

**IS IT THE RIGHT CHOICE?
FACTORS INFLUENCING BRAND CONSCIOUSNESS**

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ABSTRACT

The aim of this study is to investigate the factors influencing Brand Consciousness. The researcher used dimensions from various researchers on a sample of 250 local university undergraduate students. Questionnaire was used to gather information. The findings showed that there is a significant relationship between High-Quality Conscious, Price Conscious, Impulse Conscious, Brand-Loyalty Conscious, and Brand Consciousness. The result of the multiple regression showed that Brand Loyalty has the highest influenced on Brand Consciousness.

Recommendation, implication and direction for future research also discussed.

ABSTRAK

Objektif kajian ini adalah untuk mengenal pasti factor-faktor yang mempengaruhi Kesedaran Jenama di Malaysia. Penyelidik menggunakan dimensi-dimensi yang semula ke atas sampel sebanyak 250 orang pelajar universiti tempatan. Untuk tujuan ini, borang soal selidik telah digunakan. Hasil analisis menunjukkan adanya hubungan signifikan di antara Kualiti Tinggi, Kesedaran Harga, Kesedaran Serentak, Kesetiaan Jenama, dan Kesedaran Jenama. Keputusan regresi berganda menunjukkan Kesetiaan Jenama mempunyai pengaruh yang paling nyata kepada Kesedaran Jenama.

Cadangan, implikasi dan haluan bakal penyelidik juga telah dibincangkan.

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Glory to Allah S.W.T, Most Gracious, the Most Merciful, and peace upon his messenger Prophet Muhammad S.A.W. All the worship belongs to only Allah. I seek refuge to Allah from the wickedness from the evil deeds. I also praised to Allah S.W.T for giving me the courage, strength, time, and knowledge to complete this research properly.

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TABLE OF CONTENTS

| CONTENT | PAGE |
|---------------------------|------|
| PERMISSION TO USE.. .. . | i |
| ABSTRACT | ii |
| ABSTRAK | iii |
| ACKNOWLEDGEMENT | iv |
| TABLE OF CONTENTS | v |
| LIST OF TABLES.. .. . | x |
| LIST OF FIGURE | xii |

1.0 INTRODUCTION

| | |
|------------------------------------|----|
| 1.1 CHAPTER INTRODUCTION | 1 |
| 1.2 BACKGROUND OF THE STUDY.. .. . | 1 |
| 1.3 PROBLEM STATEMENT | 7 |
| 1.4 PURPOSE OF THE STUDY | 8 |
| 1.5 RESEARCH QUESTIONS | 10 |
| 1.6 RESEARCH OBJECTIVES | 11 |

| | | | | | | | |
|-------------------------------|----|----|----|----|----|----|----|
| 1.7 SIGNIFICANT OF STUDY | .. | .. | .. | .. | .. | .. | 12 |
| 1.8 DEFINITION OF TERMS | .. | .. | .. | .. | .. | .. | 12 |
| 1.9 LIMITATION F STUDY .. | .. | .. | .. | .. | .. | .. | 14 |
| 1.10 ORGANIZATION OF STUDY .. | .. | .. | .. | .. | .. | .. | 14 |

2.0 LITERATURE REVIEW

| | | | | | | | |
|---|----|----|----|----|----|----|----|
| 2.1 CHAPTER INTRODUCTION | .. | .. | .. | .. | .. | .. | 16 |
| 2.2 BRAND CONSCIOUSNESS | .. | .. | .. | .. | .. | .. | 16 |
| 2.3 CONSUMER DECISION-MAKING STYLES | .. | .. | .. | .. | .. | .. | 19 |
| 2.4 CHARACTERISTICS CONSUMER DECISION - MAKING STYLE .. | | | | | | | 24 |
| 2.4.1 Brand Conscious Decision Making Style | .. | .. | .. | .. | .. | .. | 24 |
| 2.4.2 High-Quality Conscious Decision Making Style | .. | .. | .. | .. | .. | .. | 25 |
| 2.4.3 Price Conscious Decision Making Style | .. | .. | .. | .. | .. | .. | 26 |
| 2.4.4 Brand-Loyal Conscious Decision Making Style.. | .. | .. | .. | .. | .. | .. | 26 |
| 2.4.5 Impulsive Conscious Decision Making Style | .. | .. | .. | .. | .. | .. | 27 |
| 2.5 THEORETICAL FRAMEWORK | .. | .. | .. | .. | .. | .. | 28 |
| 2.6 HYPOTHESES | .. | .. | .. | .. | .. | .. | 30 |

3.0 RESEARCH METHODOLOGY

| | | | | | | | |
|--------------------------|----|----|----|----|----|----|----|
| 3.1 CHAPTER INTRODUCTION | .. | .. | .. | .. | .. | .. | 32 |
|--------------------------|----|----|----|----|----|----|----|

| | | | | | | | | |
|---|----|----|----|----|----|----|----|----|
| 3.2 POPULATION | .. | .. | .. | .. | .. | .. | .. | 32 |
| 3.3 DATA COLLECTION | .. | .. | .. | .. | .. | .. | .. | 33 |
| 3.3.1 Primary Data | .. | .. | .. | .. | .. | .. | .. | 33 |
| 3.3.2 Secondary Data | .. | .. | .. | .. | .. | .. | .. | 33 |
| 3.4 SURVEY INSTRUMENTS.. | .. | .. | .. | .. | .. | .. | .. | 34 |
| 3.4.1 Questionnaire Design | .. | .. | .. | .. | .. | .. | .. | 34 |
| 3.5 SAMPLING TECHNIQUES | .. | .. | .. | .. | .. | .. | .. | 38 |
| 3.6 DATA ANALYSIS PROCEDURES | .. | .. | .. | .. | .. | .. | .. | 38 |
| 3.6.1 Reliability Analysis (Cronbach’s Alpha).. | .. | .. | .. | .. | .. | .. | .. | 39 |
| 3.6.2 Normality Test | .. | .. | .. | .. | .. | .. | .. | 39 |
| 3.6.3 Descriptive Statistic | .. | .. | .. | .. | .. | .. | .. | 40 |
| 3.6.4 T – Test | .. | .. | .. | .. | .. | .. | .. | 41 |
| 3.6.5 Hypothesis Testing | . | .. | .. | .. | .. | .. | .. | 41 |
| 3.7 MEASUREMENT SCALE ON RELIABILITY ANALYSIS | .. | .. | .. | .. | .. | .. | .. | 42 |
| 3.7.1 Pilot Test | .. | .. | .. | .. | .. | .. | .. | 44 |
| 3.7.2 Reliability of the Pilot Test and Actual | .. | .. | .. | .. | .. | .. | .. | 44 |
| 3.8 NORMALITY TEST | .. | .. | .. | .. | .. | .. | .. | 46 |
| 3.9 CHAPTER SUMMARY | .. | .. | .. | .. | .. | .. | .. | 49 |

4.0 DATA ANALYSIS AND FINDINGS

| | | | | | | | |
|--|----|----|----|----|----|----|----|
| 4.1 CHAPTER INTRODUCTION | .. | .. | .. | .. | .. | .. | 50 |
| 4.2 DISCUSSION | .. | .. | .. | .. | .. | .. | 50 |
| 4.3 FREQUENCY DISTRIBUTION | .. | .. | .. | .. | .. | .. | 51 |
| 4.3.1 Gender of Respondents | .. | .. | .. | .. | .. | .. | 51 |
| 4.3.2 Age of Respondents | .. | .. | .. | .. | .. | .. | 52 |
| 4.3.3 Ethnic Group e of Respondents | .. | .. | .. | .. | .. | .. | 53 |
| 4.3.4 Religion of Respondents | .. | .. | .. | .. | .. | .. | 53 |
| 4.3.5 Respondents Education Level | .. | .. | .. | .. | .. | .. | 54 |
| 4.3.6 Respondents Semester Level | .. | .. | .. | .. | .. | .. | 54 |
| 4.3.7 Academic College Category of Respondents | .. | .. | .. | .. | .. | .. | 55 |
| 4.3.8 Preferred Laptop Brands | .. | .. | .. | .. | .. | .. | 55 |
| 4.4 HYPOTHESES TESTING | .. | .. | .. | .. | .. | .. | 56 |
| 4.4.1 T-test of Data Collection | .. | .. | .. | .. | .. | .. | 56 |
| 4.4.2 One Analysis of Varian (ANOVA) | .. | .. | .. | .. | .. | .. | 58 |
| 4.4.3 Pearson Correlations | .. | .. | .. | .. | .. | .. | 59 |
| 4.4.4 Regression Analysis of Coefficients | .. | .. | .. | .. | .. | .. | 64 |
| 4.5 CHAPTER SUMMARY | .. | .. | .. | .. | .. | .. | 66 |

5.0 DISCUSSION, RECOMMENDATIONS AND CONSLCLUSION

| | | | | | | | |
|---|----|----|----|----|----|----|----|
| 5.1 CHAPTER INTRODUCTION | .. | .. | .. | .. | .. | .. | 67 |
| 5.2 RESPONDENTS' DEMOGRAPHY | | .. | .. | .. | .. | .. | 67 |
| 5.3 DISCUSSION | .. | .. | .. | .. | .. | .. | 69 |
| 5.4 MANAGERIAL IMPLICATIONS | | | .. | .. | .. | .. | 73 |
| 5.5 LIMITATION AND DIRECTIONS FOR FUTURE RESEARCH | | | | | | .. | 74 |
| 5.6 CONCLUSION | .. | .. | .. | .. | .. | .. | 75 |
| REFERENCES | .. | .. | .. | .. | .. | .. | 76 |

APPENDICES

| | | | | | | | |
|---------------|----|----|----|----|----|----|----|
| APPENDIX A.. | .. | .. | .. | .. | .. | .. | 80 |
| APPENDIX B .. | .. | .. | .. | .. | .. | .. | 85 |

LIST OF TABLES

| TABLES | PAGE |
|--|-------------|
| Table 3.1 Rules of Thumb about Cronbach's Alpha Coefficient | 43 |
| Table 3.2 Reliability Test (Cronbach's Alpha) | 45 |
| Table 4.1 Gender of the Respondents | 51 |
| Table 4.2 Age of Respondents | 52 |
| Table 4.3 Ethnic Group of Respondents | 53 |
| Table 4.4 Religion of Respondents | 53 |
| Table 4.5 Education Level | 54 |
| Table 4.6 Semester Level | 55 |
| Table 4.7 College Categories | 55 |
| Table 4.8 Preferred Laptop Brands | 56 |
| Table 4.9 T-test for Gender and Brand Consciousness | 58 |
| Table 4.10 One-Way ANOVA for Age of Respondents | 58 |
| Table 4.11 One-Way ANOVA for Religion | 59 |
| Table 4.12 Correlation between High-Quality and Brand Consciousness .. | 60 |

| | |
|---|----|
| Table 4.13 Correlation between Impulse Conscious and Brand | |
| Consciousness | 61 |
| Table 4.14 Correlation between Price Conscious and Brand Consciousness .. | 62 |
| Table 4.17 Correlation relationship between Brand-Loyalty | |
| Consciousand Brand Consciousness .. . | 63 |
| Table 4.18 Regression Analysis of Coefficient .. . | 65 |
| Table 4.19 Regression Analysis of Model Summary .. . | 65 |

LIST OF FIGURE

| FIGURE | PAGE |
|---|------|
| Figure 2.1: Theoretical Framework | 29 |
| Figure 3.1: Normality test on Brand Consciousness.. | 46 |
| Figure 3.2: Normality test on Impulse Conscious .. | 47 |
| Figure 3.3: Normality test on Price Conscious .. | 47 |
| Figure 3.4: Normality test on High Quality Conscious .. | 48 |
| Figure 3.5: Normality test on Habitual Conscious .. | 48 |

INTRODUCTION

1.1 CHAPTER INTRODUCTION

This study is to discuss the relationship between Consumer Decision-Making Styles which are “High Quality Conscious Consumer”, “Price Conscious Consumer”, “Impulsive Consumer”, and “Brand-Loyal Consumer” on “Brands Consciousness” among undergraduate students of Universiti Utara Malaysia. This chapter will discuss the background of the study and research problems, followed by the purpose of the study, research question and objectives of the research. This chapter will also discuss the scope of research, significance and limitation of this research.

1.2 BACKGROUND OF THE STUDY

Laptops are an important part of today’s student’s study kit. And with a plethora of brands flooding the market, each trying to differentiate itself from the other in terms of features, style and trying to entice the buyer with attractive offers, the decision of zeroing on the laptop has become a difficult exercise for the student. The very nature of the product encourages the prospective buyer to go through all the stages of a typical buying process.

The laptop has been used worldwide. According to Nasir et al. (2006), the rapid growth in the technology sector has caused in increasing number of competitors in the market. This has led to marketers and academicians to focus on customers' decision making in the purchase of the portable PC in the industry.

The laptop has been considered as luxury goods in the past. But time has changed as well as quality of life of people is improved and laptop becomes a necessity. Laptop always being renewed by marketers such as features, design and functions. They designed it to a tool that small and easy to carry anywhere. Laptop also is known as “notebook” by some manufacturer. This is to avoid warm thigh complaints from customers and subsequent opportunist liability suits.

Brand shows a reputation of a company through their products or services. According to Kotler (2003), “a successful brand is one which creates and sustains a strong, positive and lasting impression in the mind of a buyer”. As Doyle (1998) claims a successful brand is a name, symbol, design or some combination, which identifies the product of a particular organization as having a sustainable differential advantage.

Brand is also a sign that is memorable in the mind of customers. When customer start to loyal to some brand, they indirectly help them expand the market share, increase the bottom line and sustain company's advantage. According to Kotler et al. (2009), “The Marketing American Association defined brand as a name, term, sign, symbol or

design, intended to identify the goods or services of one seller or group of sellers, and to differentiate from a bear fight them of the competitors”.

Nowadays social mobility increased, people are become highly brand conscious. Well-known brand labels on outfits, footwear's and electronics give satisfaction to the conspicuous consumers. They are becoming more self-conscious, which raise the temptation in them to follow the enthusiasm of brand race. The street trends are getting down market and latest styles labeled with brand name are dominating the market.

Quality, comfort and style become the major motivation for getting designer stuff and it gives a great enhancement to personal ego. If we move to another aspect, social pressure is a major factor for choosing branded things. Even some say, brand helps them to become a style icon. Stereotype shoppers today are highly brand obsessed. These snobs are mainly categorized into youth and the working class. Youth prefers brand because it gives them funky style. Whereas working class is particular about using branded products so their personality can be enhanced and also gives them sophisticated and professional look.

Researchers and marketers show a growing attention in the research of consumer decision-making styles to recognize how and why people shop. This study presents the result from an exploratory study of consumer decision-making styles in Universiti Utara

Malaysia using the Consumer Styles Inventory (CSI) developed by Sproles and Kendall (1986).

According to Sproles and Kendall (1986), a consumer's decision-making style was defined as a mental orientation characterizing a consumer's approach to making choices. In marketing, this concept is important because it determines consumer behavior and is relevant for market segmentation (Sproles and Kendall, 1986).

In the past, studies on consumer decision-making issues were mainly focused on *decision-making process*. However, Bettman (1979) argues that consumers may sometimes typically rely on simple strategies, rather than going through a series steps or processes rationally when they made purchase decisions. Consumers may simply emphasize or evaluate some typical dimensions or characteristics that are obvious and being conscious of (Sproles, 1985).

