

**ACTUAL PURCHASE BEHAVIOR OF LOCAL BRAND ANTECEDENTS IN
YEMEN: THE MEDIATING EFFECT OF PURCHASE INTENTION**

By

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
In Fulfillment of the Requirement for the Degree of Doctor of Philosophy
April 2013**

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ABSTRACT

It cannot be denied that purchase intention and actual purchase have been extensively studied by previous researchers. However, most of the studies related to actual purchase were undertaken in developed countries, and not much has been done in developing countries, such as Yemen. Empirical studies related to the actual purchase of local products in Yemen are limited. Therefore, this study attempts to examine the relationship between patriotism, trust, advertising, price, quality, masculine culture, family, government support and intention and their influence on actual purchase behaviour of consumers in Yemen. This research framework was built and tested based on the Theory of Planned Behaviour (TPB). In general, this study involved ten latent variables, eight exogeneous variables and two endogenous variables. The research instrument consisted of 78 items adapted from previous studies. Questionnaires were distributed to 1,000 respondents in 50 schools in Yemen. Of those, only 711 questionnaires were returned and could be used for analysis. Analysis was performed using SEM. The results show that intention, patriotism, quality and government support have positive and significant impact on actual purchase. It also shows that patriotism, masculine culture and family have a significantly positive effect on intention, whilst trust, advertising, price, masculine culture, and family do not have a significant effect on actual purchase. The findings of the study also show that purchase intentions have an intervening effect on the relationship between patriotism, masculine culture, and family with the actual purchase. In summary, the TPB is an appropriate basic theory as it can explain the relationship between the variables, whereby the constructed model has shown a good goodness-of-fit index. This study also discusses past empirical findings and practical implications and applications for Yemen, as well as the need to conduct further research related to actual purchase.

Keywords: Actual purchase of local Brand, Patriotism, Family and Government Support, Structural Equation Modeling, Yemen

ABSTRAK

Tidak dapat disangkal bahawa niat dan pembelian sebenar telah banyak dikaji oleh penyelidik terdahulu. Namun kebanyakan kajian berkaitan pembelian sebenar ini dilakukan di negara maju, dan masih kurang kajian berkaitannya dilakukan di negara sedang membangun seperti Yaman. Kajian empirikal berkaitan pembelian sebenar produk tempatan di Yaman adalah terhad. Oleh itu, kajian ini cuba mengenalpasti hubungan antara patriotik, amanah, iklan, harga, kualiti, budaya maskulin, keluarga sokongan kerajaan dan niat dalam mempengaruhi tingkah laku pembelian sebenar pengguna di Yaman. Kerangka kajian ini dibina dan diuji berdasarkan kepada Teori Tingkahlaku Terancang (TPB). Secara keseluruhannya kajian ini melibatkan sepuluh pembolehubah pendam, lapan pembolehubah eksogeneous dan dua pembolehubah endogenous. Instrumen kajian terdiri daripada 78 item yang diadaptasikan daripada kajian terdahulu. Soal-selidik diedarkan kepada 1000 responden di 50 buah sekolah di Yaman. Daripada itu, hanya 711 soal-selidik diperolehi kembali dan dapat digunakan untuk tujuan analisis. Analisis dilakukan menggunakan SEM. Dapatan kajian menunjukkan bahawa niat, patriotik, kualiti dan sokongan kerajaan mempunyai kesan positif dan signifikan ke atas pembelian sebenar. Ia juga menunjukkan patriotisme, budaya maskulin dan keluarga memberi kesan positif dan signifikan terhadap niat, manakala amanah, iklan, harga, budaya maskulin, dan keluarga tidak mempunyai kesan yang besar ke atas pembelian sebenar. Dapatan kajian juga menunjukkan bahawa niat pembelian mempunyai kesan pencelah dalam hubungan antara patriotik, budaya maskulin, dan keluarga dengan pembelian sebenar. Sebagai rumusan, TPB sesuai dijadikan sebagai teori dasar kerana mampu menjelaskan hubungan antara pembolehubah yang mana model yang dibina telah menunjukkan goodness of fit index yang baik. Kajian ini juga membincangkan penemuan empirikal lalu dan implikasi praktikal dan aplikasi bagi negara Yaman, serta keperluan untuk menjalankan penyelidikan lanjutan berkaitan pembelian sebenar.

