IS IT THE RIGHT CHOICE?
FACTORS INFLUENCING BRAND CONSCIOUSNESS

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MASTER OF SCIENCE MANAGEMENT
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By

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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, Kesetian Jenama, dan Kesedaran Jenama. Keputusan regrasi beganda menunjukkan Kesetiaan Jenama mempunyai pengaruh yang paling nyata kepada Kesedaran Jenama.

Cadangan, implikasi dan haluan bakal penyelidik juga telah dibincangkan.

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In the name of Allah the Almighty, the Merciful, and the Beneficent.

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**

1.0 INTRODUCTION

2.0 LITERATURE REVIEW

3.0 RESEARCH METHODOLOGY

4.0 DATA ANALYSIS AND FINDINGS

5.0 DISCUSSION, RECOMMENDATIONS AND CONSCLUSION

LIST OF TABLES

LIST OF FIGURE

1

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 contents of the thesis is for internal user only

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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

RELIABILTY

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
Ipreferbuyingthebestsellingbrands	24.74	41.609	.572	.834
Iusuallybuywellknownbrands	24.95	41.668	.681	.818
Iusuallychooseexpensivebrandsonly	25.72	43.239	.619	.827
Expensivebrandsareusuallyhigherquality	24.52	43.905	.540	.836
Themostadvertisedbrandusuallyverygood	25.12	44.492	.572	.832
Themostexpensivebrandusuallymychoice	25.58	44.864	.571	.832
Expensiveproductusuallygoodquality	24.58	44.229	.571	.832
Thewellknownbrandsarebestforme	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
Ialwaysconsiderpricefirst	10.91	7.297	.303	.611
Ibuyasmuchaspossibleatsaleprice	12.18	7.506	.273	.631
Iusuallybuythelowerpricedproduct	11.88	6.037	.585	.398
Thelowerproductareusuallymychoice	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
Iliketobuythebestqualityprod ucts	22.05	12.030	.581	.616
Whenpurchasingproductiryt 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
Iusuallywatchhowmuchispend	19.14	9.989	.437	.679
Itaketimetoshopcarefullyforthebsetbuy	19.00	9.614	.635	.591
Ishouldplanmyshoppingmorecarefully	19.06	10.217	.646	.597
Ifrequentlypurchaseonimpulse	20.22	9.487	.541	.634
Idonotgivemuchthoughtwhenipuchase	20.71	10.497	.133	.780
Ioftenregretsaftermadeanimpulsivebuying	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
Ialwaysbuymyfavoritebrand everytimeishop	11.81	6.220	.495	.532
Igotothesamestoreeverytim eishop	11.94	6.406	.422	.584
Iwillsticktoproductwhichgave mesatisfaction	11.16	7.112	.360	.624
Idonotliketochangefornewbr andorproduct	12.06	6.479	.437	.574