Market segmentation is an important element of marketing in understanding the shopping style of consumers. According to Wedel and Kamakura (2000), it is important for goods to be produced and sold with considering the needs in addition to recognizing the heterogeneity of their needs. Demographic features of consumers remain predominantly used base, while there are many other ways to segment a market.

Demographic segmentation mostly has been chosen because there are potential relationship between demographic characteristics of consumers and specialized consumer activities such as shopping and buying styles. Solomon *et al* (2010) suggests that, products are sex-typed or androgynous. Sex-typed define as a product that takes on masculine or feminine characteristic. For example, products like Barbies for girls and Hotwheels for boys. Another reason demographic has been chosen is that demographic variables are usually well-defined, and above all, are amongst the easiest to measure (Pol, 1991).

There are numerous demographic variables or characteristic that may be used to segment consumer markets. The most frequently used variables by marketers in segmenting consumer market are age, gender, income, ethnicity, marital status, and household size. Gender has been continuously used among these variables to segment consumer market.

Gender was chosen as a segmentation variable because they were easy to access, easy to identify, and large enough for consumer products and services to be marketed profitably. Males and females want different products and they are likely to have different ways of liking and obtaining these (Mitchell and Walsh, 2004). Gender has an important role in consumer behaviors. Because, the differences between men and women about expectation, want, need, lifestyle and so on that reflects to their consumption behaviors (Akturan, 2009).

The Consumer Styles Inventory (CSI) that was developed by Sproles and Kendall (1986) can explain the gender segmentation of consumer decision-making. The CSI described eight types of shoppers. These eight types of shoppers are brand conscious shoppers, high quality-conscious shoppers, recreational/hedonistic shoppers, novelty/fashion-conscious shoppers, impulsive shoppers, price conscious shoppers, brand-loyal shoppers, and confused by over-choice shoppers.

Since its introduction, the CSI has been tested using several nationalities such as Germans by Walsh, (2001), Chinese by Fan and Xiao, (1998), and Koreans by Hasftrom, (1992). These studies were conducted to get a better understanding of consumer decision-making processes within different cultures. Although these studies have shown that the CSI has a potential utility across international populations, there is not much known about the decision-making styles of consumers in other Asian countries such as Malaysia.

However, there is very narrow research reporting on the reliability of the CSI in Malaysia, or the generalizability of the mechanism across local cultures within the Malaysia marketing environment. Hence, the purpose of this study is research is to test the reliability of CSI and to identify the decision-making styles of Malaysian consumers.

1.3 PROBLEM STATEMENT

The rapid change of the competitive environment today made the decision-making is more complex and even more important for consumers than in the past. They were being exposed to news articles, advertising, and direct mailings that provide plentiful information. The increasing amount of goods, stores, and shopping malls, and the availability of multi-component products and electronics purchasing capabilities also has expanded the sphere for consumer choices. This situation made the decision making become more complicated (Hafstrom et al., 1992).

Mitchell and Henning-Thurau (2001) mentioned that nowadays there are more sophisticated and complex products, decreasing inter-brand differences, and increasing counterfeiting and look alike products, therefore, some consumer feels overwhelmed and found it difficult to decide. According to Srinivas and Andrews (1993), consumer affairs specialists use such profiles to understand consumers shopping behavior, while advertiser and marketing researcher use them to segment the consumers into various niches for product positioning.

The rapid growth of the university student population in Malaysia over the past two decades has been largely attributable to the government policy of expanding the tertiary education facilities through public as well as private institutions (Government of Malaysia, 2006). While this segment is a potentially lucrative target for many marketers, it is also complex and must be observed carefully. University students are one important

segment of shoppers among Malaysian consumer segments. They are seen as a profitable market since they have higher than average lifetime incomes and are just beginning a major transition period, which is a key time to change the previous behavior (Warwick and Mansfield, 2000).

It is important for marketers to understand this group, especially their buying behavior and decision-making styles to develop the best strategies. A small research has been conducted to better understand this group of consumers. Hence, this study seals this gap by studying the dissimilarities in decision-making styles across gender in Malaysian context by using Universiti Utara Malaysia's student as a sample.

1.4 PURPOSE OF STUDY

The purpose of this study is to examine the factors influencing relationship between brand consciousness among consumers. In Malaysia, there are limited studies that focused on consumers buying behavior among students. This research addresses the issues of young adult buying behavior in relation to brand consciousness that could help marketers to find better ways of communicating to consumers sexes and to guide marketing mix decision (Mitchell & Walsh, 2004).

'Brand', 'Brand Name', 'Brand Loyalty', 'Brand Equity' are forces or terms that affect a business. Product features can be easily copied; therefore brands are considered

a marketer's tool for creating product differentiation. Brands differentiate products and represent a promise of value. Brands incite beliefs, evoke emotions, and prompt behavior. People buy products, but which products they buy and how they make buying decision have a lot to do with how they feel about the brand. Products are what the company makes, what the customer buys is a brand.

Brands work by helping and making more effective in the consumers' decision process. Brands have social and emotional value to users. They have personality and speak for the user. They enhance the perceived utility and desirability of a product. Brands have the ability to add or subtract the perceived value of a product. Consumers expect to pay lower prices for unbranded products or for those with low brand equities. On the other hand, they are ready to pay a premium for their favorite or socially valued brands. In this relation, brand consciousness is an important factor that shape consumers buying decision.

Within a developing economy, consumers in Malaysia obtain more skills and abilities to make better decisions and to develop some specific decision-making styles with more purchasing experience. It is believed that male and female consumers in Malaysia also have certain distinctive characteristic in term or their decision orientation towards buying that could be of equal interest and benefit to both researchers and marketing practitioners.

Marketers can gain valuable information that they can use it for market segmentation, positioning and marketing communication decisions that could help to simplify the decision difficulty faced by consumers after the identification of decision-making styles.

The main purpose of this study is to explore the factors influencing brand consciousness among students.

1.5 RESEARCH QUESTION

According to Zikmund and Babin (2003), the research question express the research objectives in terms of questions that can be addressed by the researcher. For this research, two research questions were recognized as follows:

1. Is there a difference between Brand Consciousness with gender, age and religion?
2. Is there a relationship between Brand Consciousness and all the Independent Variables?
3. Is there an influence of all the Independent Variable and Brand Consciousness?

1.6 RESEARCH OBJECTIVES

Research objectives are goals to be accomplished in any research. According to Zikmund and Babin (2003), different types of objectives lead to different types of research design. Even though the CSI research is broadly conducted in different nations, just few of it is focused on university student or related to Malaysian society. This research will lead to the body of consumer behavior literature by three objectives as follows:

1. To investigate whether there is any difference between gender, age, and religion and brand consciousness.
2. To examine whether there is any relationship between independent variables which is Quality Consciousness, Impulse Consciousness, Brand Loyalty Consciousness, and Price Consciousness with Brand Consciousness?
3. To study whether there is an influence between independent variables (Quality Consciousness, Impulse Consciousness, Brand Loyalty Consciousness, and Price Consciousness with Brand Consciousness.

1.7 SIGNIFICANCE OF STUDY

It is very important for marketing practitioners and company to understand consumer decision making especially on Brand Consciousness. Marketers and companies need to know how consumer decides which particular product, service or brand to purchase. The buying behavior is an important element that has a direct impact on marketing process of a company. The ability to understand consumer buying decision making could help the company to establish and maintaining an exchange relationship.

A study on consumer brand consciousness is one way to understand consumers buying process. This is because, buying behavior is the processes and relates to the acts of the people in the buying process as well as in using the product. The marketers can gain valuable information that can be used for their market segmentation, positioning and marketing communications decisions after they identify the decision-making styles of consumers. This would help to simplify the decision difficulty faced by consumers.

1.8 DEFINITION OF TERMS

The following key terms will be used in this research.

i. Brand Conscious

- Defined as those with a need or desire to buy a well-known brand, higher price, brand or products (Sproles and Kendall, 186).

ii. Price Conscious

- Defined as an awareness of the best value, buying at sale prices or the lowest price choice (Sproles and Kendall, 1986).

iii. Quality Consciousness

- According to Sproles and Kendall (1986), “perfectionist or quality consciousness is defined as an awareness of high quality, and desire to make a perfect choice when a consumer buys the products.”

iv. Brand-Loyal Conscious

- Defined as a consumer who usually either consistently sticks with the same brand of product of same store (Sproles and Kendall, 1986).

v. Impulsive Conscious

- Rook & Hoch (1985) define impulse buying as “an unplanned purchase that made by consumer”.

1.9 LIMITATION OF THE STUDY

The limitations of this research are as follows:

1. This research is limited to undergraduate students of Universiti Utara Malaysia.
2. Respondents were reluctant to share some of the information.
3. Due to time constraint, few respondents not able to finish answer the questionnaire.

1.10 ORGANIZATION OF STUDY

This research had been organized into five chapters. In Chapter One, background of the study, research problem and purpose of the study will be explained. This chapter will also described the research question, research objective, definition of key terms and also discuss the significance and limitations of the research.

In Chapter Two, the literature review has been built up by reviewing past researchers. In this chapter, Brand Consciousness theoretical framework and hypothesis of this study also will be explained.

The methodology of this study will be discussed in Chapter Three. In this chapter, it will begin with the discussion of the target population, data collection survey instruments and sampling techniques. The data analysis technique that were used to analyze the collected data will also be described in this chapter.

The result of the study will be explained in Chapter Four. All the data were obtained through the questionnaire. This study uses four analysis methods which include the measurement of reliability Cronbach's alpha, the descriptive statistic, One-way Anova, t-test, Pearson Correlation and Regression.

Lastly, the overall major findings of the research will be discussed in Chapter Five. Some managerial implications were explained in this chapter. The limitation and direction for future research were also being suggested at the end of this research

LITERATURE REVIEW

2.1 CHAPTER INTRODUCTION

In this chapter, all the variables in this study will be discussed. In addition, theoretical framework and hypothesis of the study will be explained.

2.2 BRAND CONSCIOUSNESS

Consumers today are extremely aware of the various brands in the market and are conscious of the products they use or consume. They pick and choose carefully according to their needs, style preferences, and so on. They also exercise a lot of independence in decision - making and influence the social buying behavior.

The researcher would like to state at the outset that, for the purposes of this study, 'Brand Consciousness' is not to be confused with 'Brand Awareness'. **'Brand Consciousness'** is being conscious of the nature, type and the manufacturer of the products, used or consumed by an individual. It is assumed brand consciousness

determines one way of living, whereas '**Brand Awareness**' simply means being aware of the various brands, it does not influence one way of living.

Increasingly, consumers are faced with a choice between the purchase of a “Branded Product” advertised using traditional media and in most cases in a higher price category, and similar goods which are hardly or never advertised using such media and are available at a far lower price. In many cases, this purchase decision is made without easily assessable product information, or so-called “search qualities” (Nelson, 1974), which enable the consumer to detect clear differences in quality between the offered goods.

According to Grimm (1995) and Kaplitza (1997), “Brand Consciousness is the belief that well-known brands are superior to less well-known brands, thus becomes one of the most important influences on the purchasing decision. On the other hand, in the commercial market research, it is mainly concerned with regular observation of brand consciousness.

In previous research by Griesse & Kilzer (1997) and Sethuraman (2000) has shown that various components of utility must first of all be acknowledged when observing brand consciousness. In addition to aspects of quality and risk reduction, well-known brands may be preferred because of their status, their emotional value, or the ethical behavior on the part of the company.

Buying considered as an expressive activity such as shopping for consumer goods, dreaming about objects and outfits. According to Bjorkum (1996), “a third aspect of shopping is the social dimension, where the shopping is considered as a ritual for consumer to mix with friends”. The underlying purpose as to how and why people buy has been a topic of research for many years, with early work on shopping orientations developing a typology of buying styles from a sample of 124 female department store shoppers (Stone, 1954). They had identified different kinds of consumers.

Darden and Reynolds (1971) supported Stone’s buying orientations, but other researchers found different typologies by examining slightly different aspects of buying (Stephenson and Willet, 1969; Darden and Ashton, 1975; Mochis, 1976; Bellenger and Kargaonker, 1980; Westbrook and Black, 1985; McDonald, 1993).

Sproles and Kendal (1986) has designed a new model to measure decision making styles and developed the Consumer Styles Inventory (CSI) which represented the first systematic attempt to create a robust methodology for measuring shopping orientation and behavior. This model was designed after a few studies have been successful in demonstrating that some shopper display consistent shopping orientations that can be opposed.

CSI has been applied to different cultures in eight different countries, including the United State (Sproles, 1985, Sproles and Kendal, 1986, Lysonski et al., 1996), South

Korea (Hafstorm,et al., 1992), Greece, India (Lysonski et al., 1996), New Zealand (Durvasula et al., 1993, Lysonski et al., 1996), China (Fan and Xiao, 1998, Hui et al., 1999, Hui et al., 2000), United Kingdom (Mitchell and Bates, 1998), and Germany (Walsh et al., 2001).

2.3 CONSUMER DECISION MAKING STYLES

The consumer decision-making process is a complex phenomenon. The decision making is more complex and even more important for consumers today than the past. The purchase of goods or services includes a number of factors that could be affect each decision. According to Sproles and Kendall (1986), “a consumer decision-making styles are patterned, mental and cognitive orientation that consistently dominate a consumer’s approach in making purchase choices. These traits are ever-present, predictable, central driving force in decision making”.

Kamaruddin and Mokhlis (2003) used social structural variables to determine their influence on consumer decision-making styles. The researchers proposed that social class, gender, ethnicity, residence, and religion (social structural variables as defined by Kamaruddin and Mokhlis) were related to consumer decision-making. Consumer characteristics were believed to affect decision-making due to their cognitive and affective (attitudinal) components.

Underhill (2000) also stated that shopping is kind of transforming experiences, a method of becoming better, and more ideal version of a woman. It has emotional and psychological factors that hardly exist for men. Men like cars, computers, stereos, and they are skilled at buying durable goods, while women love to do temporary things, like cooking, makeup or decorating cakes

Fan and Xiao (1998) also using college students for their target sample. They administered the Sproles and Kendall (1986) Consumer Styles Inventory to see if the consumer decision-making styles were generalizable to Chinese consumers. Based on this study's factor loadings, their findings suggested that the decision-making styles of Impulsive/Careless and Habitual/Brand Loyal were not characteristic of the Chinese sample.

In Germany, Mitchell and Walsh (2004) were comparing the decision-making styles of male and female buyers with the objective to see whether their decision making style differed by gender. They confirmed the reliability of all eight CSI factors for female buyer and four of the factors for male buyer. They conclude that female were more likely to be fashion conscious, perfectionist, and likely to be confused when making purchases than male buyers.

In the United Kingdom (UK), Bakewell and Mitchell (2004) were studied of decision-making styles of male consumers. The study shows that the potential of CSI for

segmenting markets as expressive and different groups of male consumers with different decision making styles. They identified all of the original eight traits plus four new traits, namely time-energy conserving, store-promiscuity, store-loyal/low-price seeking and confused time restricted.

Bakewell and Mitchell (2006) again undertook a similar study in the UK. This time they are examining the decision-making style of male and female undergraduate students. In this study, they found that nine decision-making styles were similar to both genders. In Iran, Generation Y male and female consumers differ in their decision-making styles. The result shows that from the 10-factors solution confirmed and 11-factors solution for female, nine factors were found to be common to both genders (Hanzaee and Aghasibeig, 2008).

