute, price attribute, brand name attribute and product information attribute indicated significantly stronger relationship with regards to repurchase intention for certain specific products in

the high involvement categories in comparison to low involvement categories. In other words, these attribute importance variables statistically and significantly contributed in predicting a consumer's repurchase intention stronger for high involvement products in comparison for low involvement products.

In contrast, interpersonal influence variables statistically did not contribute significantly in the prediction of a consumer's repurchase intention, except for certain product that was technologically complex in nature such as personal computer, which required consumers to look for product information in details and obtained information from significant others (informational influence) for approval before engaging in repurchase intention.

The results of this study were consistent with past studies and confirmed the general conception of price-quality relationship, price-brand name and product information relationship and brand name dependence in relation to purchase intention behaviour such as found in Stafford and Enis (1969), Zeithaml (1988), Tellis and Gaeth (1990), Dodds, Monroe and Grewal (1991), and Bristow, Schneider and Schuler (2002). However, the difference revealed in this study was the specific focus on consumer behaviour, that is repurchase intention for high involvement products and low involvement products as a comparison.

Even though the direct significant relationship of normative influence, informational influence and repurchase intention could not be compared conclusively with past studies in relation to high involvement products and low involvement products. But observation in past literature suggested that changes in attitudes and actions produced by social influence/group influence might occur at different levels, these differences and level of

changes took place in correspond to differences in the process that the individual accepted influence or conformed to social influence/group influence.

Past studies such as in Deutsch and Gerard (1955), Kelman (1958), Witt's (1969), and Park and Lessig's (1977) studies indicated that there was significant correlation between group influence and the similarity of brands/products choice and the product purchase decisions vary in consumers susceptibility to group influence.

Hence, it could be deduced that consistent to general theories and conceptions, normative influence and information influence might explain repurchase intention even though the model in this study showed statistically insignificant relationship. However, this direct relationship was confirmed between informational influence variable and repurchase intention for a personal computer (high involvement product). In the case of low involvement products, this relationship point to the opposite direction (-ve direction) with the assumptions that low involvement products were low involvement purchases which did not require high product involvement and search effort by a consumer.

Even though, the results revealed insignificant relationship for certain interpersonal influence variables (in this case is normative influence), but when further testing was performed using MANOVA procedure to determine between group mean difference, it was found that certain segment of the consumers placed importance on normative influence, in particular female consumers and low involvement consumers.

As a conclusion, on the basis of beta-value contribution, the results of the study suggested that attribute importance variables that predicted repurchase intention

stronger for high involvement products in comparison to low involvement products were quality attribute and product information attribute. While for interpersonal influence variables, it was revealed that informational influence predicted repurchase intention stronger for high involvement products than low involvement products. On the other hand, the other attribute importance variables that were equality contributed in the prediction of repurchase intention for both high involvement products and low involvement products were brand attribute and price attribute. However, the normative influence variable did not strongly explained repurchase intention for both product categories (high involvement products and low involvement products).

Please refer to Table 5.3 for the summary of relationship between independent variables and dependent variable and hypotheses testing results.

Table 5.3: Summary of Hypotheses Testing on Relationship between the Independent Variables and the Dependent Variable

Hypotheses	Conclusion of Hypotheses
Quality attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was supported.	H1 - supported
Price attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was not supported.	H2 - not supported
Brand name attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was not supported.	H3 - not supported
Product information attribute of high involvement products contribute to stronger repurchase intention than that of low involvement products was supported.	H4 - supported
Normative influence of high involvement products contribute to stronger repurchase intention than that of low involvement products was not supported.	H5 - not supported
Informational influence of high involvement products contribute to stronger repurchase intention than that of low involvement products was supported.	H6 - supported

5.3.5.2 Consumer Prior Product Knowledge as the Moderating Variable between the Independent Variables and the Dependent Variable

The moderating role of consumer prior product knowledge was also not clear in the literature and often equate with frequency, familiarity, and past experiences. However, few studies in the literature indicated that prior product knowledge moderates in the relationship between attribute importance variables and interpersonal influence variables and repurchase intention but displayed indirectly through the acquisition of price and product information search activity such as reported in Urbany (1986), Chang and Widt (1994), and Blair and Innis, (1996).

There were also indications that suggested people who acquired prior product knowledge shop less when they knew all the features they wanted; and individuals with little knowledge was highly likely to obtain information from friend, particularly at the early stage of decision making process as indicated in Moore and Lehmann (1980), and Beatty and Smith (1987).

Past studies also indicated that prior product knowledge was extensively studied to understand individual evaluation behaviour about products that they wanted to purchase. For example, Peracchio and Tybout's (1996: 188-189) study suggested that individuals with extensive/prior knowledge evaluated product less favourably and tended to make evaluations more extremely than individuals who lacked elaborate knowledge. Mean while Rao and Monroe (1988), and Rao and Sieben (1992) investigated the price-quality relationship to understand the factors that might influence the usage of information by the consumer to assess the product's quality and prior product knowledge used as a moderating variable. It was revealed in their studies that the consumer's prior knowledge moderates this relationship. Their studies also

suggested that a consumer's utilisation of price-quality assessment tended to decrease if a consumer was familiar with the price-quality variations in the market place. However, if quality variations of products were widely known, then the use of price as an indicator in assessment tended to decrease with familiarity as indicated in Rao and Monroe (1988). To some extent, in the absence of price-quality indicator, a consumer dependence on brand name tended to increase in particular if the products to be purchased or repurchased were expensive and technologically complex such as computers and electronics (as found in Bristow, Schneider & Schuler, 2002). It was also revealed in the literature that consumers did not learn from past experiences/prior knowledge but used their recent exposure about the products or services as a source of information and evaluation before engaging into purchase actions (as concluded by Tellis & Geath, 1990).

In terms of interpersonal influence, it was indicated that informational influence was likely to affect by improving knowledge and performance, and hence may improve the ability of one's ability to judge based on the knowledge acquired from others as concluded in Mangelburg, Doney and Bristol (2004).

However, research on consumer prior product knowledge as a moderator variable in the relationship between attribute importance variables and interpersonal influence variables on repurchase intention was not well-established in literature and observation had been made that this area of consumer behaviour was being unconsciously neglected.

Therefore, on the premise of these discussions and empirical evidences in past research, this study hypothesised that: a) consumer prior product knowledge moderates the relationship between attribute importance variables (viz: quality attribute, price

attribute, brand name attribute, and product information attribute) and repurchase intention stronger for high involvement products in comparison to low involvement products; b) consumer prior product knowledge moderates interpersonal influence variables (normative influence and informational influence) and repurchase intention stronger for high involvement products in comparison to low involvement products.

The summary of hierarchical regression analysis results to test on the moderating role of consumer prior product knowledge between independent variables and dependent variable is shown in Table 5.4.

Table 5.4: Summary of Hypotheses Testing of Consumer Prior Product Knowledge as the Moderator Variable between the Independent Variables and the Dependent Variable

Hypothesis	Conclusion of Hypothesis
Consumer prior product knowledge moderates the relationship between quality attribute of high involvement products and repurchase intention stronger than that of low involvement products (H7).	H7 - not supported
Consumer prior product knowledge moderates the relationship between price attribute of high involvement products and repurchase intention stronger than that of low involvement products (H8).	H8 - not supported
Consumer prior product knowledge moderates the relationship between brand name attribute of high involvement products and repurchase intention stronger than that of low involvement products (H9).	H9 - supported
Consumer prior product knowledge moderates the relationship between product information attribute of high involvement products and repurchase intention stronger than that of low involvement products (H10).	H10 - not supported
Consumer prior product knowledge moderates the relationship between normative influence of high involvement products and repurchase intention stronger than that of low involvement products (H11).	H11 - partially supported
Consumer prior product knowledge moderates the relationship between informational influence of high involvement products and repurchase intention stronger than that of low involvement products (H12).	H12 - supported

Based on the summary results as depicted in Table 5.4 and hierarchical analysis in the previous discussions on findings, it was observed that consumer prior product knowledge did not significantly moderates the relationship between quality attribute, price attribute and product information attribute on repurchase intention for both high involvement products and low involvements products.

However, for specific product categories such as fashion clothing, personal computer and branded perfume, the findings indicated that consumer prior product knowledge moderates the relationship between brand name attribute importance for fashion clothing and branded perfume in relation to repurchase intention. It was also revealed that consumer prior product knowledge moderates the relationship between normative influence variable and repurchase intention for personal computer. Mean while, for certain type of low involvement products, the findings suggested that consumer prior product knowledge moderates the relationship between price attribute importance and repurchase intention for instant coffee.

In this context, the interpretation of this study was consistent with general theory which postulated that individuals would seek an opinion from significant others if the products utilitarian value was higher and the perceived risk of making a purchase was higher. On one end individuals would obtain information from others whom they thought were more knowledgeable, in particular if they faced difficulty to make evaluation even though they were available information. Hence, in this perspective, consumer prior product knowledge played a role in moderating this relationship to influence repurchase intention, in terms of obtaining prior information from significant others such as family members, friends and salespersons. In the case of this current study it was revealed that consumer prior product knowledge moderates the relationship between normative

influence variable and repurchase intention for personal computer. In other instance, in the absence of other available attributes to assess the product's worth and quality, consumer's dependence on brand name tends to increase especially if the products quality were widely known, the dependence on other attributes such as price would decrease with an increase in consumer familiarity on a particular brand of a product. Similarly, if the product displayed social visibility and sign value, a consumer tended to purchase products or specific brand names that were thought to be congruent to their self image.

In conclusion, on the basis of the discussions above, in the case of this study, for high involvement products, it was speculated that a consumer was actively involved in extensive prior knowledge search to assess a product's quality, worth (price) and product information before engaging in repurchase intention of fashion clothing and branded perfume. Hence, a consumer dependence on brand name attribute decreases and consumer prior product knowledge increases to influence repurchase intention stronger for high involvement products in comparison to low involvement products. Similarly, a consumer dependence on normative influence also decreases and consumer prior product knowledge increases to influence repurchase intention of high involvement product (personal computer) stronger in comparison to low involvement products.

On the other hand, for low involvement products, consumer prior product knowledge did not significantly moderates the relationship between independent variables and dependent variable used in this study, except for instant coffee. In general, in the marketplace instant coffee was widely known as having quality-variations. Hence, the use of price as an indicator to assess the quality of a product's worth tended to decrease

with familiarity or prior knowledge on instant coffee. As such, in this study, consumer prior knowledge moderates the relationship between price attribute importance variable and repurchase intention for instant coffee (low involvement products).

5.4 Contributions of the Study

5.4.1 Introduction

The contribution of this study is of three fold, that is, contribution to theory, contribution to methodology and contribution to practice. The discussions on each of this contribution are provided in the following sub-section.

5.4.2 Contribution to Theory

The development of conceptual framework of this study is an integration of several constructs pertaining to consumer purchase behaviour, specifically emphasising on consumer repurchase intention and the related factors predicting this behaviour. The conceptual framework is developed based on the stochastic models of brand choice and purchase incidence models adapting a modified model by Jones and Zufryden (1980). Based on observation in past literature, the study on repurchase intention and the factors that influence this behaviour is relatively a neglected area of research. Hence, the major contributions of this study to the existing body of knowledge theoretically in marketing and consumer behaviour modeling are as discussed below:

- The research conceptual model

The main theoretical contribution of this study is the model itself, concerning the integration approach undertaken to combine several marketing elements of attribute importance variables and consumer behaviour aspects of interpersonal influence variables in predicting repurchase intention using consumer prior product knowledge as

a moderating variable. Attribute importance variables consisted of quality attribute, price attribute, brand name attribute, and product information attribute. Interpersonal influence variables comprise of normative influence and informational influence. This research conceptual is an extension to the existing body of knowledge in the context of consumer behaviour (repurchase intention behaviour) for high involvement products and low involvement products, in particular consumer behaviour that represented the Asean regions, albeit the small number of sample respondents and limited to one capital state in East Malaysia (Kuching City).

- Consumer repurchase intention behaviour is a neglected area of research

Most past studies and even the present ones were fragmented and specific-oriented. It was observed in the literature that past and recent studies did not directly investigated the relationship between attribute importance variables, interpersonal influence variables and repurchase intention. Most past studies discuss these variables in terms of the effects of these variables on pre-purchase evaluations and purchase decision and/or purchase intention as well as the correlation among these variables. Some of the examples of past studies are highlighted below:

- (i) The discussions are mainly fragmented and the relationship with regards to repurchase intention was vague, except for few studies in retail and service marketing context such as in Bellenger and Moschis, (1982); customer familiarity and its effects on satisfaction and behavioural intention (in Soderlund, 2002); determinants of retail stores re-patronage (in Binninger, 2008; Zboja & Voorhees, 2006); determinants influencing consumer satisfaction and repurchase intention in cleaning service firms (in Akir, Malie, Wan Sunusi & Sidi, 2007; product and service quality influence on fast food restaurants repurchase and brand loyalty (in

Surbani, Said & Embong, 2008; determinants influencing consumers' supermarket re-patronage behaviour (in Akir, Sidi & Malie, 2008); and in Park and Sullivan's (2009) study on the relationship between attribute evaluation and brand re-patronage.

In other words, the orientation of the research related to attribute importance variables are focused on certain specific issues, for examples, specific to price-quality relationship (such as in Stafford & Enis, 1969; assessing demographics and price influence on brand purchase behaviour (in Jones & Zufden, 1980; Jones & Zufryden, 1982); the role of price in multi-attribute product evaluations and the effect of price on choice and perceptions under different conditions of experience, information and beliefs in quality differences (in Obermiller & Wheatley, 1984; Erickson & Johansson, 1985); Curry & Riesz, 1988; Zeithaml, 1988); reference price effects on brand and promotion on brand choice behaviour (Lattin & Bucklin, 1989).