Katakunci: Pembelian Sebenar, Produk Jenama Tempatan, Patriotik, Keluarga dan Sokongan kerajaan, *Structural Equation Model*, Yaman

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ACKNOWLEDGEMENTS

In advance, I am grateful to the Almighty Allah for giving me the opportunity to complete my PhD thesis. May peace and blessing of Allah be upon His beloved Prophet Muhammad (SAW), his family and his companions. In completing this thesis, I owe a debt of gratitude and thanks to many people and institutions that have supported me throughout this difficult yet challenging journey. While being thankful to all of them, I must register my gratitude to some in particular. First and foremost, I would like to express my deepest appreciation to my supervisor Prof. Dr. Nik Kamariah Nik Mat. She has been very patient in guiding and supporting me from the very beginning throughout the production of this thesis. Also, she taught me about SEM and assisted me immensely in focusing my thinking and ideas towards the right direction and gave me her valuable ideas, insights, comments and suggestions towards understanding the empirical predicaments I have encountered. Second, I had the grateful fortune to be under my second supervisor. Dr. Salniza Md Salleh. I am very grateful for her guidance and encouragement. Her profound knowledge provided me with the opportunity to broaden my knowledge and to make significant progress. Many thanks go to my viva committee members, Prof. Dr Rosli Mahmood, Prof. Dr Mahadzirah Mohamad and Dr. Abduualrahim Othman for their considerate comments and suggestions regarding this study. To all academic and administrative staff at the School of Business Management, my sincere gratitude goes to you.

I would like to express my never-ending appreciation and gratitude to people in Yemen. First and foremost, to my father Mohammad Ben Esmail Alekam, who has been a great and wise teacher in my life and my lovely mother for her infinite patience, especially during my absence. To them a sincere flow of love, they accompanied me all the way in my long struggle, and they pushed me to pursue my dreams. I would like to extend my gratitude to my beloved wife Thekayat Abdualah Mohammed Alekam, who has been very patient during my absence to be alone with my parents and my children, and for her undivided support for me to get my PhD in Malaysia. To my dear daughters, Khawlah,

Ramlah and my dear son, Abdulrahman. Additionally, to a nice and important person in my life, my dear brother Mr. Aduallah, (Abu Mohammed) who has been a second father, a great teacher in my life, and with infinite patience especially during my life with him and his family: (Faizh, Mohammed, Ahlam, Hithm, Ahmed, Asma), and also great thanks to my dear brothers Abbas and his family, Abualmalek and his family, Dr. Abdualmoez and his family, my sister Asia and her family. Furthermore, my great thanks to my aunts: Aaliyah, second mother and her family, my Mother-in-Law Nabat and her family, Daolah and her family and Fatimah bent Hamood Jagman. I would like to express my appreciation to uncles: Aduallah Mohammed Alekm and his family, and Uncle Ahamed ben Ali Alekam and his family. Furthermore, I would like to express my never-ending appreciation and gratitude to friends and relatives in Yemen and Malaysia: Esam Abuallh Ahmed Hussein and his family, Adel Abdualmuiz, Hamid Glidan, Wail Alaswadi, Saleh Alreyami, Sami Alhadri, Nabil Alnozily and his family, Abdualrakip Alaskri and his family, Balal Alnozily, Molatf alhojiry, Nasr Shaif, Abdualrahman Alahdal, Edris Alzom, Esmail Almklaifi, Abdu khtan, Naser Alet, Dr Saleh Mohammed, Mohammed Ahmed Alekam and his family, Naser Alariki, Aduallah Almahwori, Mahmood horab. A special thanks goes to all of my friends at UUM, Nahg Alawi, Mahfoudh Mgammal, Bakr Al-Gamrh, Gamal Al-Douis, Hamdan Al-Shami, Hamdan Al-Jaifi, Hussein Abu Al-Rejal, Mohanad Sufyan Abdullah Masood, Hasan Bamahros, Fahd Ojaili, Ebrahim Alakwa, Hashed Mabkhot, Mohammed Hammod, Abdullah Bukair, Abood Alebel, Khaled Al-Jaaidi, Mahfoudh AlMusali, Mohammed Balhuwaisl, Fozi Belhaj, Murad Alfalahi, Malek Al Majali, Ayed Almuala, Abdalfthah Alazam, Abualhi. Last but not least, to my family, friends, teachers, brothers and sisters, I thank you so much for continuously giving me your undivided support and eternal prayers. To all of you, I have this to say: I love you, respect you, pray for you, and may Allah Bless you. I would like to dedicate this PhD thesis to my country Yemen, and to my second home country Malaysia.