Teenagers in secondary schools were managed the Consumer Styles Inventory (Sproles & Kendall, 1986). Using multiple regression analysis, relationships of social structural variables to decision-making styles were tested. Results discovered differences in decision-making styles between males and females. Males tended to be more brand-conscious and females tended to be more recreational shoppers. Teenagers in urban areas tended to be more brand-conscious and novelty-conscious than rural adolescents.

Broadly speaking, there are three types of approaches in studying consumer decision-making styles; the psychographic or lifestyle approach, which identifies hundred or characteristics related to consumer behavior; the consumer typology approach, which classifies consumers into several types; and the consumers characteristic approach, which focusses on different cognitive dimensions of consumer decision-making (Fan et al., 1998).

The consumer characteristic approach has been perceived to be more powerful and explanatory than the consumer psychographic or typology approaches due to its focus on the consumers' mental orientation of consumers in making decisions (Lysonski, Durvasula & Zotos, 1996). They assume that the decision making style can be determined by identifying general orientations towards shopping and buying.

According to Darden & Ashton (1974), “this type of approach assumes that consumers follow certain decision-making traits to handle their shopping task”. The traits that have been identified are quality conscious, or brand and store loyalty that been found by Mochis (1976). Sproles and Kendall (1986) combined these additional traits to develop a consumer decision-making styles list, that we called Consumer Styles Inventory (CSI).

Sproles and Kendall (1986) said that “goal of the study was to provide a tool for marketers to better understand consumers' purchasing style and also for marketers to use

in selecting appropriate market segments”. However, Scott & Bruce (1995) argued that decision-making styles are more individual response patterns in a specific decision context rather than a personality trait based.

Scott & Bruce (1995) were building on work by Driver (1979) and Driver (1990) that described decision making styles as the “learned, habitual response patterned exhibited by an individual when confronted with a decision situation”. In doing so, they identified five decision making styles:

1. Intuitive: reliance upon hunches, feelings and impression
2. Rational: logical and structured approaches to decision making
3. Dependent: reliance upon the direction and supports others
4. Avoidant: postponing or avoiding making decisions
5. Spontaneous: impulsive and prone to making ‘snap’ or ‘spur of the moment’ decisions.

Recently, a study showed that consumers’ decision-making styles are influenced by product type and supported the argument that decision-making styles are not stable personality traits (Bauer, Sauer, & Baker, 2006). Few have studied provide clear evidence whether or not decision-making styles are influenced by contextual factors that being argued by Scott & Bruce (1995), although some researchers already aware that

consumer may have different styles across product categories (Sproles and Kendall, 1986).

According to Sproles and Kendal (1986), “although there are some issues regarding the validity of consumer decision-making style concept, but it is the most tested instruments representing the first systematic attempt to create a robust methodology for measuring shopping orientations and behaviors”(Hafstrom et al., 1992; Lysonski et al., 1996; Mitchell & Bates, 1998; Wickliffe, 2004).

2.4 CHARACTERISTICS OF CONSUMER DECISION MAKING STYLES

2.4.1 Brand Conscious Decision Making Style

Wanker, Bohner & Jurkowitsch (1997) found that many consumers are attracted in buying brand name products such as BMW vehicles and Channel dresses since well-known brand names are of the associated with an individual status. Brands are symbols of status and prestige. It's also a symbol that conveys meanings to consumers. Sproles and Kendall (1986) defined *brand conscious* as “those with a need or desire to buy well-known bands, higher prices brands, and products”.

Brand familiarity positively influences shopper purchase intentions (Hafstrom et al., 1992). Park and Stoel (2006) suggested that creating and

promoting brand familiarity is a strategy to increase purchase intention of the shoppers. Brands influences have been found to be an important component in consumer purchasing processes (Cleaver, 1985; Sproles and Kendall, 1986).

Wang et al., (2002) studied the relationship between consumers' decision-making style and their choices of domestic and imported brands clothing in China. Their study discovered that consumers who preferred to buy imported brand clothing had an exclusive lifestyle and shopping orientation that differed from those who preferred domestic brand clothing.

2.4.2 High-Quality Conscious Decision Making Style

Sproles and Kendall (1986) defined perfectionist or quality conscious as “an awareness of high quality products, and a desire to make the perfect choice when a consumer buys the products”. According to Kim and Shim (2002), “quality is an important factor when purchasing apparel products”. They also found that 40 percent of shoppers classified themselves as sophisticated quality shoppers.

A consumer with this type of style will search a very best quality in products. They are perfectionists and expected to shop more carefully and easy to not satisfy with the good enough products. Most of them will do more

searching for high quality product that can give them satisfaction. Price is not a problem for them.

2.4.3 Price Conscious Decision Making Style

Price significantly influences consumers' choice and purchase decision (Gupta & Siddarth, 1988). A consumer who considers as a price conscious shopper will be affected by price when they purchase products, and when a consumer consistently searches for sales, bargains and lower-priced products. Sproles and Kendall (1986) defined *price consciousness* as “an awareness of the best value, buying at sale prices or the lowest price choice”.

Bloch, Sherrell, & Ridgeway (1986) suggested that “consumers may seek out store windows primarily as a leisure activity for fun. An attractive window display can be a key source of decision-relevant information for the recreational shoppers”. These types of consumers find shopping a pleasant activity and they shop just for fun.

2.4.4 Brand-Loyalty Conscious Decision Making Style

Sproles and Kendall (1986) defined *brand-loyal conscious* as a consumer who usually either consistently remain with the same brand of product or the same store. A nice and attractive store can make consumers keep coming back to the

same store. Martineau (1958) found that the psychological attributions related to the environment characteristics evoke an emotional response from the consumers, and create in them feelings of excitement, warmth and arousal.

Consumers have high scores on this factor have favorite stores and brands that they have formed in choosing this frequently. Baker, Lavy, & Grewal (1992) found that how consumers view store image has long been considered as an important part of consumer decision-making. A habitual behavior is also known as one of the aspect in consumer decision-making.

2.4.5 Impulsive Conscious Decision Making Style

Sproles and Kendall (1986) defined impulsive or careless conscious as making unplanned and careless purchases. According to Watson and Tellege (1985), there are two different aspects of impulsive shoppers which is positive and negative psychological aspects. Consumers with positive emotions feel like rewarding themselves when they purchase impulsively.

The consumers' positive moods influence shopping enjoyment and purchasing decisions (Beatty and Ferrel, 1998). Bless and Forgass (2000) found that negative psychological aspect influence consumers' processing of

persuasive messages and persuasive messages usually produce negative moods when consumers are struggling with negative emotions.

Bellenger, Robertson, and Hirschman (1978) found different degrees of consumers' impulse purchasing in different age groups. Nearly 40 percent of consumers are impulsive and around 30-60 percent of all department store consumers are unplanned. In the study, they found that age group under 35 and over 65 years old show a higher percentage of impulse buying.

2.5 THEORETICAL FRAMEWORK

Based on the literature review discussed before, the theoretical framework of this study is as in Figure 4.1 below. The independent variables are "High Quality Conscious", "Price Conscious", "Impulsive Conscious", and "Brand-Loyal Conscious". The dependent variable is "Brand Consciousness".

The schematic diagram for theoretical framework is as follows:

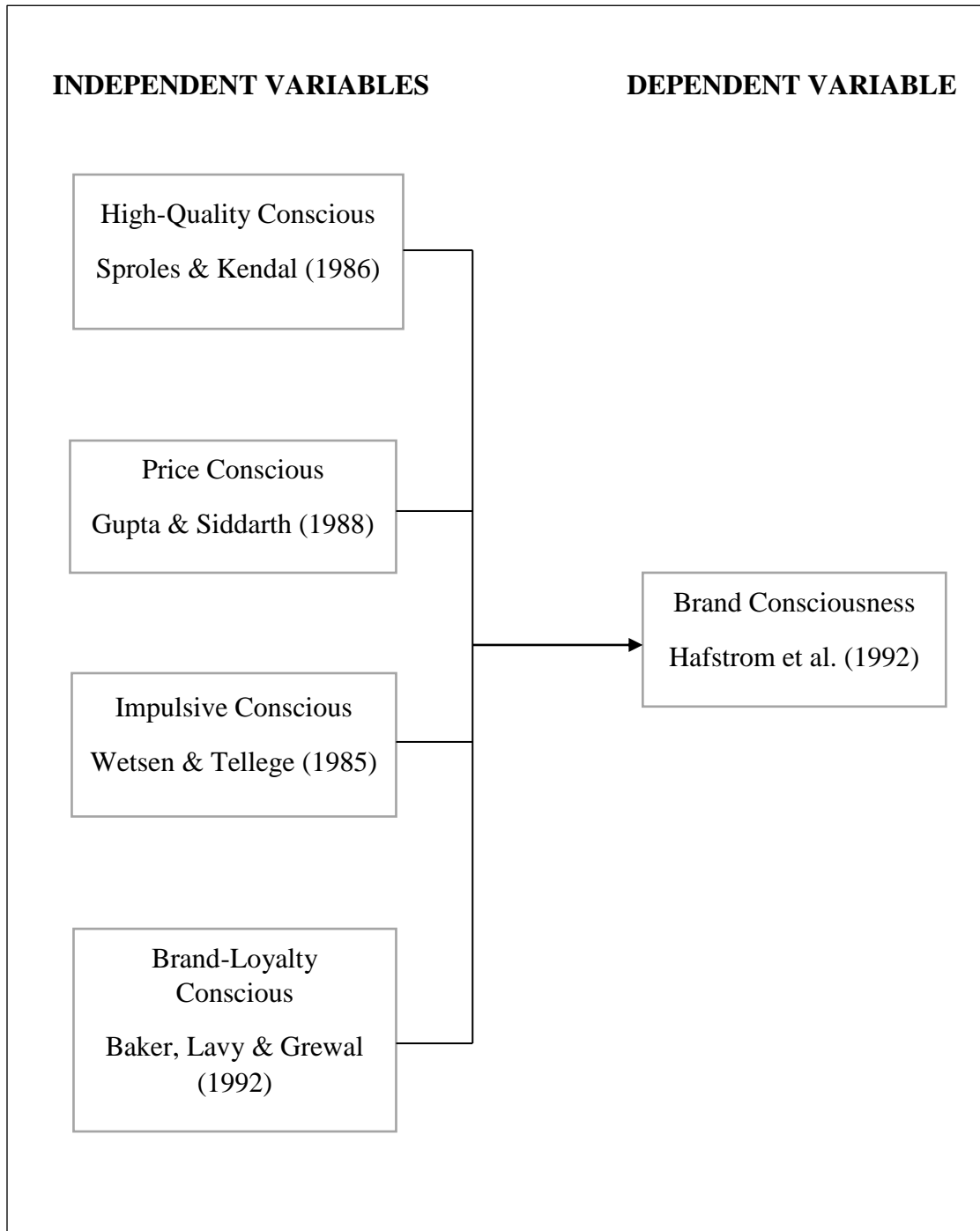


Figure 2.1: Theoretical Framework

2.6 HYPOTHESES

This study aims to establish the relationship between four independent variables, namely “High Quality Conscious Consumer”, “Price Conscious Consumer”, “Impulsive Consumer”, and “Brand-Loyalty Consumer” towards “Brand Consciousness” among undergraduate students in Universiti Utara Malaysia. These hypotheses of this research are as follows:

H1: There is no significant difference between gender and Brand Consciousness.

H2: There is no significant difference between age and Brand Consciousness.

H3: There is no significant difference between religion and Brand Consciousness.

H4: There is no significant relationship between High-quality Conscious and Brand Consciousness

H5: There is no significant relationship between Impulse Conscious and Brand Consciousness

H6: There is no significant relationship between Price Conscious and Brand Consciousness

H7: There is no significant relationship of Brand-Loyalty Conscious and Brand Consciousness

H8: There is a significant influence of High- quality Conscious on Brand Consciousness

H9: There is a significant influence of Impulse Conscious on Brand Consciousness

H10: There is a significant influence of Price Conscious on Brand Consciousness

H11: There is a significant influence of Brand-Loyalty Conscious on Brand Consciousness

METHODOLOGY

3.1 CHAPTER INTRODUCTION

A research methodology is a framework that specifies the category of information to be collected, data collection, the source of data and procedures towards the finding based on the data collected. It is also a basic guide in the data collection and analysis for every research paper. In this chapter will begin with a discussion of the target population, data collection survey instrument, sampling technique, and also defined the data analysis technique used to analyze the collected data.

3.2 POPULATION

In this research, researcher has identified students of Universiti Utara Malaysia as the population in this study. According to Malhotra (1999), “a population is the aggregate of all elements, sharing some common characteristics, comprising the universe for the purpose of the marketing research problem”. The samples selected are undergraduate students in Universiti Utara Malaysia. In this research, 250 questionnaires were distributed to UUM’s student.

3.3 DATA COLLECTION

In this study, the researcher uses the primary data and secondary data as resources of information. The data collection method is the critical part in research because it will decide the success of any research. A correct data can give the researcher deeper understanding of the problem.

3.3.1 Primary Data

Most research prefers this type of data because of its specific, relevant and current data. The questionnaire has been used in this research to collect data or information from respondents, that is undergraduates UUM's student. The questionnaires an efficient data collection mechanism when the researcher knows exactly what essential (Sekaran, 2003).

3.3.2 Secondary Data

In this study, researcher gets the information for secondary data from various printed media such as journals, reference books, magazines, and other articles that relate to this study. Information from the internet is also being used to help in searching for information that is important for this study.

3.4 SURVEY INSTRUMENTS

3.4.1 Questionnaire Design

A good questionnaire should be designed in order to receive a good survey accurate answer. According to Sekaran (2003), the questionnaire is a written set of question to which respondents record their answer. In this study, the questionnaire has been designed clearly to ensure that all respondents understand the questions and answer it without much problem.

Two types of language had been used in this questionnaire, that is English and Bahasa Malaysia. There are two sections in the questionnaire. This is to ensure the respondent cooperation and eliminate confusion. It is also to make sure the respondents understand the relationship between given sections and the purpose of the study.

In section A, the questions are mainly about the demographic profile of the respondents. They only need to state their categories associated with the question asked. Meanwhile, in section B, a set of Likert scale has been designed to allow respondents to indicate how strongly they agree or disagree with carefully constructed statements that range from very positive to very negative an attitudinal object (Zikmund, 2003).

In section B, the respondents are needed to rank their answer on Six Likert Scale as follows:

1. Extremely Disagree
2. Strongly Disagree
3. Disagree
4. Agree
5. Strongly Agree
6. Extremely Agree
- 7.

In this questionnaire, there are five dimensions. Each dimension has its own items as listed below. The dimensions and items of the questionnaire are as follows:

Brand Consciousness consists of eight items as follows:

1. I prefer buying the best-selling brands.
2. I usually buy well-known brands.
3. I usually choose expensive brands only.
4. Expensive brands are usually higher quality.
5. The most advertised brand is usually very good.
6. Expensive product usually good quality.
7. The most expensive brand usually my choice.
8. The well-known brands are best for me.

These items are obtained from Hafstrom et.al (1992).

Price Consciousness consists of four items as follows:

1. I always consider price first.
2. I buy as much as possible at sale price.
3. I usually buy the lower priced products.
4. The lower price product is usually my choice.

These items are obtained from Gupta and Siddarth (1988).