- (ii) While others investigated the effect of price knowledge and search of supermarket shoppers (in Dickson & Sawyer, 1990); effects of price, brand and store information on buyers' product evaluations (in Dodds, Monroe & Grewal, 1991); the comparison of market price and reference price in predicting consumers' response to new prices (in Urbany & Dickson, 1991); price perceptions and consumer shopping behaviour (in Lichtenstein, Ridgway & Netemeyer, 1993); and non-price determinants of intention to purchase of counterfeit goods (in Wee, Tan & Cheok, 1995); measuring the price knowledge shoppers bring to the store and price search in the grocery market (in Vanhuele & Dreze, 2002); correlates of price acceptability and reexamining

latitude of price acceptability and price thresholds to predict consumer reaction to price (in Ofir, 2004); price knowledge and effects of consumers' attitudes towards prices, demographics, and socio-cultural characteristics (in Rosa-Diaz, 2004);

(iii) In regards to product information, the focus are mainly on the impact of information and learning on consumer choices (in Tellis & Gaeth, 1990); price, product information and purchase intention relationship (in Chang & Wildt, 1994); age differences in consumers' search for information (in Cole & Balasubramanian, 1993); sources of information (in Jensen & Kesavan, 1993); determinants of information search (in Avery, 1996); external search effort across product categories (in Beatty and Smith, 1987); individual differences in search behaviour (in Moore & Lehmann, 1980); consumer information acquisition activities in service marketing theory (in Murray, 1991); economics of information (in Urbany, 1986); quality of information, (in Lillrank, 2003); and conceptual discussion on information and consumer behaviour (in Nelson, 1970).

(iv) In terms of the use of brand name relative to consumer's evaluation and purchase intention, the emphasis is centered around the importance of brand on consumer's evaluative criteria in relation to other attributes such as price, product information and quality and also brand image or brand status association. For example, the effects of non-product related brand associations on status and conspicuous consumption (in O'Cass & Frost, 2002); the impact of brand credibility on consumer price sensitivity (in Erdem, Swait & Louviere, 2002); and measuring consumer's use of brand name to differentiate among

product alternatives (in Bristow, Schneider & Schuler, 2002); service brands associations (in O’Cass & Grace, 2003); brand associations through conjoint analysis and market simulation (in Dean, 2004); the importance of brand cues in intangible service industries (in Brady, Bourdeau & Heskell, 2005); the effect of product characteristics (product knowledge, product involvement, product types, switching cost) on private brand purchases (in Kwon, Lee & Kwon, 2008); factors affecting consumers’ purchase intention toward a US apparel brand (in Lee, Kim, Pelton, Knight & Forney, 2008).

While some researchers determine consumers consumption situations and the effects of brand image on consumer’s brand evaluations (in Graeff, 1997); examine consumer preferences and the importance of brand name across cultural context (in Bristow & Asquith, 1999); strategies for building consumer brand preference (in Alreck & Settle, 1999); using projective technique to measure brand image (in Hussey & Duncombe, 1999), brand recognition and young consumers (in Hogg, Bruce & Hill, 1999); examine on brand awareness effects on consumer making for a common repeat purchase product (in MacDonald & Sharp, 2000).

Other research focused on preference and purchase of brands relationship (in Banks, 1950); the determination of factors influencing brand choice (in Brown, 1950); the development of brand preference model as well as estimating consumer preferences for new durable brand in an established product class (in Stanton & Lowenhar, 1974; Ryans, 1974); attitude, social influence, personal norm and intention interactions related to brand purchase behaviour (in Bonfield, 1974); brand familiarity and brand preference behaviour (in Baker, Hutchinson, Moore &

Nadungadi, 1983); the effects of manufacturer disclosure on consumer perceptions of private brand in terms of grocery product attributes (in Fugate, 1986); the influence of product knowledge and brand name on internal price standards and confidence (in Biswas & Sherrel, 1993); brand and evaluation in terms of investigating the effects of product knowledge on the evaluation of warranted brand (in Blair & Innis, 1996).

- Integrating interpersonal influence as a predictor variable in the conceptual model

The next contribution to the body of existing knowledge of this study is regarding the inclusion of interpersonal influence alongside attribute importance variables to predict repurchase intention. In the domain of social psychology and sociology theory, groups influence has an impact on individual consumption and purchase decision. However, the studies directly investigate the relationship between interpersonal influence and repurchase intention is unclear and relatively little empirical effort has been devoted to uncover this relationship in the literature. Past studies related to interpersonal influence/groups influence or sometimes known as consumer susceptibility to interpersonal influence in relation to consumers purchase behaviour was mostly specific - oriented and not explicitly discussed. Some examples related to interpersonal influence studies in the past include:

- i. studies which can be found in Kelman's (1958) conception of compliance, identification and internalization in relation to attitude changes; informal social group influence on consumer brand choice (in Witt, 1969); examine values and collective self-esteem as predictors of consumer susceptibility to interpersonal, the influence of reference group, normative and informational influence on consumer brand purchase decisions and buyer behaviour, and

the differences in susceptibility to reference group influence; individualistic orientation and consumer susceptibility to interpersonal influence (in Burnkrant & Cousineau, 1975; Park & Lessig, 1977; Kropp, Lavack & Holden, 1999; Mangleburg, Doney & Bristol, 2004; Kropp, Lavack & Silvera, 2005); interpersonal influence on consumer behaviour and its relation to attribution theory and attribution sensitivity (Netemeyer, Bearden & Teel, 1992).

Some studies focus on investigating the interactive impact of informational and normative influence on donations behaviour (in Latour & Manraj, 1989); interpersonal influence in consumption and non-consumption domain (in Mallalieu, 1999); situational price sensitivity and the role of consumption, occasion, social context and income (in Wakefield & Inman, 2003); social influence on brand community (in Algeisheimer, Dholakia & Hermann, 2005); and spousal influence in family purchase decision making (in Xia, Ahmed, Ghingold, Hwa, Li & Ying, 2006).

- Consumer prior product knowledge as the moderator variable in the conceptual model

The other new contribution of this study is the attempt to investigate the role of consumer prior product knowledge in moderating the relationship between attribute importance variables, interpersonal influence variables and repurchase intention. Although the study on consumer prior knowledge or familiarity and or/ experience is not new in the literature but the moderating effect of consumer prior product knowledge in regards to the conceptual framework of the current study is not well established and no relevant empirical evidences to support this relationship. However, there were few indications that indirectly discussed on the

moderating effect of prior product knowledge in past literature but did not explicitly cover all independent variables used in this current study in relation to repurchase intention.

Most of these studies are focus-oriented. For example, Blair and Innis, (1996: 455) reported that consumer's product knowledge does moderate the importance of warranty information as an indicator of product quality when consumers intend to purchase warranted brands; and subjects' reliance on brand name when making for price estimates is moderated by their level of product knowledge for at least one product category as concluded in Biswas and Sherrel's (1993: 42) study. Therefore, the interpretation of the findings of this study add to the body of existing knowledge on consumer prior product knowledge and consumer repurchase intention in terms of its role as the moderator variable between independent variables and dependent variable.

Therefore, the main theoretical contribution of this study manifested in terms of integrating marketing elements and aspect of consumer behaviour in predicting repurchase intention, that is, using attribute importance variables and interpersonal influence variables - a research conceptual model as an alternative model to predict repurchase intention with consumer prior product knowledge treated as the moderator variable in this relationship. The model itself is very important in the sense that it gives a new insight to both researchers and practitioners to understand consumer behaviour in depth on how they behave in different environmental situations and across different regions, states and culture. The current study did not only concerned on consumers purchasing behaviour as in the past research but it also taken into consideration consumers repurchase intention by making a comparison regarding their repurchase

intention behaviour using attribute importance variables and interpersonal influence variables for different product categories of high involvement products and low involvement products and which construct among these variables is being considered as more important and relevant to them.

Further, the research conceptual model in this study is the first of its kind and unique by itself as it uncovers the consumer behaviour in a different environmental settings, geographical location, and diverse cultural ethnicity, that is, in Kuching City, a capital city state of Sarawak, located at the Island of Borneo, Malaysia. Besides, this current study also further investigated and made a comparison between consumer gender and consumer product involvement using attribute importance variables and interpersonal influence variables to explore the importance of these variables in affecting the consumer's repurchase intention in relation to high involvement products and low involvement products.

In addition, this study also contributes to the body of knowledge in terms of exploratory model building in determining the attribute importance variables and interpersonal influence variables that contribute significantly in predicting repurchase intention as well as examining the role of consumer prior product knowledge in moderating the relationship between the independent variables and the dependent variable in the context of repurchase intention for high involvement products and low involvement products.

In conclusion, based on the arguments and discussions above, it was strongly indicated that this study has contributed significantly to the body of knowledge particularly in the context of consumer behaviour in the ASEAN regions and Asia in general in terms of

consumers repurchasing intention behaviour in particular, and buying behaviour in general. In the absence of previous research concerning these issues, hence, this study has filled-in this gap.

5.4.3 Contribution to Methodology

Most past studies on attribute importance especially studies related to price-quality relationship and purchase intention; and price, brand and information effects on products' evaluations as well as studies related to consumer susceptibility to interpersonal influence are conducted in laboratory experiment or simulated experimental setting and other methods such as observation, consumer panel data and time series (for examples in Kelman, 1958; Witt, 1969; Stafford & Enis, 1969; Burnkrant & Cousineau, 1975; Calder & Burnkrant, 1977; Jones & Zufryden, 1980; Moore & Lehman, 1980; Jones & Zufryden, 1982; Bearden & Etzel, 1982; Winer, 1986; Fugate, 1986; Urbany, 1986; Curry & Riesz, 1988; Zeithaml, 1988; Lattin & Bucklin, 1989; Tellis & Gaeth, 1990; Dickson & Sawyer, 1990; Urbany & Dickson, 1991; Dodds, Monroe & Grewal, 1991; Murray, 1991; Cole & Balasubramanian, 1993; Chang & Wildt, 1994; Blair & Innis, 1996; Graeff, 1997; Hussey & Duncombe, 1999; MacDonald & Sharp, 2000; Agarwal & Teas, 2002; Ataman & Ulengin, 2003; Ofir, 2004; Hansen, 2005).

Large number of these past studies attempted artificially to induce consumer reactions towards several determinants (price or non-price) believe to influence consumer purchase behaviour and how these determinants affects their purchase decision/intentions and evaluations across a number of product categories. However, no direct studies that investigated the influence of attribute importance variables, interpersonal influence variables with regards to a consumer's repurchase intention at a

real shopping environment using high involvement products and low involvement products as a comparison. Furthermore, if surveys were used, it was observed that undergraduates students were employed as participants in most studies (for example in Park & Lessig, 1977; Erickson & Johansson, 1985; Bristow & Asquith, 1999; Kropp, Lavack & Holden, 1999; Wickliffe & Pysarchik, 2001; Bristow, Schneider & Schuler, 2002; O’Cass & Frost, 2002; Escalas & Bettman, 2003; Dean, 2004; Mangleburg, Doney & Bristol, 2004; Brady, Bourdeau & Heskell, 2005; Kropp, Lavack & Silvera, 2005; Kwon, Lee & Kwon, 2008; Lee, Kim, Pelton, Knight & Forney, 2008).

Therefore, this study attempt was to fill-in this gap by directly investigating the real consumers experiences at the actual shopping environment using self-administered questionnaire and employ mall intercepts technique to enable probing consumers purchase decision making process, purchasing behaviour pattern and at the same time to determine the factors that significantly influenced their repurchase intention by making a comparison between high involvement products and low involvement products. Additionally, this study also contributes with regards to statistical measures used to test the research conceptual model. Recognition should be given to several past researchers that applied sophisticated statistical measures and the robustness of the measures used to test their models. However, some of these mathematical measures were very difficult to understand and applied in practice due to its mathematical complexity, particular to business practitioners and managers whose concerns are to get things done fast and the end results are expected to be tremendous and beneficial to sustain their existence in the marketplace. The conceptual model of this study applied straight forward statistical tests using standard multiple regression analysis to determine the relationship between the independent variables and the dependent variable. Mean while the moderating effect of the moderator variable was analysed using hierarchical multiple regression analysis.

Multiple regression analysis is the most versatile and widely used dependence technique in comparison to other dependence approaches, particularly in business (Hair, Black, Babin, Anderson & Taham, 2006; Pallant, 2007).

For example, standardised coefficients model and unstandardised coefficient models are best used if the intention of the research is to compare relationship among sets of independent and dependent variables and the contribution of each independent variable in explaining the dependent variable or which independent variables best explain the dependent variable in the model equation (Hair, Black, Babin, Anderson & Taham, 2006; Pallant, 2007).

Hierarchical multiple regression analysis, on the other hand, is more appropriate to determine the interaction effect among each independent variable and the dependent variable in the model, especially if the intention of the research is to investigate the strength of the moderator variable effects in the relationship among variables. Hence, one of the aims of this research model is to ease understanding and develop a straight forward model estimation to help managers and business practitioners in making decision in terms of marketing management and understanding consumer behaviour. In terms of measurement and scales, this study employed metric scales to measure the independent constructs and the dependent construct. Even though most of the items used were adapted and taken from past research, but few measurements were modified to suit the local respondents in terms of understanding and comprehension of the questions asked. This was done to ensure internal consistency of measurements and scales used and as well as to make sure the validity of the constructs intended to measure by using Exploratory Factor Analysis (EFA) to determine the construct validity (discriminant and convergent validity).

As a conclusion, the main methodological contribution of this study was the approach employed to reach the consumers, that is, consumers were intercepted at real shopping environment, that is, at several retail outlets representing different types of retail outlets such as malls, hypermarkets, departmental stores, supermarkets, small retails/discount stores and specialty stores, as opposed to most past studies whereby most studies or past research of this nature used artificially induced laboratory experimental setting to approach the consumers and predict their behaviour.