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LIST OF ABBREVIATIONS

AD	Advertisement
AGFI	Adjusted Goodness-of-Fit Index
AMOS	Analysis of Moment Structures
AP	Actual purchase of local brand
ATT	Attitude
AVE	Average Variance Extracted
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit Index
CR= t	Critical Ratio in AMOS = t-value in SPSS
C.R	Composite reliability
DDS	Data Descriptive Statistics
DF	Degreeoffreedom
DOS	Department of Statistics
EFA	Exploratory Factor Analysis
F	Family
GDP	Gross domestic product
GFI	Goodness-of-Fit Index
GOF	Goodness of Fit
GS	Government Support
MC	Masculinity Culture
MHE	Ministry of Higher Education
ML	Maximum Likelihood
NFI	Normed Fit Index
NP	Number of employees in each region
NS	Number of samples to be distributed
P	Patriotism
P	P-value
β	Beata
PI	Purchase Intention
PBC	Perceived Behavior Control
Q	Quality
R	Price
R^2	R square in SPSS
RM	Generated Model
RMSEA	Root Mean Square Error of Approximation
SIGN	Significant
SEM	Structural Equation Modeling
SMC	Squared Multiple Correlation = R^2 square in SPSS
SN	Subjective Norm
SPSS	Statistical Package for Social Science
SRMR	Standardized Root Mean Residual
T	Trust
T	t-value
TLI	Tucker-Lewis Index
TPB	Theory of Planned Behavior
TRA	Theory of Reason Action
UK	United Kingdom
USA	United States of America

VE	Variance Extracted
χ^2	Chi-square
χ^2/df	Chi-square per degree of freedom ratio
YR	Yemeni Rial

CHAPTER ONE INTRODUCTION

1. 1. Overview

This section is an overview of the chapter outline. It contains the research background of the study. It also elaborates on the problem statement, research objectives, research questions, research justification, the significance of the study and new contribution to knowledge.

1. 2. Research Background

The Republic of Yemen (Yemen), a country located on the Arabian Peninsula in Southwest Asia and has an area of some 531,870 square kilometers. Yemen is considered as one of the poorest countries in the world with a low standard of public health and education, a high population growth rate, a low degree of service accessibility, and widespread poverty. With an estimated 35% of the population living under the household poverty line, Yemen is classified as one of the least developing countries (Albawaba Business, 2013).

Yemen is a low income country that is highly dependent on declining oil resources for revenue. Petroleum accounts for roughly 25% of gross domestic product GDP and 70% of government revenue. Yemen has tried to counter the effects of its declining oil resources by diversifying its economy through an economic reform program initiated in 2006 that is designed to bolster non-oil sectors of the economy, as well as foreign investment. Despite these ambitious endeavors,

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