High-Quality Consciousness consists of six items as follows:

1. I like to buy the best quality products.
2. When purchasing a product, I try to get the perfect choice.
3. Good quality department offers the best products.
4. My expectation for products that I buy is high.
5. Getting good quality is very important to me.
6. I shop quickly, buying the first product or brands.

These items are obtained from Sproles and Kendall (1986).

Impulsiveness Consciousness consists of six items as follows:

1. I usually watch how much I spend.
2. I take time to shop carefully for the best buy.
3. I should plan my shopping more carefully.
4. I frequently purchase on impulse.
5. I do not give much thought when I purchase.
6. I often regrets after made an impulsive buying.

These items are obtained from Wetsen and Tellege (1985).

Brand-Loyalty Consciousness consists of four items as follows:

1. I always buy my favorite brand every time I shop.
2. I go to the same store every time I shop.
3. I will stick to products which gave me satisfaction.
4. I do not like to change for new brand or product.

These items are obtained from Baker, Lavy and Grewal (1992).

3.5 SAMPLING TECHNIQUES

The non-probability sampling was used in this study. It involved 250 undergraduate students from Universiti Utara Malaysia (UUM). By using a relatively equivalent group such as undergraduate student is particularly helpful to minimize random error that might occur (Calder, Philips and Tybout, 1981).

3.6 DATA ANALYSIS PROCEDURE

In this study, the raw data was obtained from the questionnaire before being analyzed using statistical techniques. SPSS Data Processing Packages were used to interpret the data and checking for logical inconsistencies. SPSS program was useful to summarize the data, examine the relationship between dependent and independent variable and perform tests of statistical significance on hypothesis.

There are few phases and procedures that are followed by the researcher in analyzing the data. These procedures include the transformation of all raw data into a statistical analysis and change it into a form that is easy to understand. The researcher needs to follow all the phases formulate the complete and reliable question that could produce information at high accurateness.

The next thing to do is to check the completeness of the questionnaire. Coding all questionnaires to easily classified terms is the last phase. There are five procedures for analysis data has been chosen to evaluate and interpret the data.

3.6.1 Reliability Analysis

This analysis is used to identify the variable which is reliable to make correlation analysis. The researcher has referred to Nunnally's Rule of Thumb in order to interpret the Cronbach's Alpha correctly. The result gain must be greater than 0.6 or 60%, as it is acceptable (Nunnally, 1997). If the result obtained is 0.7 or 70% and above, it is assumed as good or satisfactory.

3.6.2 Normality Test

In this study, normality test is used to access the normality sample as a whole. Based on Q-Q plot theory, if the data are normally distributed the data points will be close to the diagonal line. However, if the data points stray from the line in an obvious non-linear pattern, the data are considered not normally distributed (Pallant, 2005). In this study, normality test is used to see the normality of dependent variables (Brand Consciousness) and all four independent variables.

3.6.3 Descriptive Statistics

According to Parasuraman (1986), “the data collected through descriptive research can provide valuable insights about the study units along relevant characteristics. The main objective using descriptive data is to describe something like market functions or characteristic”.

In this study, frequency distribution was obtained from all the personal data which includes demographic profile such as gender, age, ethnic, religion and also laptop brand used by respondents. According to Zikmund and Babin (2007), the frequency distribution or frequency table is one of the most common ways to summarize a set of data. It is a mathematical distribution whose objective is to obtain a count of the number of responses associated with different values of one variable to express these counts in percentage terms (Malhotra, 2007).

Descriptive statistics is used to describe the features of the data in the study. It provided such as mean and standard deviation. The mean score for each variable were computed as well as the standard deviation in order to measure the level of the variability. In this study, all eight dimensions of consumer decision styles were measured by using Six Point Likert Scale.

3.6.4 T- Test

A t-test is used to determine whether there is a significant difference between two sets of scores. In this case, independent t-test was selected even though there are other main types of test can be used such as one sample and repeat measures. In this study, the Independent T-test was used to interpret the relationship between gender and “Brand Consciousness” when they make decision in buying a laptop. This method is appropriate to use when different participants have performed in each of the different conditions. It was used to allow the inspection and comparison of differences among this group.

3.6.5 Hypotheses Testing

There are eleven hypotheses were involved in this study and tested using the several methods. First is **One-Way ANOVA**, which is a technique that is used to compare means of two or more samples using the F distribution. The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance. In this study, one-way ANOVA is used to test differences between Gender, Age, Religion and Brand Consciousness.

Secondly the **Pearson Correlation Coefficient** is also conducted. This method was used to measure if independent variables are correlated or not and it also used to analyze the relationship between variables. According Tabachnick

and Fidell (1983), “Pearson Correlation reflects accurately the relationship among the variables. Inspection of the correlation matrix for value in excess of 0.99 should reveal that the variables are redundant”. In this study, the Pearson Correlation method is used to measure relationship between Perfectionist/Quality Conscious, Impulse/Careless Conscious, Habitual/Brand Loyalty Conscious, and Price Conscious with Brand Consciousness.

The third method is **Multiple Regression Analysis**. This method is a powerful statistical technique that can access the influence between one dependent variable and several independent variables, and does not require that the independent variable is unrelated with one another (Tabachnick and Fidell, 1983). In this study, this method is used to identify the influences between Quality Conscious, Impulse Conscious, Brand Loyalty Conscious, and Price Conscious with Brand Consciousness.

3.7 MEASUREMENT SCALE ON RELIABILITY ANALYSIS

According to Sekaran (2003), the reliability of measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the “goodness” of a measure. It also specifies the level to which it is without bias (error free) and hence ensures consistent measurement across time and across the numerous items in the instrument. Cronbach’s alpha is a reliability coefficient that indicates how well the items in a set are positively connected to another.

In Cronbach's alpha, if the reliability is less than 0.60 it is considered to be poor (Sekaran, 2003). If the value is 0.50 or less, it indicates unsatisfactory internal consistency reliability. The range 0.70 is counted as acceptable. If the value is over 0.80, it is considered good. In this method, the closer the result to value 1, the higher consistency reliability it will be. Table 4.1 below summarizes the explanation of reliabilities.

Table 3.1: Rules of Thumb about Cronbach's Alpha Coefficient Size

| Alpha Coefficient Range | Strength of Association |
|-------------------------|-------------------------|
| $0 < 0.6$ | Poor |
| $0.6 < 0.7$ | Moderate |
| $0.7 < 0.8$ | Good |
| $0.8 < 0.9$ | Very Good |
| 0.9 | Excellent |

*Source: Hair et al. (2003). *Essential of Business Research Methods*

3.7.1 PILOT TEST

According to Bryman and Bell (2007), “a pilot study is used in research so that it can determine how well the question flow and whether it necessary to remove some of the questions or to make some improvement”. A questionnaire should be piloted with a reasonable sample of respondents representing the target population. In this research, a total of 50 respondents were chosen for the pilot test. The questionnaire was distributed among UUM students to determine the reliability of the instruments that be used to measure the variables.

3.7.2RELIABILTY OF THE PILOT TEST AND ACTUAL

From the **pilot test**, it was found that all items are reliable to measure their respective dimension. The first dimension is “Brand Conscious”. This dimension consists of eight questions, which is designed in a Likert scale form. From the pilot test, The Cronbach’s alpha shows a value of 0.733, which is considered as ‘good’. The second dimension is “Price Conscious” that is consist four questions. The Cronbach’s Alpha value is 0.658. This value considered as ‘moderate’.

The third dimension is “High Quality Conscious”. The result shows a ‘moderate’ value that is 0.699. This dimension consists of six questions. The fourth dimension is “Impulse Conscious” which is consist six questions. The Cronbach’s Alpha value for this dimension is 0.711and considered as good.

After the **actual test** was conducted, the finding showed a better reliability result than pilot test finding. The Cronbach's Alpha score for the dependent variable, which is Brand Consciousness, is 0.849. It indicates the highest score compared to all variables tested, showing that the dependent variable is in the range of strongly reliable and acceptable.

For independent variables, Price Conscious and Brand Loyalty reliability test are considered as 'moderate' with score 0.615 and 0.648. High-Quality Conscious score is 0.703 and considered as 'good'. In addition, Impulse Conscious score is also considered as "good" with Cronbach alpha value of 0.713.

Table 3.2 below shows the summary of the reliability test used for pilot test and actual test.

Table 3.2: Reliability Test (Cronbach's Alpha)

| Variables | Number of Items | Pilot Test | Actual Test |
|------------------|------------------------|-------------------|--------------------|
| Brand | 8 | 0.733 | 0.849 |
| Price | 4 | 0.658 | 0.615 |
| High-Quality | 6 | 0.699 | 0.703 |
| Impulse | 6 | 0.711 | 0.713 |
| Brand Loyalty | 4 | 0.740 | 0.648 |

3.8 NORMALITY TEST

According to Hair et al. (2007), “normality refers to the shape of the data distribution to an individual metric variable and its correspondence to the normal distribution”. From the result of the normality test in Figure 3.1 to Figure 3.5, it can be concluded that the data of this study are considered to be normally distributed as it follows the diagonal line closely and does not appear to have a non-linear pattern.