This type of methodology has limitations in terms of understanding the consumer's actual and real-life purchasing behaviour and shopping experiences. One of the main limitations was that when individuals were placed in an experimental setting and they knew they were being observed they tend to behave differently or artificially from the norms and respond to what others want to hear and others expectation about the answers given by them. The researcher could also manipulate the sample units of analysis and manipulate the data to meet their research objectives. Therefore an element of bias could not be completely avoided. Hence, the survey technique using malls intercepts to approach consumers fill-in this gap which was not common and absence in past research albeit limitations encountered in the process of collecting the data.

5.4.4 Contribution to Practice

The findings of this study highlight important issues that should be taken into consideration by managers, marketers and business practitioners alike, particularly the importance of certain attribute variables/product attribute variables in affecting the consumers' repurchase intention and purchase decisions for a particular product category.

These issues could be similar or different from other past studies, which in this study exclusive for consumers in Kuching City but theoretically and conceptually represent the general behaviour of consumers in the context of Asian regions and the nations in South East Asia (ASEAN). Therefore the following considerations should be accounted for by businesses and marketers:

- Promotional and marketing strategies

Different product categories require different promotional and marketing strategies. As such, managers or marketers must be accurately aware the importance of certain attribute variables/product attributes that a consumer associates to certain product categories in the formation of preferences and perceptions towards the firms' products. On the other hand, marketers need to formulate the appropriate change strategies available in order to change non-favourable preferences and perceptions of company's products to favourable ones.

- Degree of importance for certain attributes/product attributes

Consumers emphasise on different attribute importance varies for different product categories when they decide either to purchase or repurchase. This information can help marketers to plan loyalty programs to sustain existing customers as well as a tool to attracting potential customers.

- Consumer buying behaviour is dynamic and not static

Furthermore, empirical studies on consumers repurchase intention behaviour especially with regards to tangible products are relatively neglected, fragmented and fuzzy. Therefore the findings of this study will benefit managers and marketers in increasing their knowledge and awareness in terms of the

complexity of consumers buying behaviour. The findings of this study also shed light to businesses by understanding consumers purchase decision and/or purchase behavioural intention (repurchase intention) and the attributes that they place more importance in comparison to others for different types of product categories.

The notion that “the consumer rarely acts solely as an individual but rather behaves in the actual, imagined, or implied presence of others” (Lindzey & Aronson, 1968: 3, cited in Schewe, 1973: 31) worth rethinking because consumers do not make decisions in isolation but rather driven by the influence of others whom they consider as significant and desire to bond with, trust or identify. This was clearly indicated in this study, whereby the influence of significant others plays an important role in influencing consumer repurchase intention, for a particular group of consumer’s segment (in this case is female consumers and low consumer involvement consumers).

Although, in the literature, it is generally believed that consumers will be highly involved when they decide to purchase or repurchase high involvement products, but in this study, it did not happen the way we usually think, the reverse scenario was observed for specific product categories. Even when the products are categorised as low involvement products that consumers buy frequently, businesses or marketers should not underestimate the importance of others, such as family members, spouses, friends and the role of salespersons in influencing consumers repurchase behaviour for certain types of product categories.

Therefore, this study will provide business people such as retailers and wholesalers and even the producers and manufacturers a better understanding in predicting consumer purchase or repurchase behaviour in terms of the important forces that drive or motivate consumers to repurchase not only based on product attributes but other factors such as interpersonal influence may also surface.

- Buyer's segmentation strategies

Moreover, knowledge on the importance of certain attribute variables and interpersonal influence variables as well as personality characteristics of target consumers can be tailored to segment the market based on product categories and the consumer's purchase situation, that is, to purchase now (purchase intention) or purchase later or buy again (repurchase intention) if for example, the products were already familiar in the consumers choice evoked sets.

- Consumers' perspective

From the consumers' perspective, this study aids consumers to make a better decision in terms of stores selection that they will patronage in future based on the product categories that they intend to buy. Consumers' awareness on the importance of certain attributes for certain types of product categories and the importance of seeking information from others will reduce their cognitive dissonance or a feeling of conflict after the purchase has been performed.

Furthermore, it was also noted that, consumers still seek for information and ask opinion from others even when they are familiar or has some sort of knowledge about the products regardless whether the product they intend to purchase are high involvement products or low involvement products or only to repurchase the

products that they are familiar with or they have purchased the products in the past. This is because for simple reasons of getting approval from significant others and to seek information from those who are market-maven in terms of products features and characteristics in order to reduce perceived risk related to purchase the intended products/services or brand names.

It is worth noting that this current study also highlights the existence of significant differences between groups of consumers in terms of gender in relation to repurchase intention. It was indicated that female consumers were inclined to seek opinion and obtain information from significant others than male consumers in relation to repurchase intention. They were also quality-conscious and brand-conscious in comparison to male consumers while male consumers were dominantly price seekers and paid attention more to product information, particularly in relation to repurchase intention of technologically complex products (in this case is personal computer).

- Degree of consumer involvement

In terms of consumer product involvement, in general, the findings suggested that high product involvement consumers placed importance on quality attribute, price attribute and brand name attribute regardless whether the products are high involvement products or low involvement products, while low product involvement consumers emphasis was on normative influence, informational influence, brand name and product information particularly for products that display social visibility and sign/pleasure value (fashion clothing and branded perfume) and as well as low involvement products that the family purchased or used frequently (instant coffee).

As a conclusion, in this perspective, it could be concluded that the interpretation of the findings of this study with regards to marketing and managerial implications is the intervention point of marketers and businesses alike to ensure quality performance of the products offered, the right pricing strategies, the brand name or image performance of the products, availability of product information and the amount of influence of others both in terms of normative influence and informational influence on consumer buying decision in relation to repurchase intention behaviour regardless whether the products are of high involvement product or low involvement product categories.

In terms of segmentation, it is worth noting, for specific product categories, using demographics bases to segment consumers such as gender and also consumer involvement and importance and consumer relevant perspective such as product involvement are necessary strategies and measures for marketers to take into consideration.

5.5 Managerial Decisions and Marketing Implications of the Study

The findings of this study highlight valuable information beneficial for managerial decisions and marketing implications. The following are some valuable information need to be taken into consideration by businesses and marketers/managers alike:

- Consumers personal characteristics and shopping behaviour trend

Essentially, this study indicates that a majority of the respondents patronising the departmental stores, supermarkets and hypermarkets were young executives, single people with an average household income between RM2000 to RM4999.

This information is beneficial to marketers and business people to segment their markets and streamline their products offerings to meet the needs of these groups

of buyers as well as their promotional strategies to sustain customers loyalty in terms of loyalty programmes and other benefits that can be enjoyed by consumers to compliment their shopping trips.

- Consumers general purchase behaviour versus attribute importance and interpersonal influence

The findings of the current study also suggested that consumers were consistently brand conscious and price-quality conscious and preferred to buy established brand names especially for expensive products, for example, personal computer (high involvement products); and also if the product they bought is highly visible and display status connotation and sign value/pleasure value/interest value such as fashion clothing and branded perfume (high involvement products).

In contrast, with regards to food items (low involvement products), consumer placed importance on price, brand name and quality of the products that they bought and their spouses and family members greatly influenced their purchase and repurchase intention decisions. However, it is worth noted, collectively and individually that normative influence and informational influence affected female consumers and low product involvement consumers significantly more in comparison to male consumers and high involvement consumers in relation to their repurchase intention regardless of product categories, high involvement products or low involvement products. Consumers also seemed to put more emphasis on product information and acquired information from others particularly for specific product type which has high technology features such as a personal computer. The findings of this study supported the notion that consumer behavioral theories may be applicable globally but consumers' tastes, preferences and purchase decisions could be regionally or locally oriented and their decisions

further influenced by their cultural background and norms as suggested by Schutte and Ciarlante (1998).

- Consumers repurchase intention behaviour for high and low involvement products
The results of this study also suggested that the forces that motivate consumers intention to repurchase was driven by established brand name attribute, quality attribute, price attribute, product information attribute and informational influence from significant others such as friends, spouses, and family members, particularly for high involvement products (fashion clothing, personal computer and branded perfume).

While for low involvement products (such as instant noodles and instant coffee) consumer repurchase intention was mainly driven by the price attribute and brand name attribute of the products. It was also noted that consumers tended to purchase high involvement products mostly during sales promotion and their purchase decisions were influenced by advertisements in magazines, catalogs and brochures. Decisions for purchasing low involvement products were mainly influenced by TV advertisements. In addition, the findings of this study implied that, regardless of the products that the consumers repurchase were of high involvement products or low involvement products, prior concern of the businesses and managers or marketers would be: (1) consumer product involvement in the repurchase process; (2) the importance that they placed on certain attribute importance variables; (3) how others influenced consumers decision making process with regards to repurchase intention; and 4) the role of consumer prior product knowledge on repurchase intention on certain product categories.

Hence, this study was beneficial to managers and marketers to streamline their marketing plans and strategies, in order to capture the mind and heart of the consumers at large. As such, it was imperative for marketers and managers to understand consumer behaviours beyond the marketing stimuli but at the same time should also consider the consumers cultural diversity, customs and norms. Nonetheless, there was also an indication that this study supported the general conception that consumers pay less attention to price attribute if: (1) other alternatives such as brand name attribute, quality attribute and other more influential attributes are available; and (2) they consider the importance of obtaining information from significant others and seeking others opinion in their choice decisions.

In conclusion, the findings of this study has potential input to management and marketing decision process as well as contribute to the body of knowledge in terms of exploratory model building, understanding consumer behaviour and marketing management.

5.6 Limitations

A number of limitations were encountered in the process of conducting this study. The main constraint of this study was the development of the conceptual framework. This study borrowed the Integrated Multivariate Brand Choice and Purchase Incidence Model which was developed by Jones and Zufryden (1980), an extension of Stochastic Brand Choice Model and Purchase Incidence Model. Since this model was flexible and allowed additional variables to be added and dropped.

Hence, the framwework of this study was modeled based on brand choice and purchase incidence which taken into account both the marketing aspects such as attribute

importance variable (quality attribute, price attribute, brand name attribute, product information attribute - extrinsic cues) and some consumer characteristic elements that influence consumer behaviour, that is, interpersonal influence (normative influence and informational influence). Both of these variables were treated as independent variables and repurchase intention treated as dependent variable. The development of the research conceptual model of this study was also heavily dependent on past research concepts and empirical findings and as well as borrowed some theoretical aspects of psychological and behavioural theories. In the literature, the study of consumer repurchase intention was unconsciously neglected in the case of tangible products but widely research in the service and retail settings. Therefore, most references were taken from past research in service marketing, service industries and retailing.

Besides, several other variables that might explain repurchase intention with regards to high involvement products and low involvements product were not discussed and included in the research conceptual model. Nevertheless, though the study on repurchase intention model was not common in consumer tangible products in the literature, the exploratory nature of this study added a new knowledge in this specific field.

In terms of methodology, most past research was conducted at laboratory settings and experimental in nature, while this study employed a cross-sectional survey. Even though Michon, Chebat and Turley (2005) contended that laboratory experiments were becoming more affordable and less realistic alternative, however some researchers also suggested that a real survey research setting was strongly encouraged, especially for business research in order to provide faster potential inputs for management and marketing decisions making (Jones & Zufryden, 1980).

Besides, due to logistic problem, the data was collected using self-administered questionnaire through mall intercepts at selected retail outlets located in one city at one of an East Malaysian States, that is, Kuching City. These retail outlets included hypermarkets, malls, departmental stores, supermarkets, specialty stores and a few small retail outlets/discount stores.

Therefore, the results reported in this study were exclusively pertaining to consumers purchase behaviour (repurchase intention) residing in Kuching City, a capital city of Sarawak, one of the states in Malaysia and as such could not be generalised to other consumers purchase behaviour (repurchase) residing in the other states of Malaysia. Furthermore, the data were also not representative of the overall population of Malaysia as a whole due to the differences in culture and demographics make up of the population in the Eastern States of Malaysia with those in Peninsula Malaysia.

The other limitation of this study in terms methodology was that, it employed quota sampling technique by only focused on gender in deciding the sample size and the sample units of analysis to be included in the study. Other demographic variables were not taken into account. In other words, the limitations of this study were mainly manifested by its research design in terms of survey method used and the sampling procedure employed. Therefore, the results of the findings were limited to the consumers residing in Kuching City, the state capital of Sarawak, one of the states in East Malaysia. Hence, the issue of urban bias was expected.

As such the findings might not be reflective of other consumers in other parts of Malaysia. Furthermore, the results of the data were merely based on raw data collected from consumers at real shopping environmental setting. Hence, the data

outcomes were beyond the control of the researcher in comparison to experimental setting. In the pursuit of these circumstances, the existence of outliers could not be totally controlled, however, it was manageable and not seriously violated.

Even though the findings indicated the model goodness-of-fit, generalisability of the model and consistent to past research findings and theories, however, in this study selected independent variables were used to predict dependent variable. It was observed that only 50 percent to 64 percent of the total variance was explained by the model in predicting the dependent variable. Hence, there were many other variables that need to be considered in future research to investigate further into this area. Besides, the product categories chosen in the study were limited to six types of product categories.

Finally, the moderator role of consumer prior product knowledge was not conclusive even though it contributed to the body of the existing knowledge because the valence or power of consumer prior product knowledge in this study could not be effectively examined.

The questions remain in vague are:

- a) the tendency that consumer prior product knowledge could be best investigated in its direct effect to influence repurchase intention rather than as a moderator in the relationship between attribute importance variables, interpersonal influence variables and repurchase intention;
- b) consumer might not learn from past experiences/prior knowledge and might be influenced by their recent exposure with the products and used their own

heuristic judgment to make decision and evaluation before engaging into repurchase intention; and

c) consumer prior product knowledge measurement was still a continuous debate in the literature and researchers were in conflicts and having different views on how consumer prior product knowledge should be measured. For example, the terms frequencies, familiarity, experts and experiences often used to denote prior product knowledge or as a proxy for prior product knowledge.