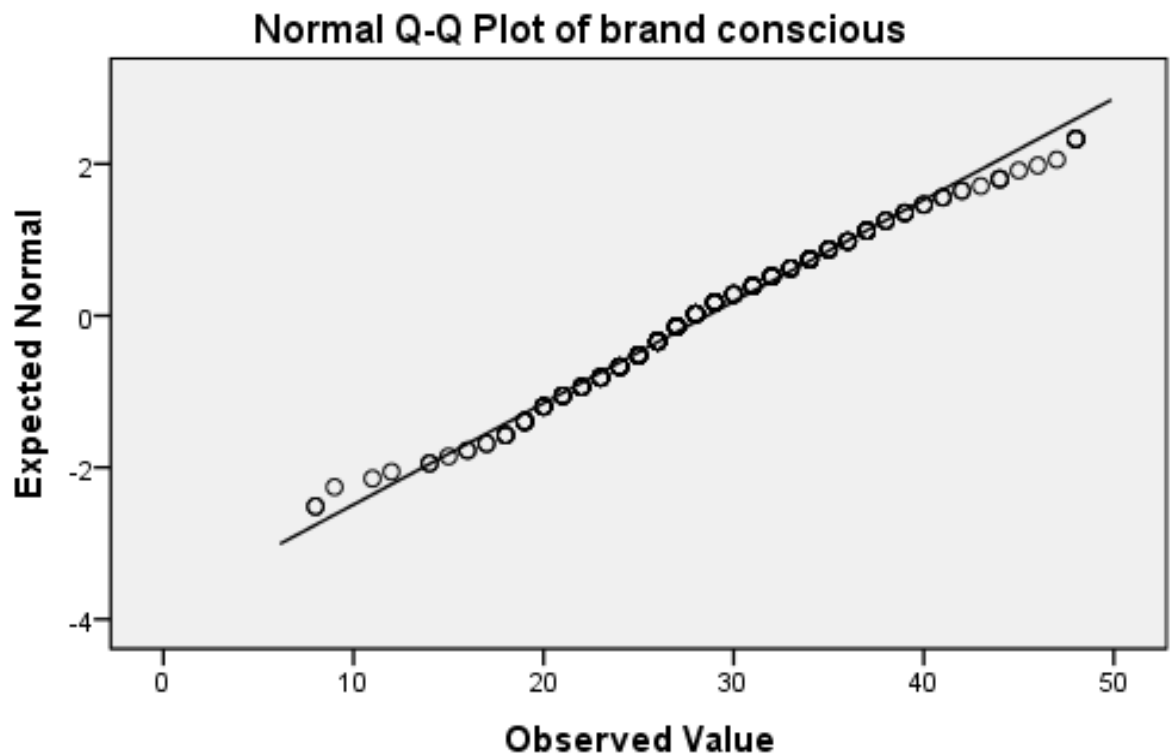


Figure 3.1: Normality Test on Brand Consciousness

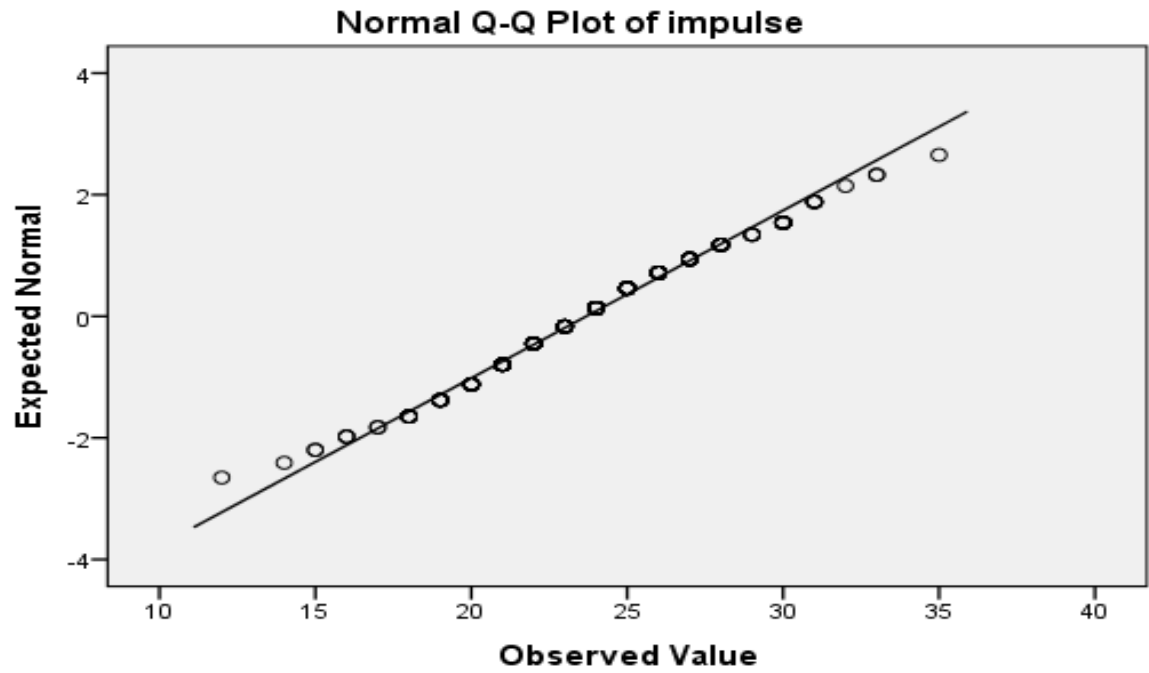


Figure 3.2: Normality Test on Impulse Consciousness

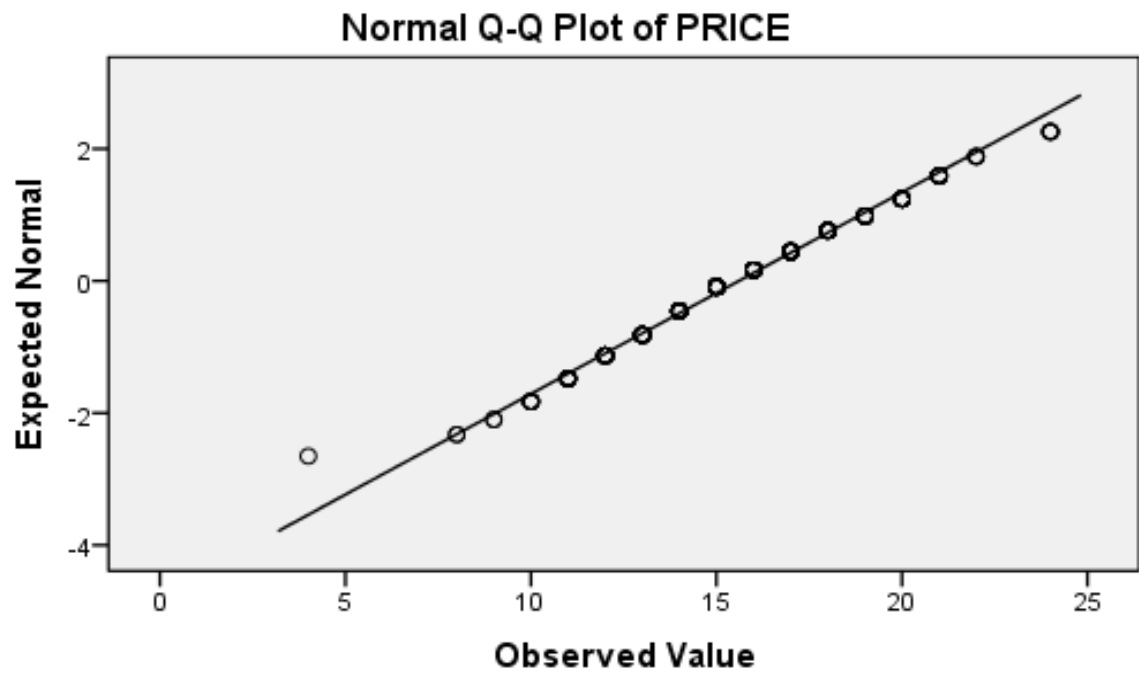


Figure 3.3: Normality Test on Price Consciousness

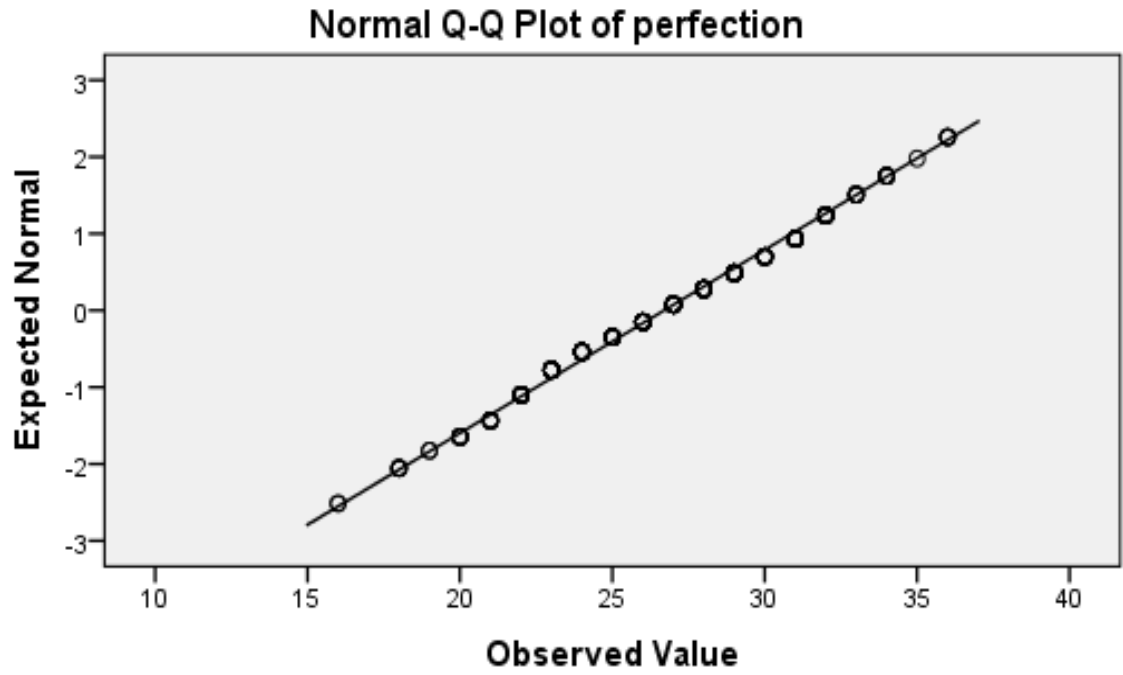


Figure 3.4: Normality Test on High Quality Consciousness

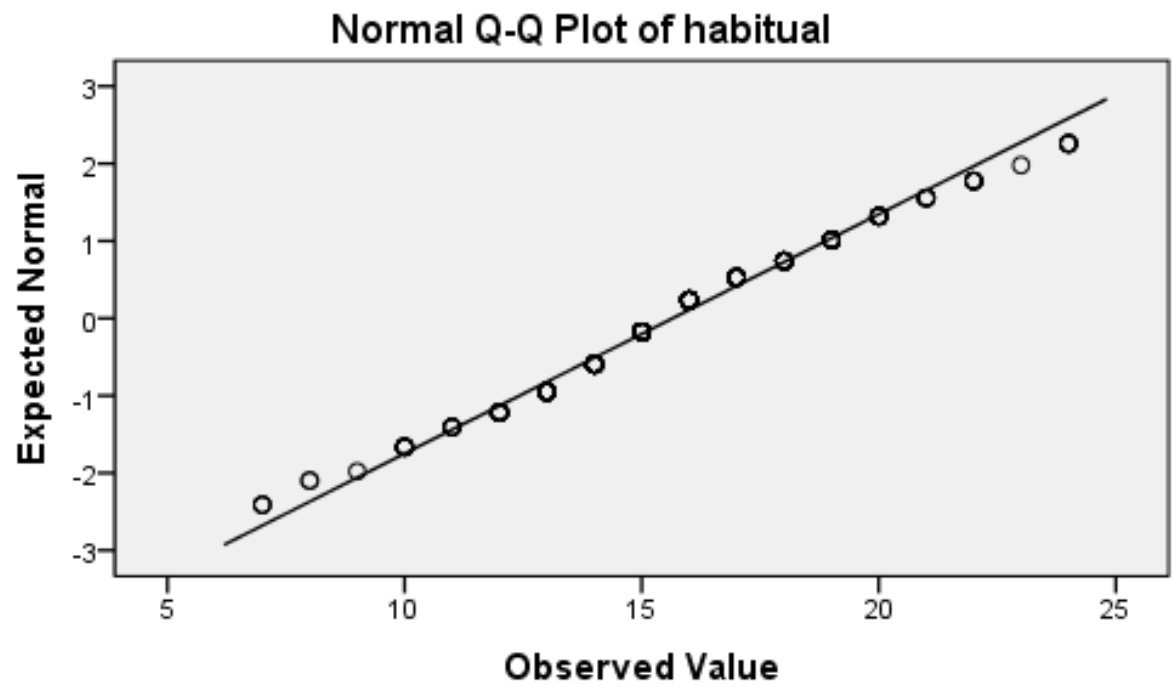


Figure 3.5: Normality Test on Brand-Loyalty Conscious

3.9 CHAPTER SUMMARY

This chapter provides details of research design. It discussed the development stage of the questionnaire which are aligned with the objectives and aims of the study. In addition, the conducted pilot test also shows that the instrument is suitable and reliable for the study. The analysis of the survey will present in the next chapter.

DATA ANALYSIS AND FINDINGS

4.1 CHAPTER INTRODUCTION

This chapter explained the finding of the study. SPSS version 19 has been used to analyze all the data or input. The interpretation of the results will be based on outcomes from the analysis through SPSS.

4.2 RESPONSE RATE

In collecting data, 250 questionnaires were distributed to the respondents randomly. The distribution of questionnaires started in March and ended two weeks later. From 250 questionnaires distributed, all 250 were returned. This result is due to the researcher personally distributed the questionnaires to respondents and all of them returned the questionnaires back after they filled the answer.

4.3 FREQUENCY DISTRIBUTION

Frequency distributions were gained for all demographic data's such as the respondent gender, age, ethnic, religion, education level and so on. All these data were tabulated using frequency analysis and the results are shown in table below. In this table, it shows the frequency analysis for demographic profile of respondents.

4.3.1 Gender of Respondents

In the Table 4.1, it shows that 34.4% of respondents are male and 65.6% are female.

Table 4.1: Gender of Respondents

| | | Frequency | Percent |
|--------|--------|-----------|---------|
| Gender | Male | 86 | 34.4 |
| | Female | 164 | 65.6 |
| | Total | 250 | 100.0 |

4.3.2 Age of Respondents

In Table 4.2 showed the age percentage. The highest percentage is by the age 21 years old, which is 35.6%. Followed by respondents by age 22 years old, which is 25.2%. 15.2% of respondent were at the age 20, 12.8% were 23 years old, 5.2% were age 24 years old, 2.8% respondents at age 25 and 1.2% were shared for respondents age 26 and 27 years old.

Table 4.2: Age of Respondents

| Age | Frequency | Percent |
|-------|-----------|---------|
| 19 | 2 | .8 |
| 20 | 38 | 15.2 |
| 21 | 89 | 35.6 |
| 22 | 63 | 25.2 |
| 23 | 32 | 12.8 |
| 24 | 13 | 5.2 |
| 25 | 7 | 2.8 |
| 26 | 3 | 1.2 |
| 27 | 3 | 1.2 |
| Total | 250 | 100.0 |

4.3.3 Ethnic Group of Respondents

Regarding the respondents ethnic origin, majority of them are Malays which is 79.2%. Followed by Chinese, 14.4%, Indian 1.6% and others ethnic that comes from other ethnic groups 4.8%.

Table 4.3 Ethnic Group of Respondents

| | | Frequency | Percent |
|--------------|---------|-----------|---------|
| Ethnic Group | Malay | 198 | 79.2 |
| | Chinese | 36 | 14.4 |
| | Indian | 4 | 1.6 |
| | Others | 12 | 4.8 |
| | Total | 250 | 100.0 |

4.3.4 Religion of Respondents

In term of religion of the respondents, 83.2% were Muslim, 12.8% were Buddhist, 1.6% were Hindus, 2% were Christian and 0.4% comes for other religion.

Table 4.4 Religion of Respondents

| Religion | Frequency | Percent |
|-----------|-----------|---------|
| Muslim | 208 | 83.2 |
| Christian | 5 | 2.0 |
| Buddhist | 32 | 12.8 |
| Hindu | 4 | 1.6 |
| Others | 1 | .4 |
| Total | 250 | 100.0 |

4.3.5 Respondents Education Level

All of the respondents were 100% undergraduate student of UUM's.

Table 4.5 Education Level

| | Frequency | Percent |
|---------------|-----------|---------|
| Undergraduate | 250 | 100.0 |

4.3.6 Respondents Semester Level

With regard to the respondents semester level, 39.2% were from semester 4, 38.8% from semester 2, 14.8% from semester 6, 2.8% were semester 3, 2.8% from semester 5, 0.4% from semester 1, 0.8% were semester 7 and 0.4% from semester 8.

Table 4.6 Semester Level

| Semester | Frequency | Percent |
|----------|-----------|---------|
| 1 | 1 | .4 |
| 2 | 97 | 38.8 |
| 3 | 7 | 2.8 |
| 4 | 98 | 39.2 |
| 5 | 7 | 2.8 |
| 6 | 37 | 14.8 |
| 7 | 2 | .8 |
| 8 | 1 | .4 |
| Total | 250 | 100.0 |

4.3.7 Academic College Categories of Respondents

In terms of the college of the respondents, 50.4% of them were from College of Business (COB), 34.4% were respondents from College of Law and Government (COLGIS), and 15.2% of them were from College of Art and Sciences (CAS).

Table 4.7 Academic College Categories

| College | Frequency | Percent |
|---------|-----------|---------|
| COB | 126 | 50.4 |
| CAS | 38 | 15.2 |
| COLGIS | 86 | 34.4 |
| Total | 250 | 100.0 |

4.3.8 Preferred Laptop Brands

Apple showed the highest percentage for laptop brand that respondents preferred to choose if they want to buy a laptop, 31.2%. Followed by brand ASUS, 19.6%. Other brands showed almost the same percentage which is below than 10%. Respondent choose others brand also which are not stated under the most popular brand, 16.8%. This might be the flooding of new brands for laptop in the market. But we can make assumption that respondents preferred the expensive brand which is APPLE.

Table 4.8 Preferred Laptop Brands

| Brand | Frequency | Percent (%) |
|---------|-----------|-------------|
| Apple | 78 | 31.2 |
| Samsung | 10 | 4.0 |
| Dell | 22 | 8.8 |
| HP | 13 | 5.2 |
| LG | 3 | 1.2 |
| Toshiba | 18 | 7.2 |
| Asus | 49 | 19.6 |
| Sony | 7 | 2.8 |
| Compaq | 8 | 3.2 |
| Others | 42 | 16.8 |
| Total | 250 | 100.0 |

4.4 HYPOTHESES TESTING

4.4.1 T-Test of Data Collection

According to Hair et al. (2007), “t-test was used to test the existence of differences between the means of variables for two groups of sample that do not depend on one another. This means that this test can be used when there are only two means, and both are the means of different groups”. If the p value is small than $\alpha = 0.05$, there is significant different between those variables. In this study, independent sample was used to test whether ‘gender’ significantly affects Brand Consciousness.

H1: There is no significant difference between gender and Brand Consciousness.

To achieve objective 1, Independent samples t-test was used in this study. The result of t-test shows that value $p = \text{Sig. (2-tailed)}$ is 0.856, bigger than $\alpha = 0.05$. We can assumed that there is no significant different in terms of Brand Consciousness between male and female respondents. Hypothesis 1 is **supported**. The result of t-test is shown in Table 4.9 below.

Table 4.9 T-test for Gender and Brand Consciousness

| Gender | | | t | df | Sig. (2-tailed) |
|---------------------|--------|-----|-------|---------|-----------------|
| Brand Consciousness | Male | 86 | -.181 | 131.642 | 0.856 |
| | Female | 164 | | | |

4.4.2 One Analysis of Variance (ANOVA)

Hypothesis 2: There is no significant difference between age and Brand Consciousness.

To achieve objective number 1, One-Way ANOVA was used in this study. In the case of Age, the ANOVA result shown in table 4.10. The significant level is 0.648, more than $\alpha = 0.05$. This shows that there is no significant difference between age and brand consciousness. Thus, Hypothesis 2 is **supported**.

Table 4.10: One-Way ANOVA for Age of Respondents

| | | df | Mean Square | F | Sig. |
|-----------------------------|-------------------|-----|-------------|------|------|
| Brand Conscious * Age | Between Groups | 8 | 42.198 | .749 | .648 |
| | Within Groups | 241 | 56.324 | | |
| | Total | 249 | | | |

Hypothesis 3: There is no significant difference between religion and Brand Consciousness.

The result of ANOVA for Religion is shown in Table 4.11. The F value is 4.756 and significant a level 0.001. This implies that there is significant different between religion and brand consciousness. This is because the significant level is less than $\alpha = 0.05$. Thus, Hypothesis 3 **rejected**.

Table 4.11: One-Way ANOVA for Religion

| | | | df | Mean Square | F | Sig. |
|----------------------------------|-------------------|------------|-----|-------------|-------|------|
| Brand Conscious * Religion | Between Groups | (Combined) | 4 | 250.590 | 4.756 | .001 |
| | Within Groups | | 245 | 52.691 | | |
| | Total | | 249 | | | |

4.4.3 Pearson Correlation Analysis

To achieve objective 2, Pearson Correlation Analysis was used in this study. Pearson correlation is used to measure the linear association between two metric variables. It was range from -1.00 to +1.00 and zero representing no association between the two metric variables.

Hypothesis 4: There is no significant relationship between High-quality Conscious and Brand Consciousness.

The result showed in Table 4.12. The correlation between High-Quality and Brand Consciousness is 0.455. It is found that high-quality conscious have a positive relationship with brand consciousness whereby the significance level is small ($p < 0.01$). Hypothesis 4 is **rejected**.

Table 4.12: Correlation Analysis between High-Quality and Brand Consciousness

| Correlations | | | |
|--|---------------------|-----------------|------------|
| | | Brand Conscious | perfection |
| Brand Conscious | Pearson Correlation | 1 | .455** |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| perfection | Pearson Correlation | .455** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

H5: There is no significant relationship between Impulse Conscious and Brand Consciousness

The result show in Table 4.13 that correlation between Impulse Conscious and Brand Consciousness is 0.494. It is found that impulse conscious have a positive relationship with brand consciousness even the significance level is small ($p < 0.01$). Therefore, the higher impulse conscious among consumer, the higher will be positive feeling of the consumer to their brand consciousness. Hypothesis 5 **rejected**.

Table 4.13: Correlation between Impulse/Careless Conscious and Brand Consciousness

| | | Brand Conscious | Impulse |
|-----------------|---------------------|--------------------|---------|
| Brand Conscious | Pearson Correlation | 1 | .494** |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| Impulse | Pearson Correlation | .494** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

**. Correlation is significant at the 0.01 level (2-tailed).

H6: There is no significant relationship between Price Conscious and Brand Consciousness

The result show in Table 4.14 that correlation between Price Conscious and Brand Consciousness is 0.205. It is found that price conscious have a positive relationship with brand consciousness even the significance level is small ($p < 0.01$). Therefore, the higher price conscious among consumer, the higher will be positive feeling of the consumer to their brand consciousness. Hypothesis 6 **rejected**.

Table 4.14: Correlation between Price Conscious and Brand Consciousness

| Correlations | | | |
|-----------------|---------------------|--------------------|--------|
| | | Brand Conscious | PRICE |
| Brand Conscious | Pearson Correlation | 1 | .205** |
| | Sig. (2-tailed) | | .001 |
| | N | 250 | 250 |
| PRICE | Pearson Correlation | .205** | 1 |
| | Sig. (2-tailed) | .001 | |
| | N | 250 | 250 |

**, Correlation is significant at the 0.01 level (2-tailed).

H7: There is no significant relationship between Brand-Loyalty Conscious and Brand Consciousness

The result show in Table 4.15 that correlation between Brand-Loyalty Conscious and Brand Consciousness is 0.531. It is found that brand-loyalty conscious have a positive relationship with brand consciousness even the significance level is small ($p < 0.01$). Therefore, the higher brand loyalty conscious among consumer, the higher will be positive feeling of the consumer to their brand consciousness. Hypothesis 7 **rejected**.

Table 4.15: Correlation relationship between Brand-Loyalty Conscious and Brand Consciousness

| Correlations | | | |
|-----------------|---------------------|--------------------|--------------------|
| | | Brand Conscious | habitual |
| Brand Conscious | Pearson Correlation | 1 | .531 ^{**} |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| Habitual | Pearson Correlation | .531 ^{**} | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

^{**}. Correlation is significant at the 0.01 level (2-tailed).

4.4.4 Regression Analysis of Coefficient

Hypothesis 8: There is a significant influence between High-quality Conscious and Brand Consciousness.

Hypothesis 9: There is a significant influence between Impulse Conscious and Brand Consciousness.

Hypothesis 10: There is a significant influence between Price Conscious and Brand Consciousness.

Hypothesis 11: There is a significant influence between Brand-Loyalty Conscious and Brand Consciousness.

To achieve objective 3, Regression Analysis of Coefficient was used. The results of the regression of coefficient are shown in Table 4.18 below. To analyze the independent variables, multiple regression analysis was used to predict a single dependent variable. The highest Beta was recorded by Brand-Loyalty conscious at a value of 0.810.

Therefore, the variance of R square value 37.3% in Brand Consciousness is significant in which the combination of predictor variable is significantly predicted the dependent variable of Brand Consciousness. In Table 4.19, by using all the predictor simultaneously and Brand Consciousness as the dependent variable, multiple correlation coefficients $R = 0.619$, given R square is 0.383, and the adjusted R square = 0.373. This would mean that 37% of the variance in Brand Consciousness can be predicted from High-quality conscious, Impulse conscious, Price conscious, and Brand-Loyalty conscious.

In the finding, Beta has shown which independent variable has the highest influence on dependent variable that is Brand consciousness. The most independent variable that influence brand consciousness is Brand-Loyalty conscious with 0.810. The lowest value is Price conscious, -0.265. Thus, Price conscious give less influence on Brand consciousness.

However, the level of significant must less than 0.05. As we can see, all four independent variables show a significant <0.05 . Thus, **Hypothesis 8, 9, 10 and 11 were supported.**

Table 4.16: Regression Analysis of Coefficient

| Model | Coefficients | | | | |
|--|-----------------------------|------------|---------------------------|--------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |
| 1 | (Constant) | -2.102 | | -.741 | .459 |
| | perfection | .258 | .144 | 2.231 | .027 |
| | impulse | .646 | .313 | 4.705 | .000 |
| | price | -.265 | -.116 | -1.980 | .049 |
| | habitual | .810 | .350 | 5.776 | .000 |
| a. Dependent Variable: brandConscious2 | | | | | |

Table 4.17: Regression Analysis of Model Summary

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .619 ^a | .383 | .373 | 5.92063 |
| a. Predictors: (Constant), habitual, PRICE, perfection, impulse | | | | |

4.5 CHAPTER SUMMARY

All 11 hypotheses were tested. The samples of 250 respondents of undergraduate students are from Universiti Utara Malaysia. Results from the finding shows that six of the hypotheses which are H1, H2, H8, H9, H10, and H11 were supported, and while H3, H4, H5, H6, and H7 were rejected. The result from multiple regression analysis shared that Brand-Loyalty conscious has the highest influenced on Brand Consciousness.

DISCUSSION, RECOMMENDATIONS AND CONCLUSION

5.1 CHAPTER INTRODUCTION

In this chapter will discuss the overall finding of the study. All variables were analyzed in finding presented in this chapter to study relationship between Price conscious, High-Quality conscious, Impulse conscious, Brand loyalty and Brand Consciousness among UUM students. It highlights some of the implications of the research findings, followed by limitation and the directions for future research.

5.2 RESPONDENTS' DEMOGRAPHY

In order to get the actual data, a comprehensive profile analysis of target sample had been done. It was found that 34.4% of respondents are male and 65.6% are female. In terms of age, the highest percentage is by the age 21 years old, which is 35.6%. Followed by respondents by age 22 years old, which is 25.2%. 15.2% of respondent

were at the age 20, 12.8% were 23 years old, 5.2% were age 24 years old, 2.8% respondents at age 25 and 1.2% were shared for respondents age 26 and 27 years old. Regarding the respondents ethnic group, majority of them are Malays which is 79.2%. Followed by Chinese, 14.4%, Indians 1.6% and others ethnic that comes from other ethnic groups 4.8%.

With regard to the respondents semester level, 39.2% were from semester 4, 38.8% from semester 2, 14.8% from semester 6, 2.8% were semester 3, 2.8% from semester 5, 0.4% from semester 1, 0.8% were semester 7 and 0.4% from semester 8. In terms of the college of the respondents, 50.4% of them were from College of Business (COB), 34.4% were respondents from College of Law and Government (COLGIS), and 15.2% of them were from College of Art and Sciences (CAS).

Apple showed the highest percentage for laptop brand that respondents preferred to choose if they want to buy a laptop, 31.2%. Followed by brand ASUS, 19.6%. Other brands showed almost the same percentage which is below than 10%. Respondent choose others brand also which are not stated under the most popular brand, 16.8%.

5.3 DISCUSSION

The purpose of the research is to study the relationship between Price conscious, High-Quality conscious, Impulse conscious, Habitual/Brand loyalty and Brand Consciousness in buying a laptop among students. Many past researchers have agreed that decision-making styles can be useful for understanding consumer's mental orientation of their decision making when shopping and it has been tested in various nationalities (Sproles and Sproles, 1990; Hafstrom, 1992; Bakewell and Mitchell, 2003).

The first objective is to find whether there is no significant different between gender, age, and religion with brand consciousness. In order to examine the different between gender and brand consciousness, t-test analysis was conducted. The result of t-test shows that value $p = \text{Sig. (2-tailed)}$ is 0.856, bigger than $\alpha = 0.05$. We can assumed that there is no significant different in terms of Brand Consciousness between male and female respondents. **Hypothesis 1 is supported.**

In the case of Age and Religion, the ANOVA analysis was conducted. The significant level for Age is 0.648, more than $\alpha = 0.05$. This shows that there is no significant different between age and brand consciousness. Thus, **Hypothesis 2 is supported.** The result of ANOVA for Religion is shows that the F value is 4.756 and significant at level 0.001. This implies that there is significant different between religion and brand consciousness. This is because the significant level is less than $\alpha = 0.05$. Thus, **Hypothesis 3 rejected.**

The second objective is to examine whether is no relationship between independent variables which is Quality Consciousness, Careless Consciousness, Brand Loyalty Consciousness, and Price Consciousness with Brand Consciousness. Pearson correlation analysis was conducted to examine this relationship between those variables. Pearson correlation is used to measure the linear association between two metric variables. It was range from -1.00 to +1.00 and zero representing no association between the two metric variables.

The result showed that the correlation between High-Quality and Brand Consciousness is 0.455. It is found that high-quality conscious have a positive relationship with brand consciousness whereby the significance level is small ($p < 0.01$).

Hypothesis 4 is rejected.

The correlation result between Impulse Conscious and Brand Consciousness is 0.494. It is found that impulse/careless conscious have a positive relationship with brand consciousness even the significance level is small ($p < 0.01$). Therefore, the higher impulse conscious among consumer, the higher will be positive feeling of the consumer to their brand consciousness. **Hypothesis 5 rejected.**

The result of correlation between Impulse Conscious and Brand Consciousness is 0.205. It is found that price conscious have a positive relationship with brand consciousness even the significance level is small ($p < 0.01$). Therefore, the higher price

conscious among consumer, the higher will be positive feeling of the consumer to their brand consciousness. **Hypothesis 6 also rejected.**

The result shows that the correlation between Brand-Loyalty Conscious and Brand Consciousness is 0.531. It is found that brand-loyalty conscious have a positive relationship with brand consciousness even the significance level is small ($p < 0.01$). Therefore, the higher brand loyalty conscious among consumer, the higher will be positive feeling of the consumer to their brand consciousness. **Hypothesis 7 rejected.**

The third objective is study whether there is an influence of the independent variables (High-Quality Consciousness, Impulse Consciousness, Brand Loyalty Consciousness, and Price Consciousness with Brand Consciousness. To examine this objective, the regression coefficient analysis was conducted to analyze the level of influence among these variables.

To analyze the independent variables, multiple regression analysis was used to predict a single dependent variable. The highest Beta was recorded by Habitual/Brand-Loyalty conscious at a value of 0.810. Therefore, the variance of R square value 37.3% in Brand Consciousness is significant in which the combination of predictor variable is significantly predicted the dependent variable of Brand Consciousness.

After using all the predictor simultaneously and Brand Consciousness as the dependent variable, multiple correlation coefficients $R = 0.619$, given R^2 is 0.383, and the adjusted $R^2 = 0.373$. This would mean that 37% of the variance in Brand Consciousness can be predicted from High-quality conscious, Impulse conscious, Price conscious, and Brand-Loyalty conscious.

In the finding, Beta has shown which independent variable has the highest influence on dependent variable that is Brand consciousness. The most independent variable that influence brand consciousness is Brand-Loyalty conscious with 0.810. The lowest value is Price conscious, -0.265. Thus, Price conscious give less influence on Brand consciousness. However, the level of significant must less than 0.05. As we can see, all four independent variables show a significant < 0.05 . Thus, **Hypothesis 8, 9, 10 and 11 were supported.**

All 11 hypotheses were tested. The samples of 250 respondents of undergraduate students are from Universiti Utara Malaysia. Result from the finding shows that six from the hypothesis which is H1, H2, H8, H9, H10, and H11 were supported, and others were rejected.

5.4 MANAGERIAL IMPLICATIONS

This research is about understanding of decision-making styles in buying a laptop among students in Universiti Utara Malaysia (UUM). This study focused on relationship between Quality Consciousness, Impulse Consciousness, Brand Loyalty Consciousness, and Price Consciousness with Brand Consciousness. From this study, many company and marketers may acquire benefits in their future strategic business plan.

It is important for marketers and companies to understand the consumer decision making styles of the students because they are one of the biggest target market in business. The research indicates that marketers and practitioners should consider gender differences in this decision making styles. The understanding of this decision making styles will help in improving marketing activities and effective communication.

The marketers also will receive benefits on creativity of product, personalize and purchases processes of their target customer and also a good promotional activities in future. This study suggest that understanding the decision making styles are important for marketers and company to create a better marketing strategy and success in the market.

5.5 LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

There are several limitations of this study that should be addressed in future research. This research was conducted in university students as respondents who have limited marketplace experience and they are still learning their consumer styles. Thus, to gain a better and more general overview of this research area, future studies may expand the sample to include adult populations in Malaysia. Adults have unique in buying behavior that can provide more valuable information about the topic.

In future research, researcher should observe other demographic variables as gender, age, ethic, income and culture. Each of these demographic variables has different characteristics and may give different result if researcher does more study on it. Because lack of previous researches, it was difficult to find the information about relationship between consumer decision-making styles. Most of the research focused on the relationship among young adult or gender.

It is more exciting if in future research focus on other social groups, such as businessman, housewife, and so forth. We can see the different result from their decision-making styles. Besides that, the research also advised to be extended outside UUM. This may provide a greater contribution to marketers in understanding their target market.

The researcher need to focus on a larger number of respondents and also continuously observe the existing and emerging of decision making style since the changes in macro environment might require some changes to other different dimensions. Finally, this study discussed the original eight characteristics decision-making style of CSI by Sproles and Kendal (1986). Every dimension should be study to create more exciting findings in future.

5.6 CONCLUSION

As a conclusion, the finding of this study showed that all independent variables Quality Consciousness, Impulse Consciousness, Brand Loyalty Consciousness, and Price Consciousness with Brand Consciousness are significant relationship and influence among each other. This finding can help marketers to identify the consumer decision-making styles of their target customers. They can improve their product specifications or features, price, and other important elements of their products based on research finding. Marketers and company in laptop or computer business should identify each characteristic of Consumer Decision-Making Styles.

Brand-Loyalty shows the highest influence towards Brand Consciousness. Obviously consumers are more interested in the brand name of the product. However, another characteristic that is also important in the process of improving products in the future. The result of the finding shows that all those variables are connected and have a strong relationship. Thus, all variables are important in consumer decision making.

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APPENDIX A

THE QUESTIONNAIRE



Dear respected respondent:

Thank you for sparing your time responding to this questionnaire. Your participant on this evaluation is voluntary. All responses to this survey are anonymous. There is no way for your responses to be linked to you because individual surveys are confidential. We know your time is valuable, we have designed this questionnaire so that it should not take you longer than fifteen minutes to answer. Please note that completion of the survey implies consent to participate and kindly answer as honest as possible.