5.7 Suggestions for Further Research

Based on these limitations, it was suggested that future researchers should highlight and developing robust repurchase intention models regardless of product categories, service and retail settings, consumer goods, business goods and /or business services.

Therefore, further research should be undertaken to include a spectrum or across the board of product categories, besides consumer goods but also to include intangible products in the service industry. A more robust methodological research design was also strongly recommended in order to obtain robust statistical analysis and interpretation of results that were representative of the behaviour of the Malaysian consumers across a spectrum of demographics background and cultural diversity to extend the current study in a broader perspective.

The current study was fundamental in nature and the sample units of analysis and the place where the study was conducted was limited to a particular group of consumers in only one city, that is, Kuching City selected using quota sampling and the location was chosen purposively at the researcher judgment respectively. The main aim was to test the theoretical conceptual framework of the study. Hence, the research

conceptual framework could be tested further using a probability random sampling technique which is applied research to replicate the current study conceptual model.

Further, this study only focused on consumers. However, future research should also include opinions and information from others in the market place such as the retailers, wholesalers, other distributors and even the manufacturers or producers. It would be beneficial and of interest to understand how these institutions or suppliers behave in the supply chain in order to gain insight from both the consumers and sellers perspective in relation to consumer buying behaviour, in particular, consumer repurchase intention for certain type of product categories.

In addition, future research of similar in nature should be able to differentiate consumer prior product knowledge as well in terms of its meaning to avoid confusions and conflicts among researchers regarding which terms were most appropriate to use rather than engaging other terms as a proxy or equate consumer prior product knowledge. As a conclusion, therefore, further research was recommended in this direction.

REFERENCES

- Aaker, J.L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.
- Adaval, R. (2003). How good gets better and bad gets worse: understanding the impact of affect on evaluations of known brands. *Journal of Consumer Research*, 30(3), 352-368.
- Anderson, E.W., Fornell, C., & Lehmann, D.R. (1994). Customer satisfaction, market Share, and profitability: findings from Sweden. *Journal of Marketing*, 58(3), 53-66.
- Anderson, E.W. & Mittal, V. (2000). Strengthening the satisfaction-profit chain. *Journal of Service Research*, 3(2). 107-120.
- Agarwal, P. & Taes, R. K. (2003). The effects of brand relationship norms on consumer research. *Journal of Consumer Research*, 31(1), 87-101.
- Agarwal, P. & Taes, R. K. (2002). Cross-national applicability of a perceived quality model. *Journal of Product and Brand Management*, 11(4), 213-236.
- Ajzen, I., & Fisbein, M. (1980). *Understanding attitudes and predicting social behavior*. Eaglewood Cliffs, NJ: Prentice-Hall.
- Ajzen, I. (1991). The theory of planned behavior. *Journal of Organizational Behavior and Human Decision Processes*, 50(1), 179-211.
- Akir, O., & Othman, M.N. (2010). Consumers' shopping behaviour pattern on selected consumer goods: Empirical evidence on Malaysian Consumers. *Journal of Business and Policy Research*, 5(1), 123-157.
- Akir, O., and Othman, M.N. (2010). Consumers' shopping behaviour pattern on selected consumer goods: Empirical evidence from Malaysian Consumers. *International Review of Business Research Papers*, 6(4), 279-294.
- Akir, O., Malie, S., Wan Sunusi, W.I., & Sidi, N. (2007). *Link between service quality determinants and customer satisfaction. Evidence from cleaning service firm*. Proceedings of the 7th International Business Research Conference 2007, Sydney, Australia, World Business Institute.
- Akir, O., Sidi, N., & Malie, S. (2008). *Determinants of consumers' supermarket selection: Empirical evidence on East Malaysian Shoppers' behaviour*. Proceedings of the National Seminar on Science, Technology and Social Sciences 2008, Universiti Teknologi MARA, Pahang, Malaysia, 1, 275-284.
- Akir, O., & Othman, M.N. (2010). *Consumers' repurchase intention on selected consumer goods: An investigation on the moderating effect of prior product knowledge*. Proceedings of the 2010 IEEE Symposium on Industrial Electronics and Applications, incorporating Colloquium on Humanities, Science and Engineering Research, 2010, IEEE Malaysia Chapter and Universiti Teknologi MARA, Malaysia.

- Akhter, S.H. (2009). Niches at the edges: price-value tradeoff, consumer behavior, and marketing strategy. *Journal of Product and Brand Management*, 18(2), 136-142.
- Al-Hawari, M., & Ward, T. (2006). The effect of automated service quality on Australian bank's financial performance and the mediating role of customer satisfaction. *Marketing Intelligence & Planning*, 24(2), 127-147.
- Alba, J.W., & Hutchinson, J.W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(1), 411-454.
- Alba, J.W., & Marmorstein, H. (1987). The effects of frequency knowledge on consumer decision making. *Journal of Consumer Research*, 14(1), 14-25.
- Aliman, K. (2007). Purchasing of local and foreign brands: An Empirical Study of processed food buying behaviour. Unpublished Ph. D. Thesis, Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur, Malaysia.
- Alreck, P.L., and Settle, R.B. (1999). Strategies for building consumer brand preference. *Journal of Product & Brand Management*, 8(2), 130-144.
- Andaleeb, S.S., & Conway, C. (2006). Customer satisfaction in the restaurant industry: an examination of the transaction-specific model. *Journal of Services Marketing*, 20(1), 3-11.
- Asam, E.H., & Bucklin, L. P. (1973). Nutrition labeling for canned food: a study of consumer response. *Journal of Marketing*, 37, 32-37.
- Ataman, B., & Ulengin B. (2003). A note on the effect of brand image on sales. *Journal of Product & Brand Management*, 12(4), 237-250.
- Avery, R.J. (1996). Determinants of search for non-durables goods: an empirical assessment of the economics of information theory. *The Journal of Consumer Affairs*, 30(2), 390-420.
- Assael, H. (1987). *Consumer behavior and marketing action* (3rd ed.). Boston, Massachusetts, Kent Publishing Company.
- Aydin, S., & Ozer, G. (2005). The analysis of antecedents of customer loyalty in Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7), 910-925.
- Bagozzi, R.P., & Warshaw, P. R. (1990). Trying to consume. *Journal of Consumer Research*, 17, 127-140.
- Baker, J., Parasuraman, A., Grewal, D., & Voss, G.B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120-141.
- Banks, S. (1950). The relationships between preference and purchase of brands. *Journal of Marketing*, 15(1), 145-157.

- Beatty, S.E., & Smith, S.M. (1987). External search effort: an investigation across several product categories. *Journal of Consumer Research*, 14(1), 83-95.
- Bearden, W.O., Netemeyer, R.G., & Teel, J.E. (1989). Measurement of consumer susceptibility to interpersonal influence. *Journal of Consumer Research*, 15(1), 473-481.
- Bearden, W.O., & Teel, J.E. (1983). Selected determinants of consumer satisfaction and complaint reports. *Journal of Marketing Research*, 20(1), 21-28.
- Bearden, W.O., & Etzel, M.J. (1982). Reference group influence on product and brand purchase decisions. *Journal of Consumer Research*, 9(2), 183-197.
- Beck, K.H. (1979). The effects of positive and negative arousal upon attitude, belief acceptance, behavioral intention, and behavior. *The Journal of Social Psychology*, 107, 239-251.
- Beharrel, B., & Dension, T.J. (1995). Involvement in routine food shopping context. *British Food Journal*, 97(4), 24-29.
- Bei, L.T., & Heslin, R. (1997). The consumer reports mindset: who seeks value – the involved or the knowledgeable? *Advances in Consumer Research*, 24(1), 151-158.
- Belk, R.W. (1975). Situational variables and consumer behavior. *Journal of Consumer Research*, 2(3), 157-164.
- Bellenger, M. and Moschis, G. (1982). A socialization model of retail patronage. *Advances in Consumer Research*, 9, eds. Andrew Mitchell, Ann Arbor, MI: Association for Consumer Research, 373-378.
- Bendall-Lyon, D., & Powers, T.L. (2004). The impact of structure and process attributes on satisfaction and behavioral intentions. *Journal of Services Marketing*, 18(2), 114-121.
- Bettman, J.R. (1979). *An information processing theory of consumer choice*. Reading, Addison-Wesley.
- Bettman, J.R., & Park, C.W. (1980). Effects of prior knowledge and experience and phase of choice process on consumer decision processes: a protocol analysis. *Journal of Consumer Research*, 7, 234-248.
- Bettman, J.R., & Sujan, M. (1987). Effects of framing on evaluation of comparable and non-comparable alternatives by expert and novice consumers. *Journal of Consumer Research*, 13, 411-454.
- Bhattacharya, C.B. (1997). Is your brand's loyalty too much, too little, or just right? Explaining deviations in loyalty from the Dirichlet norm. *International Journal of Research in Marketing*, 14(1), 421-435.

- Bigne, F.E., Mattila, A.S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing*, 22(4), 303-315.
- Binninger, A.S. (2008). Exploring the relationships between retail brands and consumer store loyalty. *International Journal of Retail and Distribution Management*, 36(2), 94-110.
- Biswas, A., & Sherrell, L.D. (1993). The influence of product knowledge and brand name on internal price standards and confidence. *Psychology and Marketing*, 10(1), 31-46.
- Blair, M.E., & Innis, E.D. (1996). The effects of product knowledge on evaluation of warranted brands. *Psychology and Marketing*, 13(5), 445-456.
- Blackwell, R.D., Miniard, P.W., & Engel (2004). *Consumer behavior* (9th ed.). Ohio, South- Western Thomson Learning.
- Blattberg, R.C., & Sen, S.K. (1974). Market segmentation using models of multidimensional purchase behavior. *Journal of Marketing*, 38, 17-28.
- Blattberg, R.C., & Sen, S.K. (1975). A bayesian techniques to discriminate between stochastic models of brand choice. *Journal of Marketing*, 21(6), 682-696.
- Blattberg, R.C., & Sen, S.K. (1976). Market segmentation and stochastic brand choice models. *Journal of Marketing*, 13, 34-45.
- Bloch, P.H. (1981). An exploration into the scaling of consumers' involvement with a product class. Portland State University, in K. Monroe (ed.), *Advances in Consumer Research*, 8, 61-65.
- Bloch, P.H. (1982). Involvement Beyond the Purchase Process: Conceptual Issues and Empirical Investigation, in NA - *Advances in Consumer Research*, 9, eds. Andrew Mitchell, Ann Abor, MI: Association for Consumer Research, 413-417.
- Bloch, P.H., & Bruce, G.D. (1984). Product involvement as leisure behavior. In NA – *Advances in Consumer Research*, 11, eds. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 197-202.
- Bloch, P.H. (1986). Product enthusiasm: many questions, a few answers. *Journal of Advances in Consumer Behavior*, 13(1), 539-542.
- Bloch, P., Sherrel, D., & Ridgeway, N. (1986). Consumer search: an extended framework. *Journal of Consumer Research*, 13, 119-126.
- Boyle, E. (2007). A process model of brand co-creation: brand management and research implications. *Journal of Product and Brand Management*, 16 (2), 122-131.
- Brady, M.K., Bourdeau, B.L., & Heskell, J. (2005). The importance of brand cues in tangible services industries: an application to investment services. *Journal of Services Marketing*, 19(6), 401-410.

- Bristow, D.N., & Asquith, J.A.L. (1999). What's in a name? An intra-cultural investigation of Hispanic and Anglo consumer preferences and the importance of brand name. *Journal of Product & Brand Management*, 8(3), 185-203.
- Bristow, D.N., Schneider, K.C., & Schuler, D.K. (2002). The brand dependence scale: measuring consumers' use of brand name to differentiate among product alternatives. *Journal of Product & Brand Management*, 11 (6), 343-356.
- Brown, W.F. (1950). The determinants of factors influence brand choice. *Journal of Marketing*, 14(5), 699-706
- Brucks, M. (1985). The effects of product class knowledge on information search behavior. *Journal of Consumer Research*, 12, 1-16.
- Brunner, T.A., Stocklin, M., & Opwis, K. (2008). Satisfaction, image and loyalty: new versus experienced customers. *European Journal of Marketing*, 42(9/10), 1096-1106.
- Bonfield, E.H. (1974). Attitude, social influence, personal norm, and intention interactions as related to brand purchase behavior. *Journal of Marketing Research*, 11, 379-389.
- Burns, A.C., & Bush, R.F. (2000). *Marketing Research* (5th ed.). New York, Pearson International Edition.
- Burnham, T.A., Frels, J.K. and Mahajan, V. (2003). Consumer switching costs: a typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 21 (8), 109-126.
- Burnkrant, R.E., & Cousineau, A. (1975). Informational and normative social influence in buyer behavior. *Journal of Consumer Research*, 2(3), 206-211.
- Bush, V.D., Bush, A.J., Clark, P., & Bush, R.P. (2005). Girl power and word-of-mouth behavior in the flourishing sports market. *Journal of Consumer Marketing*, 22(5), 257-264.
- Butcher, K., Sparks, B., & O' Callaghan, F. (2002). Effect of social influence on repurchase intentions. *Journal of Services Marketing*, 16(6), 503-514.
- Calder, B.J., & Burnkrant, R.E. (1977). Interpersonal influence on consumer behavior: an attribution theory approach. *Journal of Consumer Research*, 4, 29-38.
- Catell, R.B. (1966). The scree test for number of factors. *Multivariate behavioral sciences* (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Catherine, C., Richard, E., Suzanne, R., & Tracy, S. (1990). The elaboration likelihood model (ELM): replications, extensions and some conflicting findings. *Advances in Consumer Research*, 17(1), 231-236.
- Celsi, R. L., & Olson, J. (1988). The role of involvement in attention and Comprehension Processes. *The Journal of Consumer Research*, 15, 210-224.

- Chow, S., Celsi, R.L., & Abel, R. (1990). The Effects of Situational and Intrinsic Sources of Personal Relevance on Brand Choice Decisions, *in NA - Advances in Consumer Research Volume 17*, eds. Marvin E. Goldberg, Gerald Gorn, and Richard W. Pollay, Provo, UT : Association for Consumer Research, 755-660.
- Chang, T.Z., & Wildt, A.R. (1994). Price, product information, and purchase intention: an empirical study. *Journal of the Academy of Marketing Science*, 22(1), 16-27.
- Chang, L.Y., Lee, Y.J., Chien, C.L., Huang, C.L., & Chen, C.Y. (2010). The influence of consumer's emotional response and social norm on repurchase intention: a case of cigarette repurchase in Taiwan. *The Journal of International Management Studies*, 5(2), 21-30.
- Chen, T.Y, Chang, P.L., & Chang, H.S. (2005). Price, brand cues, and banking customer value. *International Journal of Bank Marketing*, 23(3), 273-291.
- Chen, J.S., & Gursoy, D. (2001). An investigation of tourists' destination loyalty and preferences. *International Journal of Contemporary Hospitality Management*, 13(2), 79-85.
- Cheryl, L. A. (1997). Food shopping and label use behavior among high-schooled-aged adolescents. *Adolescence*, 3(22), 1-10.
- Churchill, Jr, G.A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, 16, 64-73.
- Churchill, G.A., & Iacobucci, D. (2002). *Marketing research: methodological Foundations* (8th ed.). Harcourt, ForthWorth.
- Choo, H., Chung, J.E., & Pysarchik, D.T. (2004). Antecedents to new food product purchasing behavior among innovator groups in India. *European Journal of Marketing*, 38(5/6), 608-625.
- Chung, S.C., Tsai, C.C., Cheng, Y.H., & Sun, Y.C. (2009). The effect of terminologies on attitudes towards advertisements and brands: consumer product knowledge as a moderator. *Journal of Business Psychology*, 24, 485-491.
- Clarke, K., & Belk, R.W. (1979). The effects of product involvement and task definition on anticipated consumer effort. *Advances in Consumer Research*, 6(1), 313-318.
- Clarke, P. (2006). Christmas gift giving involvement. *Journal of Consumer Marketing*, 23(5), 283-291.
- Cohen, J.W. (1988). *Statistical power for the behavioural sciences* (2nd ed.). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Cole, C.A., & Balasubramanian, S.K. (1993). Age Differences in consumers' search for information: Public policy implications. *Journal of Consumer Research*, 20, 157169.

- Coupey, E., Bodur, O., & Brinberg, D. (1998). Predecision processes in consumer choice: effects of prior knowledge on aspects of decision structuring. *Advances in Consumer Research*, 25, 226-232.
- Cooper, D.R., & Schindler, P.S. (2006). *Business research methods*. New York, McGraw-Hill International Edition.
- Corfman, K.P., & Lehman, D.R. (1987). Models of cooperative group decision-making and relative influence: an experimental investigation of family purchase decisions. *Journal of Consumer Research*, 14, 1-13.
- Cortina, J.M. (1993). What is coefficient alpha? An examination of theory and application. *Journal of Psychology*, 78 (1), 98-104.
- Curry, D.J. & Riesz, P.C. (1988). Prices and price/quality relationships: a longitudinal analysis. *Journal of Marketing*, 52, 36-51.
- Dahlen, M., Rasch, A., & Rosengren, S. (2003). Love at first sight: a study of website effectiveness. *Journal of Advertising Research*, 1, 25-33.
- Davis, F.D., & Warshaw, P.R. (1991). Choice sets and choice intention. *Journal of Social Psychology*, 131(6), 823-830.
- Day, G.S. (1970). *Buyer attitudes and brand choice*. New York, Free Press.
- Daly, J., Gronow, S., Jenkins, D., & Plimmer, F. (2003). Consumer behaviour in the valuation of residential property: A comparative study in the UK, Ireland and Australia. *Property Management*, 21(5), 295-314.
- De Bruin, A., & Flint-Hartle, S. (2003). A bounded rationality framework for property investment behaviour. *Journal of Property Investment & Finance*, 2(3), 271 – 284.
- Dekimpe, M.G., Steenkamp, J.B.E.M., Mellens, M., & Abeele, P.V. (1997). Decline and variability in brand loyalty. *International Journal of Research in Marketing*, 14(1), 405-420.
- Dean, D.H. (2004). Evaluating potential brand associations through conjoint analysis and market simulation. *Journal of Product & Brand Management*, 13(7), 506-513.
- Delgado-Ballester, E. (2004). Applicability of a brand trust scale across product categories: a multigroup invariance analysis. *European Journal of Marketing*, 38(5/6), 573-592.
- Deutsch, M. & Gerard, H. B. (1955). A study of normative and informational social influences upon individual judgment. *Journal of Abnormal and Social Psychology*, 51, 629-636.
- Dholakia, R.R., & Zhao, M. (2010). Effects of online store attributes on customer satisfaction and repurchase intention. *International Journal of Retail & Distribution Management*, 38(7), 482-496.

- Dickson, P.R. (1982). Person-situation: segmentation's missing Link. *Journal of Marketing*, 46(4), 56-64.
- Dickson, P.R., & Sawyer, A.G. (1990). The price knowledge and search of supermarket shoppers. *Journal of Marketing*, 54, 42-53.
- Dimara, E., & Skuras, D. (2005). Consumer demand for informative labeling of quality food and drink products: a European Union case study. *Journal of Consumer Marketing*, 22(2), 90-100.
- Dillman, D.A. (1991). The design and administration of mail surveys. *Annual Review of Sociology*, 17, 225-249.
- Dodds, W.B., & Monroe, K.B. (1985). The effect of brand and price information on subjective product evaluations. *Advances in Consumer Research*, 12, 85-90.
- Dodds, W.B., Monroe, K.B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluation. *Journal of Marketing*, 28, 307-319.
- Donovan, R.J., & Jalleh, G. (1999). Positively versus negatively framed product attributes: the influence of involvement. *Journal of Psychology and Marketing*, 16(7), 613-630.
- Eagly, A.A., & Chaiken, S. (1993). *The Psychology of Attitudes*. Harcourt Brace Jovanovich, Forth Worth.
- Engel, F., & Blackwell, R.D. (1982). *Consumer behavior* (4th ed.). New York: The Dryden Press.
- Erdem, T., Swait, J., & Louviere, J. (2002). The impact of brand credibility on consumer price sensitivity. *International Journal of Research in Marketing*, 19, 1-19.
- Erickson, G.M., & Johansson, J.K. (1985). The role of price in multi-attribute product evaluation. *Journal of Consumer Research*, 12, 195-199.
- Escalas, J.E., & Bettman, J.R. (2003). You are what they eat: the influence of reference groups on consumer connections to brands. *Journal of Consumer Psychology*, 13(3), 339-348.
- Esch, F.R., Langner, T., Schmitt, B.H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchase? *Journal of Product & Brand Management*, 15(2), 98-105.
- Esso, N., & Dibb, S. (2004). Religious influence on shopping behaviour: an exploratory study. *Journal of Marketing Management*, 20, 683-712.
- Evrard, Y., & Aurier, P. (1996). Identification and validation of the components of person-object relationship. *Journal of Business Research*, 37, 127-134.

- Feltham, T.S. (1998). Leaving home: brand purchase influences on young adults. *Journal of Consumer Marketing*, 15(4), 372-385.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. Reading, MA: Addison-Wesley.
- Fiske, C.A., Luebbehusen, L.A., Miyazaki, A.D., & Urbany, J.E. (1994). The relationship between knowledge and search: It depends. *Advances in Consumer Research*, 21, Christ T. Allen and Deborah Roedder John, eds. Provo, UT: Association for Consumer Research.
- Foxall, G.R., & Pallister, J.G. (1998). Measuring purchase decision involvement for financial services: comparison of the Zaichkowsky and Mittal scales. *International Journal of Bank Marketing*, 16(5), 180-194.
- Fraizer, P.A., Tix, A.P., & Baron, K.E. (2004). Testing moderator and mediator effects in counseling psychology research. *Journal of Counseling*, 51 (1), 115-134.
- Fugate, D.L. (1986). The effects of manufacturer disclosure on consumer perceptions of private brand grocery product attributes. *The Journal of Consumer Affairs*, 20(1), 118-130.
- Ganesh, G. (1997). Spousal influence in consumer decisions: a study of cultural assimilation. *Journal of Consumer Marketing*, 14(2), 132-155.
- Gill, D., Bylsma, B., & Ouschan, R. (2007). Customer perceived value in a cellar door visit: the impact on behavioural intentions. *International Journal of Wine Business Research*, 19(4), 257-275.
- Graeff, T.R. (1997). Consumption situations and the effects of brand image on consumers' brand evaluations. *Journal of Psychology and Marketing*, 14(1), 49-70.
- Greenwald, A.G., & Leavitt, C. (1984). Audience involvement in advertising: four levels. *Journal of Consumer Research*, 11, 581-592.
- Gensch, D.H., & Javalgi, R.G. (1987). The influence of involvement on disaggregate attribute choice models. *Journal of Consumer Research*, 14, 71- 82.
- Ghobadian, A. (1994). Service quality: concepts and models. *International Journal of Quality and Reliability Management*, 11(9), 43-66.
- Goldsmith, R.E., Frieden, J., & Henderson, K.V. (1997). The impact of social value on food-related attitudes. *British Journal*, 99(9), 352-357.
- Goode, M.M.H., & Harris, L.C. (2007). Online behavioural intentions: an empirical investigation of antecedents and moderators. *European Journal of Marketing*, 41 (5/6), 512-536.

- Gordon, M.E, McKeage, K., & Fox, M.A. (1998). Relationship marketing effectiveness: the role of involvement. *Psychology & Marketing*, 15 (5), 443-459.
- Guenzi, P., Johnson, M.D., & Castaldo, S. (2009). A comprehensive model of customer trust in two retail stores. *Journal of Service Management*, 20(3), 290-316.
- Hampel, D.J. (1974). Family buying decisions: a cross-cultural perspective. *Journal of Marketing Research*, 11, 295-302.
- Hansen, T. (2005). Perspective on consumer decision making: an integrated approach. *Journal of Consumer Behaviour*, 4, 420-437.
- Hellier, P.K., Geursen, G.M, Carr, R.A., & Rickard, J.A. (2003). Customer repurchase intention: a general structural equation model. *European Journal of Marketing*, 37(11/12), 1762-1800.
- Herrera, C.F., & Blanco, C. F. (2011). Consequences of consumer trust in PDO food products: the role of familiarity. *Journal of Product & Brand Management*, 20(4), 282-296.
- Herrington, J.D. (1996). Effects of music in service environment. A field study. *Journal of Services Marketing*, 8 (3), 50-65.
- Herr, P.M. (1989). Priming price: prior knowledge and context effects. *Journal of Consumer Research*, 16, 67-75.
- Hess, S., & Hensher, D.A. (2013). Making use of respondent reported processing information to understand attribute importance: a latent variable scaling approach. *Journal of Transportation*, vol. 40 (2), 397-412.
- Hicks, J.M., Page, T.J. Jr., Behe, B.K., Dennis, J.H., & Fernandez, R.T. (2005). Delighted consumers buy again. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 18, 94-104.
- Hofstede, G., & Bond, M.H. (1984). Hofstede's culture dimensions: an independent validation using Rokeach's value survey. *Journal of Cross - Cultural Psychology*, 15(4), 417-433.
- Hogg, M.K., Bruce, M., & Hill, A.J. (1999). Brand recognition and young consumers. *Advances in Consumer Research*, 26, 671-674.
- Hong, J., and Sternthal, B. (2010). The effects of consumer prior knowledge and processing strategies on judgments. *Journal of Marketing Research*, 27, 301-311.
- Howard, J.A., & Sheth, J.N. (1969). *The theory of buyer behavior*. New York, Wiley.
- Hughes, D., Hutchins, R., & Karathanassi, V. (1998). Purchase involvement methodology and product profiles: the case of cheese products in Greece. *British Food Journal*, 100(7), 343-350.

- Huang, M.H. (2006). Flow, enduring, and situational involvement in the web environment: a tripartite second-order examination. *Psychology and Marketing*, 23(5), 383-411.
- Hume, M. (2008). Understanding core and peripheral service quality in customer repurchase of performing arts. *Managing Service Quality*, 18(4), 349-369.
- Hussey, M., & Duncombe, N. (1999). Projecting the right image: using Projective techniques to measure brand image. *Qualitative Market Research: An International Journal*, 2(1), 22-30.
- Hair, J.F., Anderson, R.E., Tatham, R.L., & Black, W.C. (1995). *Multivariate data analysis with readings* (4th ed.). Upper Saddle, New Jersey, Prentice Hall International Edition.
- Hair, J.F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R.L. (2006). *Multivariate data analysis* (6th ed.). Upper Saddle, New Jersey, Pearson International Edition.
- Hawkins, D.I., Best, R.J., & Coney, K.A. (2004). *Consumer behavior: Building marketing strategy*. New York: McGraw-Hill / Irwin.
- Jacoby, J., Speller, D.E., & Kohn, C.A. (1974). Brand choice behavior as a function of information load. *Journal of Marketing Research*, 11, 63-69.
- Jacoby, J. & Hoyer, W.D. (1989). The comprehension/miscomprehension of print communication: Selected findings. *Journal of Consumer Research*, 15 (March), 434-443.
- Jamal, A., & Naser, K. (2002). Customer satisfaction and retail banking: an assessment of some of the key antecedents of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 20(4), 146-160.
- Jiang, P., & Rosenbloom, B. (2005). Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time. *European Journal of Marketing*, 39(1/2), 150-174.
- Jensen, H.H., & Kesavan, T. (1993). Sources of information, consumer attitudes on nutrition, and consumption of dairy products. *The Journal of Consumer Affairs*, 27(2), 357-376.
- Johnson, E., & Russo, J.E. (1984). Product familiarity and learning new information. *Journal of Consumer Research*, 11, 542-550.
- Jones, J.M., & Zufryden, F.S. (1980). Adding explanatory variables to a consumer purchase behavior model: an exploratory study. *Journal of Marketing Research*, 27, 323-334.
- Jones, J.M., & Zufryden, F.S. (1982). An approach for assessing demographic and price influences on brand purchase behavior. *Journal of Marketing*, 46, 36-46.