Once again, thank you for your time and consideration.

Sincerely yours,

Nor Syahima Binti Rosnan 813334

MSc. Management

Part A / Bahagian A: Demographic profile / Profil Demografi

(This section intends to get information on the respondents' demographic background) Please fill the empty space and mark "√" in the appropriate box. / (Bahagian ini bertujuan mendapatkan maklumat mengenai latar belakang demografi responden) Sila isi ruang yang kosong dan tandakan "√" di kotak yang sesuai.

1. Gender? / Jantina?

☐

Male / Lelaki

☐

Female / Perempuan

2. Your age? Please state: / Umur anda? Sila nyatakan: _____ years old / tahun.

3. Ethnic/ Bangsa:

☐

Malay / Melayu

☐

Chinese / Cina

☐

Indian / India

☐

Others (Please state) / lain-lain (sila nyatakan): _____

4. Religion / Agama:

☐

Islam / Muslim

☐

Christian / Kristian

☐

Buddhist / Buddha

☐

Hindu /Hindu

☐

Others (Please state) / Lain-lain (Sila nyatakan): _____

5. Current education level / Tahap pendidikan semasa:

☐ Undergraduate / Sarjana Muda ☐ Postgraduate / Pascasiswazah

6. Semester: _____

7. College / Kolej:

COB

CAS

COLGIS

8. Do you own a laptop? Adakah anda memiliki computer riba?

Yes / Ya

No / Tidak

Part B / Bahagian B:

The brand that I most prefer if I want to buy a laptop. (Choose one only)

Jenama yang saya paling suka jika saya ingin membeli komputer riba. (Pilih satu sahaja)

☐ Apple ☐ Samsung ☐ Dell ☐ HP ☐ LG
☐ Toshiba ☐ Asus ☐ Sony ☐ Compaq ☐ Others (Please state) _____

Please review each of the following statements and circle your choice.

Sila semak setiap pernyataan berikut dan bulatkan pilihan anda.

| Extremely disagree / Sangat tidak setuju | Strongly disagree / Agak tidak setuju | Disagree / Tidak setuju | Agree / Setuju | Strongly agree / Agak setuju | Extremely agree / Sangat setuju |
|--|---------------------------------------|-------------------------|----------------|------------------------------|---------------------------------|
| 1 | 2 | 3 | 4 | 5 | 6 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | I prefer buying the best-selling brands. Saya lebih suka membeli jenama yang paling laris. | 1 | 2 | 3 | 4 | 5 | 6 |
| 2 | I usually buy well-known brands. Saya selalunya membeli jenama yang terkenal. | 1 | 2 | 3 | 4 | 5 | 6 |
| 3 | I usually choose expensive brands only. Saya selalunya memilih jenama yang mahal sahaja. | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | Expensive brands are usually higher quality. Jenama yang mahal selalunya lebih berkualiti. | 1 | 2 | 3 | 4 | 5 | 6 |
| 5 | The most advertised brand are usually very good. Jenama yang paling banyak diiklankan selalunya paling baik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 6 | Good quality department offers the best products. Jabatan yang berkualiti biasanya menawarkan produk yang terbaik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | I always consider price first. Saya sentiasa mempertimbangkan harga dahulu. | 1 | 2 | 3 | 4 | 5 | 6 |

| | | | | | | | |
|----|--|---|---|---|---|---|---|
| 8 | I buy as much as possible at sale price. Saya membeli sebanyak yang mungkin pada harga tawaran. | 1 | 2 | 3 | 4 | 5 | 6 |
| 9 | I usually buy the lower priced products. Saya biasanya membeli produk yang berharga lebih rendah. | 1 | 2 | 3 | 4 | 5 | 6 |
| 10 | I usually compared between two brands before choosing. Saya selalunya membandingkan antara jenama sebelum memilih. | 1 | 2 | 3 | 4 | 5 | 6 |
| 11 | I usually watch how much I spend. Saya selalunya melihat berapa banyak yang saya telah berbelanja. | 1 | 2 | 3 | 4 | 5 | 6 |
| 12 | The lower price product are usually my choice. Produk yang berharga lebih rendah selalunya menjadi pilihan saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 13 | I like to buy the best quality products. Saya suka membeli produk yang berkualiti terbaik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 14 | My expectation for products that I buy is high. Harapan saya untuk produk yang saya beli adalah tinggi. | 1 | 2 | 3 | 4 | 5 | 6 |
| 15 | I take time to shop carefully for the best buy. Saya mengambil masa untuk membeli-belah dengan berhati-hati untuk membeli yang terbaik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 16 | Getting good quality is very important to me. Mendapatkan kualiti yang baik adalah sangat penting bagi saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 17 | Expensive product usually good quality. Produk yang mahal selalunya berkualiti baik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 18 | I should plan my shopping more carefully. Saya harus merancang urusan membeli-belah saya lebih berhati-hati. | 1 | 2 | 3 | 4 | 5 | 6 |
| 19 | I shop quickly, buying the first product or brands. Saya membeli-belah dengan cepat, membeli produk atau jenama yang pertama. | 1 | 2 | 3 | 4 | 5 | 6 |
| 20 | I frequently purchase on impulse. Saya sering membeli mengikut gerak hati / impulsif. | 1 | 2 | 3 | 4 | 5 | 6 |
| 21 | I do not give much thought when I purchase. Saya tidak banyak berfikir ketika membeli. | 1 | 2 | 3 | 4 | 5 | 6 |
| 22 | When purchasing product, I try to get the perfect choice. Ketika membeli produk, saya cuba untuk mendapatkan pilihan yang tepat. | 1 | 2 | 3 | 4 | 5 | 6 |
| 23 | I often regrets after made an impulsive buying. Saya sering merasa kesal selepas membuat belian impulsif. | 1 | 2 | 3 | 4 | 5 | 6 |
| 24 | The most expensive brand usually my choice. Jenama yang paling mahal biasanya menjadi pilihan saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 25 | I always buy my favorite brand every time I shop. Saya selalu membeli jenama kegemaran saya setiap kali saya membeli-belah. | 1 | 2 | 3 | 4 | 5 | 6 |
| 26 | I go to the same store every time I shop. Saya pergi ke kedai yang sama setiap kali saya membeli-belah. | 1 | 2 | 3 | 4 | 5 | 6 |
| 27 | I will stick to products which gave me satisfaction. Saya akan kekal kepada produk-produk yang memberikan saya kepuasan. | 1 | 2 | 3 | 4 | 5 | 6 |

| | | | | | | | |
|----|---|---|---|---|---|---|---|
| 28 | The well-known brands are best for me. Jenama yang terkenal adalah yang terbaik untuk saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 29 | I do not like to change for new brand or product. Saya tidak suka menukar kepada jenama atau produk baru. | 1 | 2 | 3 | 4 | 5 | 6 |
| 30 | Shopping is enjoyable to me. Membeli-belah adalah menyeronokkan untuk saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 31 | It is fun to buy something new and exciting. Ia adalah menyeronokkan untuk membeli sesuatu yang baru dan menarik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 32 | I always shop for fun. Saya selalu membeli-belah untuk keseronokkan. | 1 | 2 | 3 | 4 | 5 | 6 |
| 33 | Shopping is my favorite activity. Membeli-belah adalah aktiviti kegemaran saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 34 | All the information I get on different products confuses me. Semua maklumat yang saya dapat daripada setiap produk yang berbeza mengelirukan saya. | 1 | 2 | 3 | 4 | 5 | 6 |
| 35 | Sometimes it's hard to choose which stores to shop. Kadangkala adalah sukar untuk memilih kedai mana untuk membeli-belah. | 1 | 2 | 3 | 4 | 5 | 6 |
| 36 | There are many brands to choose from that I often feel confused. Terdapat banyak jenama untuk dipilih dan ini sering menyebabkan saya berasa keliru. | 1 | 2 | 3 | 4 | 5 | 6 |
| 37 | The more I learn about products, the harder to choose the best. Semakin saya belajar tentang produk, semakin sukar untuk memilih yang terbaik. | 1 | 2 | 3 | 4 | 5 | 6 |
| 38 | To get variety, I shop different stores and choose different brands. Untuk mendapatkan kepelbagaian, saya membeli-belah di kedai-kedai yang berbeza dan memilih jenama yang berbeza. | 1 | 2 | 3 | 4 | 5 | 6 |
| 39 | I always keep up-to-date with changing fashion. Saya selalu mengikut perkembangan fesyen yang terkini. | 1 | 2 | 3 | 4 | 5 | 6 |
| 40 | Fashionable, attractive styling is very important to me. Fesyen dan gaya yang menarik sangat penting bagi saya. | 1 | 2 | 3 | 4 | 5 | 6 |

Thank you for your cooperation and valuable time.

APPENDIX B

THE STATISTICAL ANALYSIS

RELIABILITY

SPSS DATA ANALYSIS

Reliability for Actual test

a) Brand Conscious

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .849 | 8 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|--|-------------------------------|-----------------------------------|---|--|
| I prefer buying the best selling brands | 24.74 | 41.609 | .572 | .834 |
| I usually buy well known brands | 24.95 | 41.668 | .681 | .818 |
| I usually choose expensive brands only | 25.72 | 43.239 | .619 | .827 |
| Expensive brands are usually higher quality | 24.52 | 43.905 | .540 | .836 |
| The most advertised brand is usually very good | 25.12 | 44.492 | .572 | .832 |
| The most expensive brand is usually my choice | 25.58 | 44.864 | .571 | .832 |
| Expensive product is usually good quality | 24.58 | 44.229 | .571 | .832 |
| The well known brands are best for me | 25.06 | 45.599 | .582 | .832 |

b) Price Conscious

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .615 | 4 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|---|-------------------------------|-----------------------------------|---|--|
| I always consider price first | 10.91 | 7.297 | .303 | .611 |
| I buy as much as possible at sale price | 12.18 | 7.506 | .273 | .631 |
| I usually buy the lower priced product | 11.88 | 6.037 | .585 | .398 |
| The lower price product are usually my choice | 11.85 | 6.467 | .444 | .506 |

c) High-Quality Conscious

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .703 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|--|-------------------------------|-----------------------------------|---|--|
| I liketobuythebestqualityprod ucts | 22.05 | 12.030 | .581 | .616 |
| Whenpurchasingproductirt ogettheperfectchoice | 22.02 | 12.791 | .493 | .646 |
| Goodqualitydepartmentoffer sthebestproducts | 22.41 | 12.629 | .451 | .658 |
| Gettinggoodqualityisveryimp ortantforme | 21.81 | 12.250 | .582 | .618 |
| Myexpectationforproductsth atibuyishigh | 21.86 | 11.971 | .621 | .605 |
| Ishopquicklybuyingthefirstpr oductorbrands | 23.31 | 15.822 | .018 | .798 |

d) Impulse Conscious

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .713 | 6 |

Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|--|-------------------------------|-----------------------------------|---|--|
| I usually watch how much I spend | 19.14 | 9.989 | .437 | .679 |
| I take time to shop carefully for what I need to buy | 19.00 | 9.614 | .635 | .591 |
| I should plan my shopping more carefully | 19.06 | 10.217 | .646 | .597 |
| I frequently purchase on impulse | 20.22 | 9.487 | .541 | .634 |
| I do not give much thought when I purchase | 20.71 | 10.497 | .133 | .780 |
| I often regret after I make an impulse purchase | 20.32 | 11.231 | .712 | .759 |

e) Brand-Loyalty Conscious

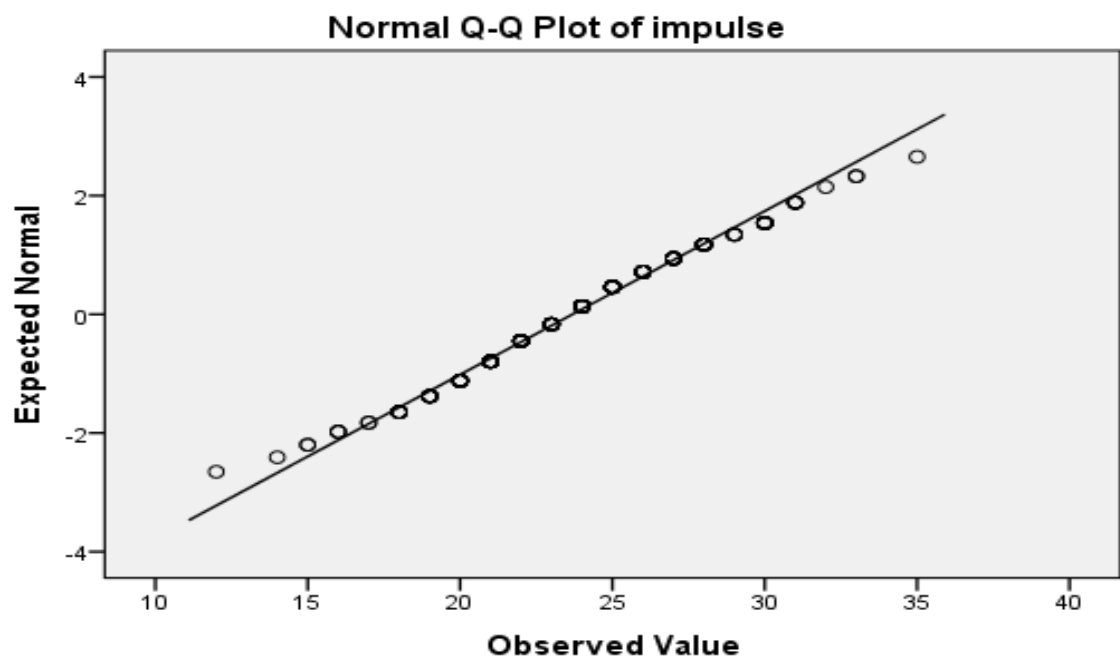
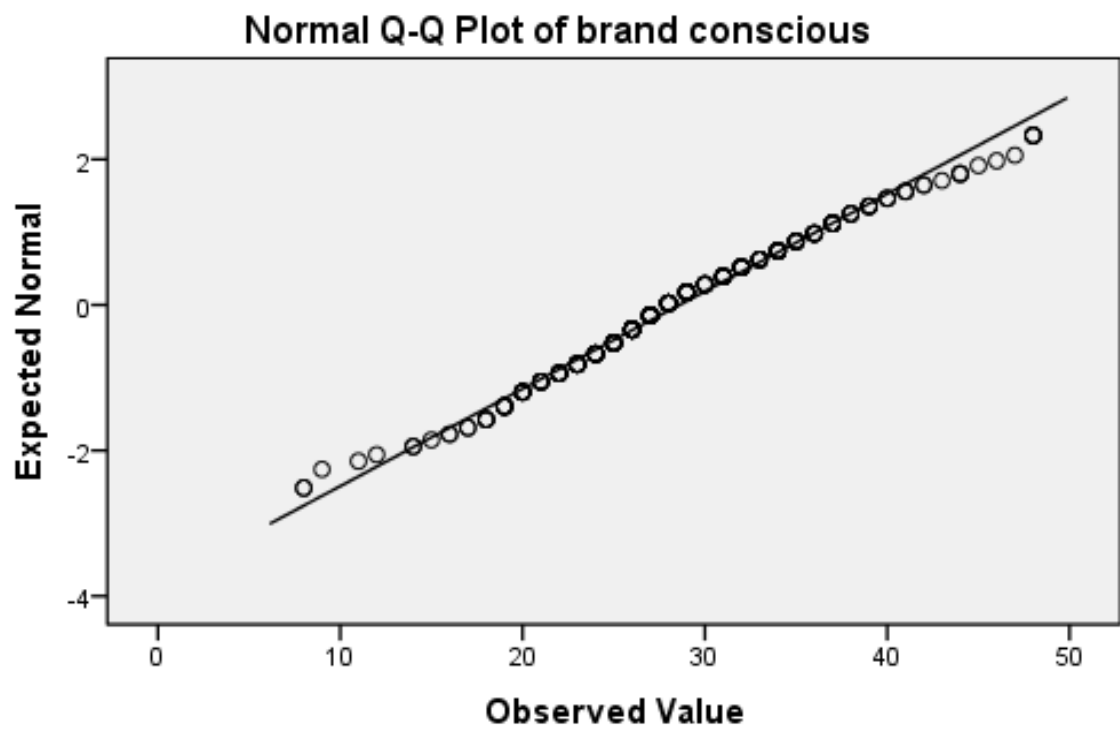
Reliability Statistics

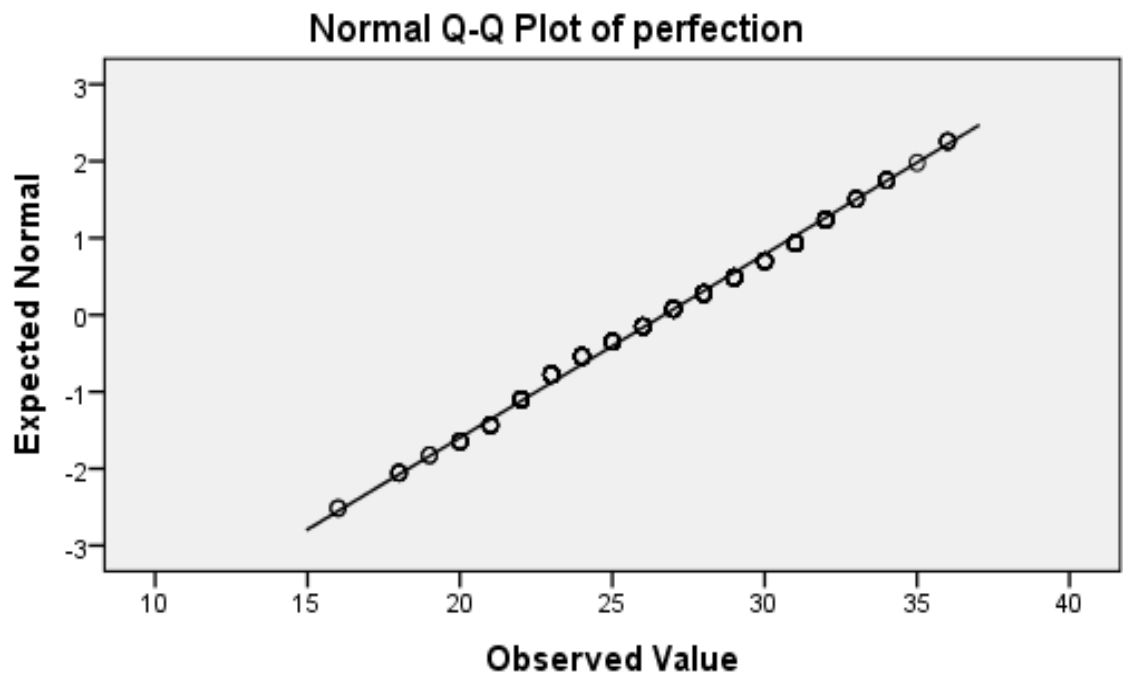
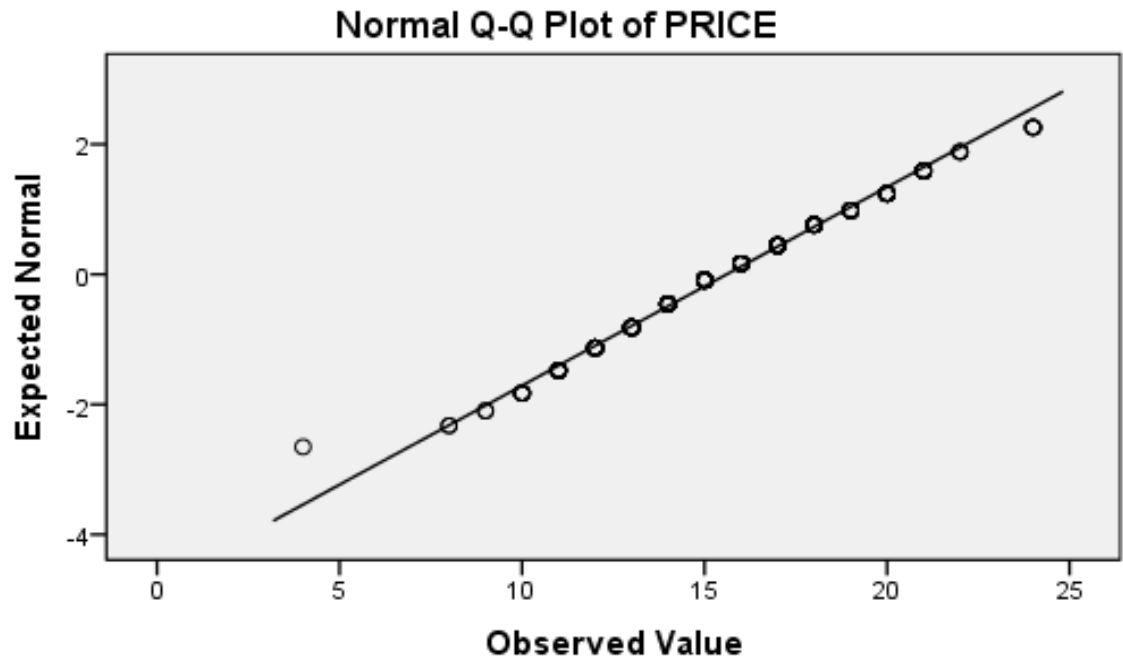
| Cronbach's Alpha | N of Items |
|------------------|------------|
| .648 | 4 |

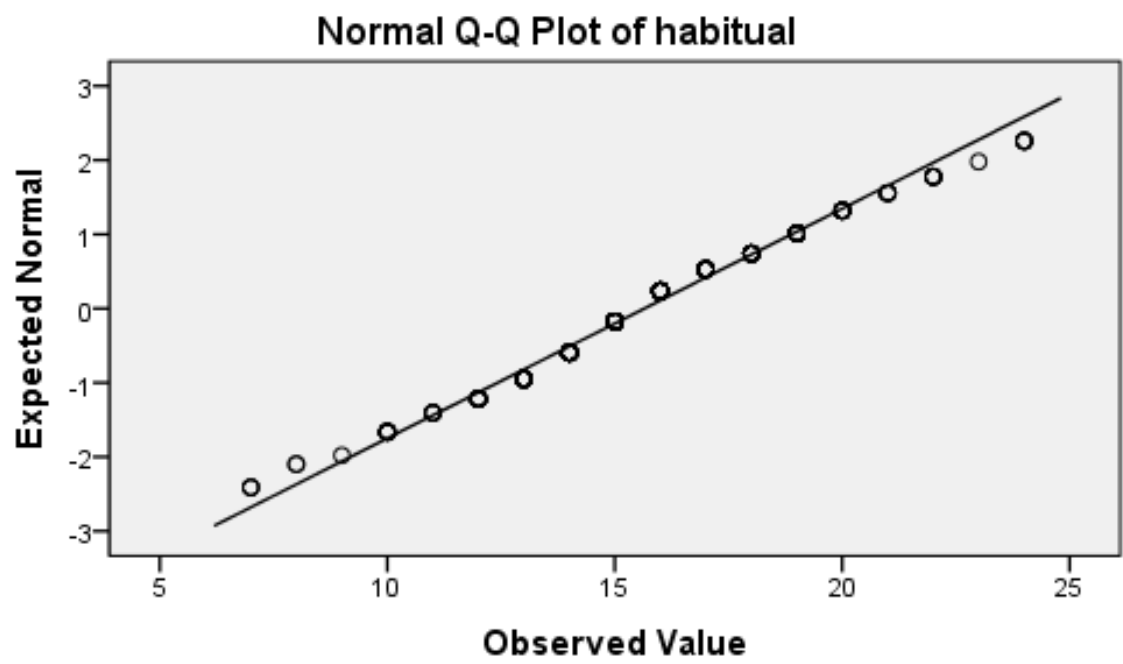
Item-Total Statistics

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item- Total Correlation | Cronbach's Alpha if Item Deleted |
|---|-------------------------------|-----------------------------------|---|--|
| I always buy my favorite brand every time I shop | 11.81 | 6.220 | .495 | .532 |
| I go to the same store every time I shop | 11.94 | 6.406 | .422 | .584 |
| I will stick to product which gave me satisfaction | 11.16 | 7.112 | .360 | .624 |
| I do not like to change for new brand or product | 12.06 | 6.479 | .437 | .574 |

NORMALITY TEST







FREQUENCY DISTRIBUTION

Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Male | 86 | 34.4 | 34.4 | 34.4 |
| | Female | 164 | 65.6 | 65.6 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 19 | 2 | .8 | .8 | .8 |
| | 20 | 38 | 15.2 | 15.2 | 16.0 |
| | 21 | 89 | 35.6 | 35.6 | 51.6 |
| | 22 | 63 | 25.2 | 25.2 | 76.8 |
| | 23 | 32 | 12.8 | 12.8 | 89.6 |
| | 24 | 13 | 5.2 | 5.2 | 94.8 |
| | 25 | 7 | 2.8 | 2.8 | 97.6 |
| | 26 | 3 | 1.2 | 1.2 | 98.8 |
| | 27 | 3 | 1.2 | 1.2 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Ethnic

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------|-----------|---------|---------------|--------------------|
| Valid | malay | 198 | 79.2 | 79.2 | 79.2 |
| | Chinese | 36 | 14.4 | 14.4 | 93.6 |
| | Indian | 4 | 1.6 | 1.6 | 95.2 |
| | Others | 12 | 4.8 | 4.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Religion

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|-----------|---------|---------------|--------------------|
| Valid | Muslim | 208 | 83.2 | 83.2 | 83.2 |
| | Christian | 5 | 2.0 | 2.0 | 85.2 |
| | Buddhist | 32 | 12.8 | 12.8 | 98.0 |
| | Hindu | 4 | 1.6 | 1.6 | 99.6 |
| | Others | 1 | .4 | .4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

Semester

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 1 | 1 | .4 | .4 | .4 |
| | 2 | 97 | 38.8 | 38.8 | 39.2 |
| | 3 | 7 | 2.8 | 2.8 | 42.0 |
| | 4 | 98 | 39.2 | 39.2 | 81.2 |
| | 5 | 7 | 2.8 | 2.8 | 84.0 |
| | 6 | 37 | 14.8 | 14.8 | 98.8 |
| | 7 | 2 | .8 | .8 | 99.6 |
| | 8 | 1 | .4 | .4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

College

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | COB | 126 | 50.4 | 50.4 | 50.4 |
| | CAS | 38 | 15.2 | 15.2 | 65.6 |
| | COLGIS | 86 | 34.4 | 34.4 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

| Brand | | | | | |
|-------|---------|-----------|---------|---------------|-----------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Apple | 78 | 31.2 | 31.2 | 31.2 |
| | Samsung | 10 | 4.0 | 4.0 | 35.2 |
| | Dell | 22 | 8.8 | 8.8 | 44.0 |
| | HP | 13 | 5.2 | 5.2 | 49.2 |
| | LG | 3 | 1.2 | 1.2 | 50.4 |
| | Toshiba | 18 | 7.2 | 7.2 | 57.6 |
| | Asus | 49 | 19.6 | 19.6 | 77.2 |
| | Sony | 7 | 2.8 | 2.8 | 80.0 |
| | Compaq | 8 | 3.2 | 3.2 | 83.2 |
| | Others | 42 | 16.8 | 16.8 | 100.0 |
| | Total | 250 | 100.0 | 100.0 | |

T-TEST ANALYSIS (Gender)

Independent Samples Test

| | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
|-----------------|---|------|------------------------------|---------|-----------------|-----------------|-----------------------|---|---------|
| | F | Sig. | t | df | Sig. (2-tailed) | Mean Difference | Std. Error Difference | 95% Confidence Interval of the Difference | |
| | | | | | | | | Lower | Upper |
| brandConscious2 | 16.960 | .000 | -.201 | 248 | .841 | -.20009 | .99707 | -2.16389 | 1.76372 |
| | | | -.181 | 131.642 | .856 | -.20009 | 1.10417 | -2.38429 | 1.98412 |

ONE-WAY ANOVA

ANOVA Table

| | | Sum of Squares | df | Mean Square | F | Sig. |
|----------------------------|---------------------------|----------------|-----|-------------|-------|------|
| brandConscious2 * Religion | Between Groups (Combined) | 1002.359 | 4 | 250.590 | 4.756 | .001 |
| | Within Groups | 12909.225 | 245 | 52.691 | | |
| | Total | 13911.584 | 249 | | | |

ANOVA Table

| | | | Sum of Squares | df | Mean Square | F | Sig. |
|--------------------------|----------------|------------|-------------------|-----|----------------|------|------|
| brandConscious2 * Age | Between Groups | (Combined) | 337.588 | 8 | 42.198 | .749 | .648 |
| | Within Groups | | 13573.996 | 241 | 56.324 | | |
| | Total | | 13911.584 | 249 | | | |

PEARSON CORRELATION

| Correlations | | brandConscious 2 | perfection |
|-----------------|---------------------|---------------------|------------|
| brandConscious2 | Pearson Correlation | 1 | .455** |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| perfection | Pearson Correlation | .455** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

** . Correlation is significant at the 0.01 level (2-tailed).

| Correlations | | brandConscious 2 | impulse |
|-----------------|---------------------|---------------------|---------|
| brandConscious2 | Pearson Correlation | 1 | .494** |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| impulse | Pearson Correlation | .494** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

| | | brandConscious 2 | PRICE |
|-----------------|---------------------|---------------------|--------|
| brandConscious2 | Pearson Correlation | 1 | .205** |
| | Sig. (2-tailed) | | .001 |
| | N | 250 | 250 |
| PRICE | Pearson Correlation | .205** | 1 |
| | Sig. (2-tailed) | .001 | |
| | N | 250 | 250 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

| | | brandConscious 2 | habitual |
|-----------------|---------------------|---------------------|----------|
| brandConscious2 | Pearson Correlation | 1 | .531** |
| | Sig. (2-tailed) | | .000 |
| | N | 250 | 250 |
| habitual | Pearson Correlation | .531** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 250 | 250 |

** . Correlation is significant at the 0.01 level (2-tailed).

REGRESSION COEFFICIENTS

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .619 ^a | .383 | .373 | 5.92063 |

a. Predictors: (Constant), habitual, PRICE, perfection, impulse

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -2.102 | 2.836 | | -.741 | .459 |
| | Perfection | .258 | .115 | .144 | 2.231 | .027 |
| | Impulse | .646 | .137 | .313 | 4.705 | .000 |
| | Price | -.265 | .134 | -.116 | -1.980 | .049 |
| | Habitual | .810 | .140 | .350 | 5.776 | .000 |

a. Dependent Variable: brandConscious2