- Johansson, K. (2003). *Global Marketing* (3rd ed.). New York, McGraw Hill.
- Joo, J. (2007). An empirical study on the relationship between customer value and repurchase intention in Korean Internet Shopping Malls. *Journal of Computer Informations Systems, 1*, 53-62.
- Kapferer, J.N., & Laurent, J.N. (1985/1986). Consumer involvement profiles: a new practical approach to consumer involvement. *Journal of Advertising Research, 5*(6), 48-56.
- Kang, J., Tang, L., Lee, J.Y. & Bosselman, R.H. (2011). Understanding customer behavior in name-brand Korean Coffee Shops: The role of self-congruity and functional congruity. *International Journal of Hospitality Management, 31*(3), 809-818.
- Kassarjian, Harold, H. (1981). Low involvement: a second look. *Advances in Consumer Research, 8*, 31-34.
- Kawabata, H., & Rabolt, N.J. (1999). Comparison of clothing purchase behavior between US and Japanese female university students. *Journal of Consumer Studies & Home Economics, 23*(4), 213-223.
- Kelman, H.C. (1958). Compliance, identification, and internalization: three processes of attitude change. *The Journal of Conflict Resolution, 2* (1), 51-60.
- Kilduff, M. (1990). The interpersonal structure decision making: a social comparison approach to organizational choice. *Journal of Organizational Behavior and Human Decision Processes, 47*, 270-288.
- Kim, H.S. (2005). Consumer profiles of apparel product involvement and values. *Journal of Fashion Marketing and Management, 9*(2), 207-220.
- Kim, J.O, Forsythe, S., Gu, Q., & Moon, S.J. (2002). Cross-cultural consumer values, needs and purchase. *Journal of Consumer Marketing, 19*(6), 481-502.
- Kim, K., & Daugherty, T. (2005). Effects of 3-D visualization on persuasion in online shopping sites: a moderating role of product knowledge. *Asia Pasific Advances in Consumer Research, 6*, 371-377.
- Kinard, B.R., & Capella, M.L. (2006). Relationship marketing: the influence of consumer involvement on perceived service benefits. *Journal of Services Marketing, 20*(6), 359-368.
- Kivela, J., Inkabaran, R., Reece, J. (1999). Consumer research in the restaurant environment: A conceptual model of dining satisfaction and return patronage. *International Journal of Contemporary Hospitality Management, 11*(5), 205-222.
- Krejcie, R.B., & Morgan, D.W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement, 30*, 607-610.

- Kropp, F., Lavack, A.M., & Holden, S.J.S. (1999). Smokers and beer drinkers: values and consumer susceptibility to interpersonal influence. *Journal of Consumer Marketing*, 16(6), 536.
- Kropp, F., Lavack, A.M., & Silvera, D.H. (2005). Values and collective self-esteem as predictors of consumer susceptibility to interpersonal influence among university students. *International Marketing Review*, 22(1), 7-33.
- Krugman, H.E. (1965). The impact of television advertising: learning without involvement. *Public Opinion Quarterly*, 29 (Fall), 349-356.
- Kujala, J.T., & Johnson, M.D. (1993). Price knowledge and search behavior for habitual, low involvement food purchases. *Journal of Economic Psychology*, 14(2), 249-265.
- Kumar, A., Kim, Y.K., & Pelton, L. (2009). Indian consumers' purchase behavior toward US versus local brands. *International Journal of Retail and Distribution Management*, 37(6), 510-526.
- Kwak, H., Zinkhan, G.M., & French, W.A. (2001). Moral orientation: its relation to product involvement and consumption. *Advances in Consumer Research*, 28, 431-436.
- Kvist, A.K.J., & Klefsjo, B. (2006). Which service quality dimensions are important in inbound tourism? A case study in a peripheral location. *Managing Service Quality*, 16(5), 520-537.
- Kwon, K.N., Lee, M.H., & Kwon, Y.F. (2008). The effect of perceived product characteristics on private brand purchases. *Journal of Consumer Marketing*, 25(2), 105-114.
- Kinney, T., & Taylor, J. (1996). *Marketing research: An applied research* (5th ed.). New York, McGraw Hill.
- Kress, G. (1988). *Marketing research* (3rd ed.). Upper Saddle, New Jersey, Prentice Hall International.
- Kotler, P., & Armstrong, G. (1996). *Principles of marketing* (7th ed.). Upper Saddle, New Jersey, Prentice Hall.
- Kotler, P. (2003). *Marketing management* (11th ed.). Upper Saddle, New Jersey, Prentice Hall.
- Latin, J.M., & Bucklin, R.E. (1989). Reference effects of price and promotion on brand choice behavior. *Journal of Marketing Research*, 26, 299-310.
- Latour, S.A., & Manraj, A.K. (1989). Interactive impact of informational and normative influence on donations. *Journal of Marketing Research*, 26 (3), 327-335.
- Lastovicka, J.L., & Gardner, D.M. (1978). Low involvement versus high involvement cognitive structures. *Advances in Consumer Research*, 5, 87-92.

- Laurent, G., & Kapferer, J.N. (1985). Measuring consumer involvement profiles. *Journal of Marketing Research*, 22(1), 41-53.
- Law, A., Hui, Y.V., & Zhao, X. (2004). Modeling repurchase frequency and customer satisfaction for fast food outlets. *International Journal of Quality and Reliability Management*, 21 (5), 545 - 563.
- Leavitt, C., Greenwald, A.G., & Obermiller, C. (1981). What is low involvement low in? In NA - *Advances in Consumer Research*, 8, eds. Kent B. Monroe, Ann Arbor, MI: Association for Consumer Research, 15-19.
- Lee, H.H., & Kim, J. (2008). The effects of shopping orientations on consumers' satisfaction with product search and purchases in a multi-channel environment. *Journal of Fashion Marketing and Management*, 12(2), 193-216.
- Lee, M.Y., Kim, Y.K., Pelton, L., Knight, D., & Forney, J. (2008). Factors affecting Mexican college students' purchase intention toward a US apparel brand. *Journal of Fashion Marketing and Management*, 12 (3), 294-307.
- Lehmann, D.R. (1974). Some alternatives to linear factor analysis for variable grouping applied to buyer behavior variables. *Journal of Marketing Research*, 11, 206-213.
- Levesque, T., & McDougall, G.H.G. (1996). Determinants of customer satisfaction in retail banking. *International Journal of Bank Marketing*, 14(7), 12-20.
- Li, W.K., Monroe, K.B., & Chan, D.K.S. (1994). The effects of country of origin, brand, and price information: a cognitive-affective model of buying intentions. *Advances in Consumer Research*, 21, 449-456.
- Lichtenstein, D.R., Bloch, P.H., & Black, W.C. (1988). Correlates of price acceptability. *Journal of Consumer Research*, 15, 243-252.
- Lichtenstein, D.R., Netemeyer, R.G., & Burton, S. (1990). Distinguishing coupon proneness from value consciousness: an acquisition-transaction utility theory perspective. *Journal of Marketing*, 54, 54-67.
- Lichtenstein, D.R., Ridgway, N.M., & Netemeyer, R.G. (1993). Price perceptions and consumer shopping behavior: a field study. *Journal of Marketing Research*, 100, 234-245.
- Lilien, G.L. (1974). Application of a modified linear learning model of buyer behavior. *Journal of Marketing Research*, 11, 279-285.
- Lillrank, P. (2003). The quality of information. *International Journal of Quality and Reliability Management*, 20(6), 691-703.
- Lamb, C.W., Hair, J.F., & McDaniel, C. (2000). *Marketing* (5th ed.). Cincinnati, Ohio, South-Western Thompson Learning.
- Lindzey, G., & Aronson, E. (1968). *The handbook of social psychology* (2nd ed.). Menlo Park, California, Addison-Wesley.

- Lippa, R.A. (1990). *Introduction to social psychology*. California, Wadsworth Publishing Company.
- MacDonald, E.K., & Sharp, B.M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product: a replication. *Journal of Business Research*, 48, 5-15.
- Mallalieu, L. (1999). An examination of influence in consumption and non-consumption domains. *Advances in Consumer Research*, 26, 96-202.
- Mangleburg, T.F., Doney, P.M., & Bristol, T. (2004). Shopping with friends and teens' susceptibility to peer influence. *Journal of Retailing*, 80, 101-116.
- Mangleburg, T.F., Grewal, D., & Bristol, T. (1997). Socialization, gender, and adolescent's self-reports and their general use of products labels. *The Journal of Consumer Affairs*, 31(2), 255-279.
- Martin, C.L. (1998). Relationship marketing: a high-involvement product attribute approach. *Journal of Product & Brand Management*, 7(1), 6-26.
- Martin-Ruiz, D., & Rondan-Cataluna, F.J. (2008). The nature and consequences of price unfairness in services: a comparison to tangible goods. *International Journal of Service Industry Management*, 19 (3), 325-352.
- Massy, W.F., Montgomery, D.B., & Morrison, D.G. (1970). *Stochastic models of buying behavior*. Cambridge, MIT Press.
- McCarthy, M., O'Sullivan, C., & O'Reilly, S. (1999). Pre-identification of first buyers of a new food product, *British Food Journal*, 101(11), 842 – 856.
- McColl-Kennedy, J.R., & Fetter Jr, R.E. (2001). An empirical examination of the involvement to external search relationship in services marketing. *Journal of Services Marketing*, 15(2), 82-98.
- McConnell, J.D. (1968). The price-quality relationship in an experimental setting. *Journal of Marketing Research*, 5, 300-303.
- McGoldrick, P.J., & Andre, E. (1997). Consumer misbehavior: promiscuity or loyalty in grocery shopping. *Journal of Retailing and Consumer Services*, 4(2), 73-81.
- McGuire, W. J. (1968). *Personality and Susceptibility to Social Influence*. In Handbook of Personality Theory and Research, E. F. Borgatta and W. W. Lambert, eds., Rand McNally, 1130-1187.
- McDonald, W.J. (1994). Psychological associations with shopping: a moderator variable perspective. *Psychological and Marketing*, 11(6), 549-568.
- McDougall, G.H.G. & Levesque, T. (2000). Customer satisfaction with services: putting perceived value into equation. *Journal of Services Marketing*, 14(5), 392-410.

- McQuarrie, E.F., & Munson, J.M. (1992). A revised product involvement inventory: improved usability and validity", in NA - *Advances in Consumer Research*, 19, eds. John F. Sherry, Jr. and Brian Sternthal, Provo, UT: Association for Consumer Research, 108-115.
- McWilliam, G. (1997). Low involvement brands: is the brand manager to blame? *Marketing Intelligence & Planning*, 15(2), 60-70.
- Md. Sidin, S., Zawawi, D., Yee, W.F., & Hamzah, Z.L. (2004). The effects of sex role orientation on family purchase decision making in Malaysia. *Journal of Consumer Marketing*, 21(6), 381-390.
- Michon, R., Chebat, J.C., & Turley, L.W. (2005). Mall atmospherics: the interaction effects of the mall environment on shopping behavior. *Journal of Business Research*, 58(5), 576-583.
- Miller, K.E., & Ginter, J.L. (1979). An Investigation of situational variation in brand choice behavior and attitude. *Journal of Marketing Research*, 16(1), 111-123.
- Mitra, K., Reiss, M.C., & Capella, L.M. (1999). An examination of perceived risk, information search and behavioral intentions in search, experience and credence services. *The Journal of Services Marketing*, 13(3), 208-228.
- Mittal, B. (1994). A study of the concept of effective choice mode for consumer decisions. *Advances in Consumer Research*, 21, 256-263.
- Mittal, B. Lassar, W.M. (1998). Why do customer switch? The dynamics of satisfaction versus loyalty. *The Journal of Services Marketing*, 12(3), 177-194.
- Mittal, B., & Lee, Y.S. (1988). Separating brand choice involvement from product involvement via consumer involvement profiles. *Advances in Consumer Research*, 15, 43-49.
- Mittal, B. (1989). Measuring purchase decision involvement. *Psychology and Marketing*, 6(2), 147-162.
- Mitchell, A., & Olsen, J.C. (1981). Are products attributes beliefs the only mediator of advertising effects on brand attitude. *Journal of Marketing Research*, 18(3), 318-332.
- Mitchell, A. A. (1981). The dimensions of advertising involvement. *Advances in Consumer Research*, 8, 25-30.
- Moore, W.L., & Lehmann, D.R. (1980). Individual differences in search behavior for a nondurable. *Journal of Consumer Research*, 7, 296-307.
- Morrison, D.G. (1979). Purchase intentions and purchase behavior. *Journal of Marketing*, 43, 65-74.
- Molinari, L.K., Abratt, R., & Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. *Journal of Services Marketing*, 22(5), 363-373.

- Mourali, M., Laroche, M., & Pons, F. (2005). Individualistic orientation and consumer susceptibility to interpersonal influence. *Journal of Services Marketing*, 19(3), 164-173.
- Mueller, W. (1991). Who reads the labels? *American Demographics*, January, 13(1), 36-40.
- Mueller, R.D., & Broderick, A.J. (1995). East European retailing: a consumer perspective. *International Journal of Retail & Distribution Management*, 23(1), 32-40.
- Muncy, J.A. (1990). Involvement and perceived brand similarities / differences: the need for process oriented models. *Journal of Advances in Consumer Research*, 17(1), 144-147.
- Murray, K.B. (1991). A test of services marketing theory: consumer information acquisition activities. *Journal of Marketing*, 55, 10-25.
- Malhotra, N.K., & McCort, J.D. (2001). A cross-cultural comparison of behavioral intention models: Theoretical consideration and an empirical investigation. *International Marketing Review*, 18(3), 235-269.
- Malhotra, N.K. (2002). *Basic marketing research: Application to contemporary issues*. Upper Saddle, New Jersey, Prentice Hall, International Edition.
- Malhotra, N.K. (2004). *Marketing research: An applied orientation* (4th ed.). Upper Saddle, New Jersey, Prentice Hall, International Edition.
- Mowen, J.C., & Minor, M.S. (1998). *Consumer behavior* (5th ed.). Upper Saddle, New Jersey Prentice Hall Incorporation.
- Mowen, J.C., & Minor, M.S. (2001). *Consumer behavior*. Upper Saddle, New Jersey Prentice Hall Incorporation.
- Nasir, S., Vel, P., & Mateen, H. (2012). Social media and buying behaviour of woman in Pakistan towards the purchase of textile garments. *Business Management Dynamics*, 2(2), 61-69.
- Netemeyer, R.G., Bearden, W.O., & Teel, J.E. (1992). Consumer susceptibility to interpersonal influence and attributional sensitivity. *Psychology & Marketing*, 9(5), 379-394.
- Nelson, P. (1970). Information and consumer behavior. *Journal of Political Economy*, 78(2), 311-329.
- Nicholas, S.S. (1997). The purchasing behaviour of Shanghai buyers of processed food and beverage products: implications for research on retail management. *British Food Journal*, 99(4), 133-341.
- Nicholls, J.A.F., Roslow, S., Dublisch, S., & Comer, L.B. (1996). Relationship between situational variables and purchasing in India and the USA. *International Marketing Review*, 13(6), 6-21.

- Nicholls, J.A.F., Roslow, S., & Dubliss, S. (1997). Time and companionship: key factors in Hispanic shopping behavior. *Journal of Consumer Marketing*, 14(3), 194-205.
- Nicholls, J.A.F., Li, F., Mandokovic, T., Roslow, S., & Kranendonk, C.J. (2000). US-Chilean mirrors: shoppers in two countries. *Journal of Consumer Marketing*, 17(2), 106-119.
- Nunnally J. (1978). *Psychometric theory*. New York, McGraw-Hill.
- Obermiller, C., & Wheatley, J.J. (1984). Price effects on choice and perceptions under varying conditions of experience, information, and beliefs in quality differences, in NA - *Advances in Consumer Research*, 11, eds. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 453-458.
- O'Cass, A. (2000). An assessment of consumers product, purchase decision, advertising and consumption involvement in fashion clothing. *Journal of Economic Psychology*, 21(5), 545-576.
- O'Cass, A., & Frost, H. (2002). Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product & Brand Management*, 11(2), 67-88.
- O' Cass, A., & Grace, D. (2003). An exploratory perspective of service brand Associations. *Journal of Services Marketing*, 17(5), 452-475.
- Ofir, C. (2004). Reexamining latitude of price acceptability and price threshold: predicting basic consumer reaction to price. *Journal of Consumer Research*, 30, 612-621.
- Ogden, D.T. (2005). Hispanic versus Anglo male dominance in purchase decision. *Journal of Product and Brand Management*, 14(4), 98-105.
- Olsen, S.O. (2007). Repurchase loyalty: the role of involvement and satisfaction. *Psychology & Marketing*, 24(4), 315-341.
- Olsen, S.O. (2002). Comparative evaluation and relationship between quality, satisfaction, and repurchase loyalty. *Academy of Marketing Science Journal*, 30(3), 240-249.
- Olson, J. C. (1972). *Product quality perception: A model of quality cue utilization and an empirical test*. Unpublished doctoral dissertation, Purdue University, 1972.
- Olson, J.C., & Jacoby, J. (1972). Cue utilization in the quality perception process, in SV – Proceedings of the Third Annual Conference of the Association for Consumer Research, eds. M. Venkatesan, Chicago, IL: Association for Consumer Research, 167-179.
- Olorunniwo, F., Hsu, M.K., & Udo, G.J. (2006). Service quality, customer satisfaction, and behavioral intentions in the service factory. *Journal of Services Marketing*, 20(1), 59-72.

- Olorunniwo, F., & Hsu, M.K. (2006). A typology analysis of service quality, customer satisfaction and behavioral intentions in mass services. *Managing Service Quality*, 16(2), 106-123.
- Othman, M.N., & Lim, S.H. (1998). Consumer behaviour in shopping malls: A study of urban Malaysian consumers. *Malaysian Journal of Consumer and Family Economics*, 1, 70-90.
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 56(3), 460-469.
- Oliver, R.L. (1997). *Behavioural perspective of the consumer*. New York, McGrawhill.
- Pallant, J. (2007). *SPSS: Survival manual* (3rd ed.). New South Wales, Allen and Unwin.
- Park, B., & Lee, M.S. (1989). A causal model of consumer involvement. *Journal of Economic Psychology*, 10, 363-389.
- Park, C. W., & Lessig, V.P. (1977). Students and housewives: differences in susceptibility to reference group influence. *Journal of Consumer Research*, 4(5), 102-111.
- Park, C.W., & Lessig, V.P. (1981). Familiarity and its impact on consumer biases and heuristics. *Journal of Consumer Research*, 8, 223-230.
- Park, H.H., & Sullivan, P. (2009). Market segmentation with respect to university students' clothing benefits sought: shopping orientation, clothing attribute evaluation, and brand re-patronage. *International Journal of Retail and Distribution Management*, 37(2), 182-201.
- Park, W.C., & Mittal, B. (1985). A theory of involvement in consumer behaviour: problems and issues, in Sheth, J.N. (Ed.) *Research in Consumer Behaviour*, 1, 201-232.
- Parasuraman, A., Zeithaml, V., & Berry, L.L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Paswan, A.K., Spears, N., & Ganesh, G. (2007). The effect of obtaining one's preferred service brand on consumer satisfaction and brand loyalty. *Journal of Services Marketing*, 21(2), 75-87.
- Patterson, P.G. (2007). Demographic correlates of loyalty in a service context. *Journal of Services Marketing*, 21(2), 112-121.
- Peter, J.P. (1979). Reliability: a review of psychometric basics and recent marketing practices. *Journal of Marketing Research*, 16, 1-17.
- Peracchio, L.A., & Tybout, A.M. (1996). The moderating role of prior knowledge in schema-based product evaluation. *Journal of Consumer Research*, 23, 177-192.

- Petty, R.E., Cacioppo, J.T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: the moderating role of involvement. *Journal of Consumer Research*, 10, 135-146.
- Punj, G., & Brookes, R. (2002). The influence of pre-decisional constraints on information search and consideration set formation in new automobile purchases. *International Journal of Research in Marketing*, 19, 383-400.
- Prasanth, M.K., & Balan, J. (2013). The private label realities and the marketing strategy adopted by the organized retail chains in the state of Kerala. *IOSR Journal of Business and Management*, 7(4), 102-108.
- Putrevu, S., and Lord, K.R. (1994). Comparative and non-comparative advertising: attitudinal effects under cognitive and affective involvement conditions. *Journal of Advertising*, 23(2), 77-90.
- Quester, P.G., & Smart, J. (1998). The influence of consumption situation and product involvement over consumers' use of product attribute. *Journal of Consumer Marketing*, 15(3), 220-238.
- Quester, P., & Lim, A.L. (2003). Product involvement / brand loyalty: is there a link? *Journal of Product & Brand Management*, 12(1), 22-38.
- Ram, S., & Jung, H.S. (1989). The link between involvement, usage innovativeness and product usage. *Advances in Consumer Research*, 16, 160-166.
- Ranjbarian, B., Sanayei, A., Kaboli, M.R., & Hadadian, A. (2012). An analysis of brand image, perceived quality, customer satisfaction and repurchase intention in Iranian Department Stores. *International Journal of Business and Management*, 7(6), 40-48.
- Rao, A.R.; & Monroe, K.B. (1988). The moderating effect of prior knowledge on cue utilization in product evaluations. *Journal of Consumer Research*, 15, 253-264.
- Rao, A.R., & Monroe, K.B. (1989). The effect of price, brand name, and store name on buyers' perceptions of product quality: an integrative review. *Marketing Science Institute (working paper series, report No. 89)*, Cambridge.
- Rao, R., & Sieben, W.A. (1992). The effects of prior knowledge acceptability and the type of information examined. *Journal of Consumer Research*, 19, 256-270.
- Ratchford, B.T. (1987). New Insights about the FCB grid. *Journal of Advertising Research*, August / September Issue, 24-38.
- Richins, M.L., & Bloch, P.H. (1986). After the new wears off: the temporal context of product involvement. *Journal of Consumer Research*, 13, 280-285.
- Roberts, J., & Merrilees, B. (2007). Multiple roles of brands in business-to-business services. *Journal of Business and Industrial Marketing*, 22(6), 410-417.

- Rosa-Diaz, I.M. (2004). Price knowledge: effects of consumers' attitudes towards prices, demographics, and socio-cultural characteristics. *Journal of Product and Brand Management*, 13(6), 406-428.
- Roslow, S., Li, T., & Nicholls. (2000). Impact of situational variables and demographic attributes in two seasons on purchase behaviour. *European Journal of Marketing*, 34(9/10), 1167-1180.
- Rothschild, M.L. (1979). Perspectives on involvement: current problems and future directions. University of Wisconsin, USA.
- Ryans, A.B. (1974). Estimating consumer preferences for a new durable brand in an established product class. *Journal of Marketing Research*, 11, 434-443.
- Sarabia-Sanchez, F.J., & Ostrovskaya, L. (2014). A redefined measure of the tendency to use brand name in purchasing decisions. *Eric Market Economics and Business Journal*, 45(2), 201-219.
- Schewe, C.D. (1973). Selected social psychological models for analyzing buyers. *Journal of Marketing*, 37, 31-39.
- Schramm-Klein, H., Morschett, D., & Swoboda, B. (2008). Verticalization: the impact of channel strategy on product brand loyalty and the role involvement in the fashion industry. *Advances in Consumer Research*, 35, 289-297.
- Sharma, S., Shimp, A.T., & Shin, J. (1999). Consumer ethnocentrism: a test of antecedents and moderators. *Journal of the Academy of Marketing Science*, 23(1), 26-37.
- Shriver, S., & Bollinger, B. (2015). A structural model of channel choice with implications for retail entry. Shriver: Columbia Business School, Columbia University; Bollinger: The Fuqua School of Business, Duke University.
- Settle, R.B., & Golden, L.L. (1974). Attribution and advertiser credibility. *Journal of Marketing Research*, 11, 181-185.
- Simonson, I., Huber, J., & Payne, J. (1988). The relationship between prior brand knowledge and information acquisition order. *Journal of Consumer Research*, 14, 566-578.
- Singh, K., Leong, S.M., Tan, C.T., & Wong, K.C. (1995). A theory of reasoned action perspective of voting behavior: model and empirical test. *Journal of Psychology and Marketing*, 12(1), 37-51.
- Sivadas, E., & Baker-Prewitt, J.L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*, 28(2), 73-82.
- Soderlund, M., Vilgon, M., & Gunnarsson, J. (2001). Predicting purchasing behavior on business-to-business markets. *European Journal of Marketing*, 35(1/2), 168-181.

- Soderlund, M. (2002). Customer familiarity and its effects on satisfaction and behavioral intentions. *Journal of Psychology and Marketing*, 19(10), 861-880.
- Soderlund, M., & Ohman, N. (2005). Assessing behavior before it becomes behavior: An examination of the role of intentions as a link between satisfaction and repatronizing behavior. *International Journal of Service Industry Management*, 16(2), 169-185.
- Surbani, K.N., Said, M., & Embong, F. (2008). A study on the impact of product and service quality of fast food restaurants on repurchase behavior and brand loyalty. Proceedings of the National Sciences, Technology and Social Sciences 2008, Universiti Teknologi MARA, Pahang, Malaysia, 2, 547-558.
- Sproles, G.B., & Kendall, E.L. (1986). A methodology for profiling consumers' decision-making styles. *The Journal of Consumer Affairs*, 20, 267-279.
- Stafford, J.E., & Enis, B.M. (1969). The price-quality relationship: an extension. *Journal of Marketing Research*, 6, 456-458.
- Stanton, J.L., & Lowenhar, J.A. (1974). A congruence model of brand preference: a theoretical and empirical study. *Journal of Marketing Research*, 11, 427-433.
- Stigler, G. D. (1961). The economic of information. *The Journal of Political Economy*, 69(3), 213-225.
- Stone, G. (1954). City shoppers and urban identification: observations on the social psychology of city life. *American Journal of Sociology*.
- Swanson, S.R., & Davis, J.C. (2003). The relationship of differential loci with perceived quality and behavioral intentions. *Journal of Services Marketing*, 17(2), 202-219.
- Swinyard, W.R. (1993). The effects of mood, involvement, and quality of store experience on shopping intentions. *Journal of Consumer Research*, 20, 271-280.
- Schiffman, L.G., & Kanuk, LL. (1998). *Consumer behavior* (5th ed.). Upper Saddle, New Jersey, Prentice Hall International Incorporation.
- Schiffman, L.G., & Kanuk, L.L. (2004). *Consumer behavior* (8th ed.). Upper Saddle, New Jersey, Prentice Hall Incorporation.
- Schutte, H., & Ciarlante, D. (1998). *Consumer behavior in Asia*. London, Macmillan Press Ltd.
- Sheth, J. N. (1968). A factor analytic model of brand loyalty. *Journal of Marketing Research*, 5, 395-404.
- Sheth, J.N., & Mittal, B. (2004). *Consumer behavior: A managerial perspective*. Cincinnati, Ohio, South-Western Thomson Learning.
- Sherif, M., & H. Cantril, (1947). *The psychology of ego-involvement*. New York, John Wiley & Sons, Inc.

- Shine, A., O'Reilly, S., & O'Sullivan, K. (1997). Consume attitudes to nutrition labeling. *British Food Journal*, 99(8), 283-289.
- Solomon, M.R. (2004). *Consumer behavior, buying, having, being* (6th ed.). Upper Saddle, New Jersey, Prentice Hall Incorporation.
- Solomon, M.R., Marshall, G.W., & Stuart, E.W. (2006). *Marketing: Real people, real choices* (4th ed.). Upper Saddle, New Jersey, Pearson Prentice Hall Incorporation, New Jersey.
- Szymanski, D. M., & Henard, D.H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science*, 29(1), 16-35.
- Tam, J.L.M. (2008). Brand familiarity: its effects on satisfaction evaluations. *Journal of Services Marketing*, 22(1), 3-12.
- Tang, J., & Murphy, P.J. (2012). Prior knowledge and new product and service introductions by entrepreneurial firms: the mediating role of technological innovation. *Journal of Small Business Management*, 50(1), 41-62.
- Tarkiainen, A., & Sundqvist, S. (2005). Subjective norms, attitudes and intentions of Finnish consumers in buying organic food. *British Food Journal*, 107(11), 808-822.
- Tellis, G.J., & Geath, G.J. (1990). Best value, price-seeking, and price aversion: the impact of information and learning on consumer choices. *Journal of Marketing*, 54, 34-45.
- Tuu, H.H., Olsen, S.O., & Linh, P.T.T. (2011). The moderator effects of perceived risk, objective knowledge and certainty in the satisfaction-loyalty relationship. *Journal of Consumer Marketing*, 28(5), 363-375.
- Tabachnick, B.G, & Fidell, L.S. (2007). *Using multivariate statistics* (5th ed.). Boston, Pearson International Edition.
- Urbany, J.E. (1986). An experimental examination of the economics of information. *Journal of Consumer Research*, 13, 257-271.
- Urbany, J.E., & Dickson, P.R. (1991). Consumer normal price estimation: market versus personal standards. *Journal of Consumer Research* , 18, 45-51.
- Urbany, J.E., Dickson, P.R., & Kalapurakal, R. (1996). Price search in the retail grocery market. *Journal of Marketing*, 60, 91-104.
- Vanhuele, M., & Dreze, X. (2002). Measuring the price knowledge shoppers bring to the shop. *Journal of Marketing*, 66, 72-85.
- Van Ittersum, K., & Pennings, J.M.E. (2008). The effect of primed reference points on the shape of attribute-value functions, attribute importance, and choice. *Advances in Consumer Research*, 35, 701-906.

- Verlegh, P.W.J. (1999). In-groups, out-groups and stereotyping: consumer behavior and social identity theory. *Advances in Consumer Research*, 26, 162-164.
- Vaughn, R. (1980). How advertising works: a planning model. *Journal of Advertising Research*, 20(5), 27-33.
- Wang, Q., Dacko, S., & Gad, M. (2008). Factors influencing consumers' evaluation and adoption intention of really-new products or services: prior knowledge, innovativeness and timing of product evaluation. *Advances in Consumer Research*, 35, 416-422.
- Warrington, P., & Shim, S. (2000). An empirical investigation of the relationship between product involvement and brand commitment. *Psychology & Marketing*, 17(9), 761-782.
- Warshaw, P.R. (1980). A new model for predicting behavioral intentions: an alternative to Fishbein. *Journal of Marketing Research*, 17, 153-172.
- Webster, C., & Faircloth, J.B. (1994). The role of Hispanic ethnic identification on reference group influence. *Advances in Consumer Research*, 21, 458-463.
- Wee, C.H., Tan, S.J., & Cheok, K.H. (1995). Non-price determinants of intention to purchase counterfeit goods: An exploratory study. *International Marketing Review*, 12(6), 19-46.
- Wen, C., Prybutok, V., & Xu, C. (2011). An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*, 1, 14-24.
- Westbrook, R.A., Newman, J.W., & Taylor, J.R. (1978). Satisfaction/dissatisfaction in the purchase decision process: are consumers really as dissatisfied as many studies claim? *Journal of Marketing*, October, 1978.
- Wickliffe, V.P., & Pysarchik, D.T. (2001). A look at product attributes as enhancers of group integration among US and Korean consumers. *International Journal of Retail & Distribution Management*, 29(2), 99-108.
- William, F.B. (1950). The determination of factors influencing brand choice. *Journal of Marketing*, April, 1950, 1, 699-706.
- William K.C. (1982). *Behavioural aspects of marketing*. Oxford, Chartered Institute of Marketing, Butterworth-Heinemann Ltd.
- William, R.H., Painter, J.J., & Nicholas, H.R. (1978). A policy-oriented typology of grocery shoppers. *Journal of Retailing*, 54, 27-42.
- William, T. (2002). Social class influences on purchase evaluation criteria. *Journal of Consumer Marketing*, 19(3), 249-276.
- Winer, R.S. (1986). A reference price model of brand choice for frequently purchased products. *Journal of Consumer Research*, 13, 250-256.

- Winter, F.W. (1974). The effect of purchase characteristics on post-decision product reevaluation. *Journal of Marketing Research*, 11, 164-171.
- Witt, R.E. (1969). Informal social group influence on consumer brand choice. *Journal of Marketing Research*, 6, 473-476.
- Woodside, A.G., & Davenport, Jr. J.W. (1974). The effect of salesman similarity and expertise on consumer purchasing behavior. *Journal of Marketing Research*, 11, 198-202.
- Wood, S.L., & Lynch Jr., J.G. (2002). Prior knowledge and complacency in new product learning. *Journal of Consumer Research*, 29, 416-426.
- Wong, Y.T., & Osman, S. (2013). Personal characteristics and hedonic shopping orientation on apparel adult shoppers' repatronage behavioural intention. *Journal of Economics and Behavioural Studies*, 5(8), 505-510.
- Xia, Y., Ahmed, Z.U., Ghingold, M., Hwa, N.K., Li, T.W., & Ying, T.C. (2006). Spousal influence in Singaporean family purchase decision-making process: Across cultural comparison. *Asia Pacific Journal of Marketing and Logistics*, 18(3), 201-222.
- Yang, C.Y. (2009). The study of repurchase intentions in experiential marketing: an empirical study of the franchise restaurant. *International Journal of Organizational Innovation*, 2(2), 245-261.
- Yi, Y. (1993). Contextual priming effects in print advertisements: the moderating role of prior knowledge. *Journal of Advertising*, 22(1), 1-10.
- Yoon, E., Guffey, H.J., & Kijewski, V. (1993). The effects of information and company reputation on intentions to buy a business service. *Journal of Business Research*, 27, 215-228.
- Zaickowwsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12, 341-352.
- Zaichkowsky, J.L. (1987). The personal involvement inventory: reduction, revision and application to advertising. Discussion paper series, Faculty of Business Administration, Simon Fraser University, B.C. Canada.
- Zaichkowsky, J.L. (1994). The personal involvement inventory: reduction, revision and application to advertising. *Journal of Advertising*, 23, 59-70.
- Zboja, J.J., & Voorhees, C.M. (2006). The impact of brand trust and satisfaction on retailer repurchase intentions. *Journal of Services Marketing*, 20(5), 381-390.
- Zeithaml, V.A. (1983). Issues in conceptualizing and measuring consumer response to price. *Advances in Consumer Research*, 10, 612-616.
- Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2-22.

- Zeithaml, V.A., Berry, L.B., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31-46.
- Zinkhan, G.M., & Martin, C. R. (1982). The attitudinal implications of a new brand's name. *Advances in Consumer Research*, 9(1), 467-471.
- Zinkhan, G.M., & French, W.A. (2001). Moral orientation: its relation to product involvement and consumption. *Journal Advances in Consumer Research*, 28, 431-436.
- Zong, C.T., & Wildt, R.A. (1994). Price, product information, and purchase intention: an empirical study. *Journal of the Academy of Marketing Science*, 22(1), 16-27.
- Zikmund, W.G. (2000). *Business research methods* (6th ed.). Cincinnati, Ohio, South-Western Thomson Learning.

Internet Websites and Electronic Databases

- Achterberg, C.L. (1997). Food shopping and label use behavior among high-school-aged adolescents. *Adolescence*. Retrieved on August 8, 2008, from highbeamresearch.com.
- Baker, W., Hutchinson, J.W., Moore, D., & Nedungadi, P. (nd). Brand familiarity and advertising: effects on the evoked set and brand preference. Retrieved on August 8, 2004, from ABI/INFORM Global.
- Bloch, P.H., & Bruce, G.D. (1980). Product involvement as leisure behavior. Louisiana University, California State University-Fullerton, USA. Retrieved on August 8, 2004, from EBSCOHOST/Business Source Premier database.
- Brown, W.F. (1950). The determination of factors influence brand choice. *Journal of Marketing*, 14, 699-706. Retrieved on August 8, 2004, from ABI/INFORM Global.
- Curtis, T., Abratt, H. R., Dion, P. & Rhoades, D. (2012). Customer satisfaction, loyalty and repurchase: some evidence from apparel consumers. Retrieved on November 2, 2012, from Scholar Google.com.
- Chen, H.S., & Hsieh, T. (2012). A study of antecedents of customer repurchase behaviors in Chain Store Supermarkets. Retrieved on November 2, 2012, from Scholar Google.com.
- Dazed and confused, Businessworld, March 26, 2001. Retrieved on August 28, 2004, from <http://www.yahoo.com>.
- Escalas, J.E., & Bettman, J.R. (2004). Self-construal, reference groups, and brand meaning. Retrieved on August 8, 2004, from EBSCOHOST/Business Source Premier database.
- Fang Hsieh, H., & Shannon, S.E. (2015). Three approaches to qualitative content analysis. Retrieved on June 9, 2015, from sagepub.com.

- Guthrie, J.F. (1997). Trends in marketing and usage of fat-modified foods: implications for dietary status and nutrition promotion. *Family Economics and Nutrition Review*. Retrived on August 8, 2008, from Highbeamresearch.com.
- Obermiller, C., & Wheatley, J.J. (1983). Price effects on choice and perceptions under varying conditions of experience, information, and beliefs in quality differences. Retrieved on August 8, 2004, from EBSCOHOST/Business Source Premier database.
- Park, J., Ekinci, Y., & Cobanoglu, C. (2004). An empirical analysis of internet users' intention to purchase vacations online. Retrieved on August 8, 2004, from <http://www.google.com.my/search>.
- Petty, R.E., & Cacioppo, J.T. (1980). Effects of issue involvement as a moderator of the effects on attitude of advertising content and context. University of Missouri-Columbia, USA and University of Iowa, USA. Retrieved on August 8, 2004, from EBSCOHOST/Business Source Premier database.
- Stone, R.N. (1984). The marketing characteristics of involvement. *Advances in Consumer Research*, 11, ed. Thomas C. Kinnear, Provo, UT: Association for Consumer Research, 210-215. Retrieved on August 8, 2004, from EBSCOHOST/Business Premier Source database.
- Quester, P.G., Karunaratna, A., & Lim, A.L. (2003). The product involvement/brand loyalty link: an empirical examination. Retrieved on August 8, 2004, from <http://www.google.com>.

List of Publications and Papers Presented

Journals

Akir, O. and Othman, M.N. (2010). Consumers' Shopping Behaviour Pattern on Selected Consumer Goods: Empirical Evidence from Malaysian Consumers. *International Review of Business Research Papers*, Vol. 6(4), 279-294 & *Journal of Business & Policy Research*, Vol. 5(1), 123-157. Article can be accessed at www.bizresearchpapers.com.

Proceedings

Akir, O. and Othman, M.N. (2011). Does Quality Matters - Empirical Evidence on Consumers Repurchase Intention Behaviour. *Proceedings of 15th International Conference on ISO & TQM 2011, 26-28 July, 2011 at UNITEN, Kajang Selangor, Malaysia*. Listed on Thomson citation index-ISI, ISBN: 962-86107-9-1-15.

Akir, O. and Othman, M.N. (2010). Consumers Repurchase Behaviour on Selected Consumer Goods: An Investigation on the Moderating Effects of Prior Product Knowledge. *Proceedings of IEEE Symposium and Industrial Electronics and Applications (ISIEA) 2010, 3-5 October 2010, Park Royal Hotel, Penang, Malaysia*. Listed and indexed on the IEEE Xplore database, ISBN: 978-1-4244-7646-6.

Religion, Religious Orientation and its Relationship on Aspects of Consumer Behaviour. *Proceedings of 1st International Conference on Islamic Marketing & Branding (ICIMB 2010), 29-30 November 2010, at Seri Pacific Hotel Kuala Lumpur, Malaysia*, ISBN:978-983-43925-1-2.

Akir, O. and Othman, M.N. (2010). Consumer Shopping Behaviour Pattern on Selected Consumer Goods: Empirical Evidence on Malaysian Consumers (Kuching City). *Proceedings of the 9th European Conference on Research Methodology for Business and Management Studies IE Business School, 24-25 June, 2010 at the IE Business School, Madrid, Spain*, ISBN: Listed on Thomson citation index-ISI, ISBN: 978-1-906638-64-1.

Akir, O. and Othman, M.N. (2009). Consumers' Shopping Behaviour Pattern on Selected Consumer Goods: Empirical Evidence on Malaysian Consumers. *Proceedings of the 11th International Conference on Business Research, 2-4 December 2009 at Sydney Harbour Marriot Hotel, Sydney, Australia*; ISBN: 978-0-980-4557-0-7 (Awarded Best Paper).

Akir, O. and Othman, M.N. (2009). Consumer Shopping Behaviour Pattern on Selected Consumer Goods: A Case for Consumers of Kuching City, Sarawak, Malaysia. *Proceedings of the Global Strategic Management Inc. USA (GMSI) 1st Global Business Summit, at Universiti Teknologi MARA, Malaysia, Shah Alam, 15-16 June, 2009*, ISBN: 1947-833x.

APPENDIX A

RESEARCH SURVEY QUESTIONNAIRE

APPENDIX B

TEST OF ASSUMPTIONS