NORMALITY TEST

Normal Q-Q Plot of brand conscious

Normal Q-Q Plot of impulse
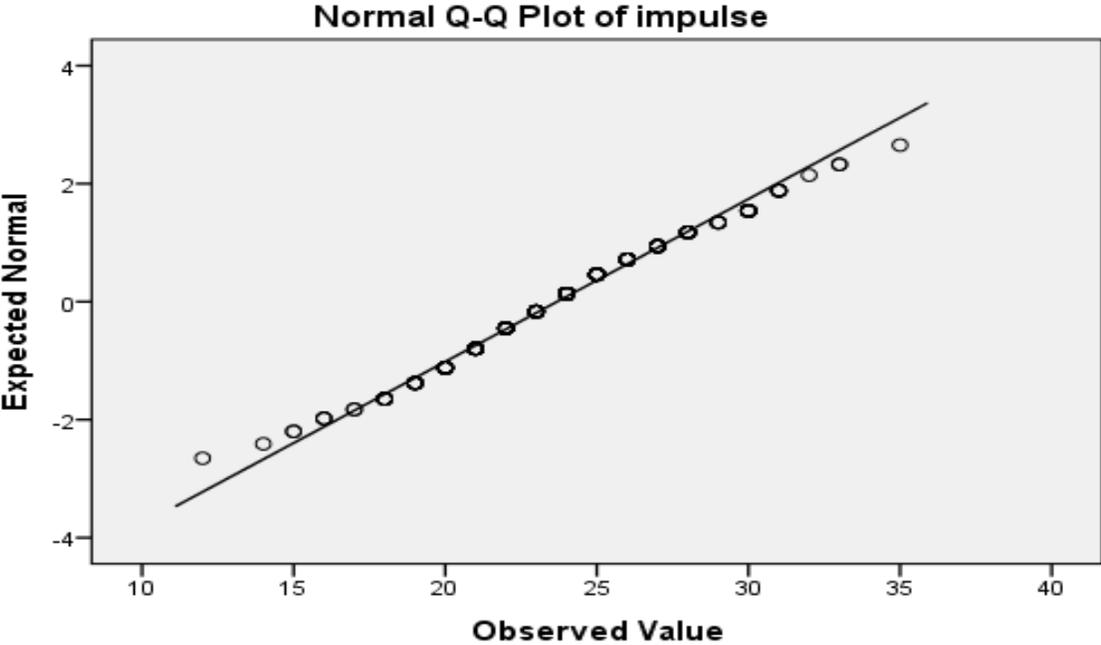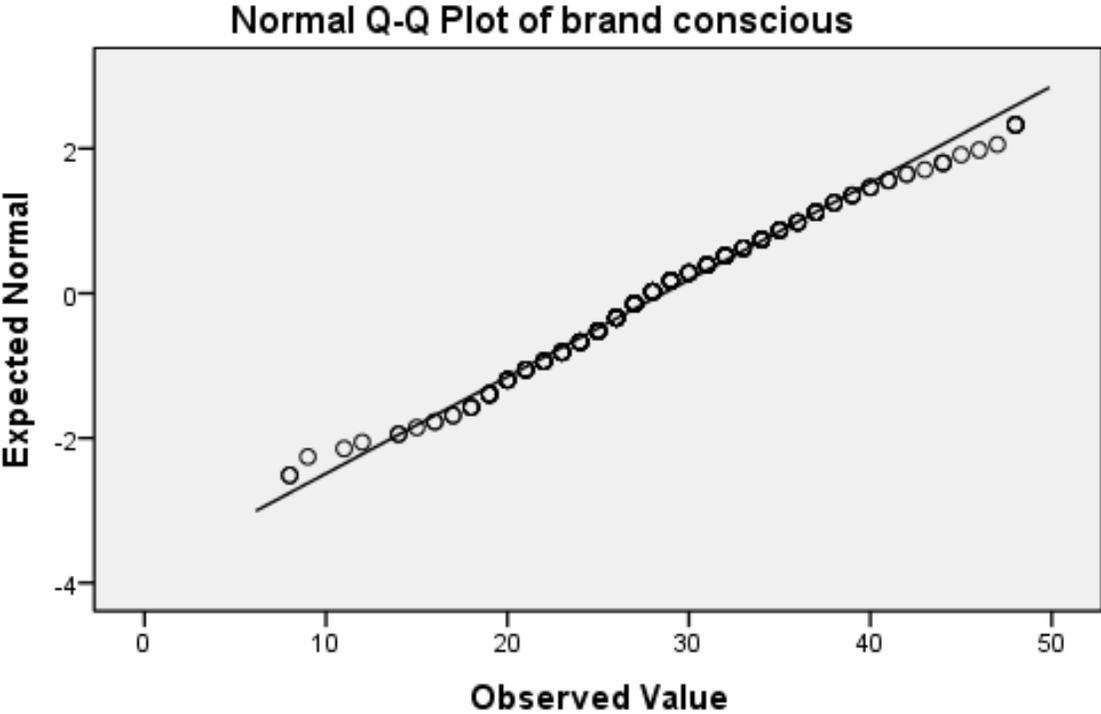
Normal Q-Q Plot of PRICE
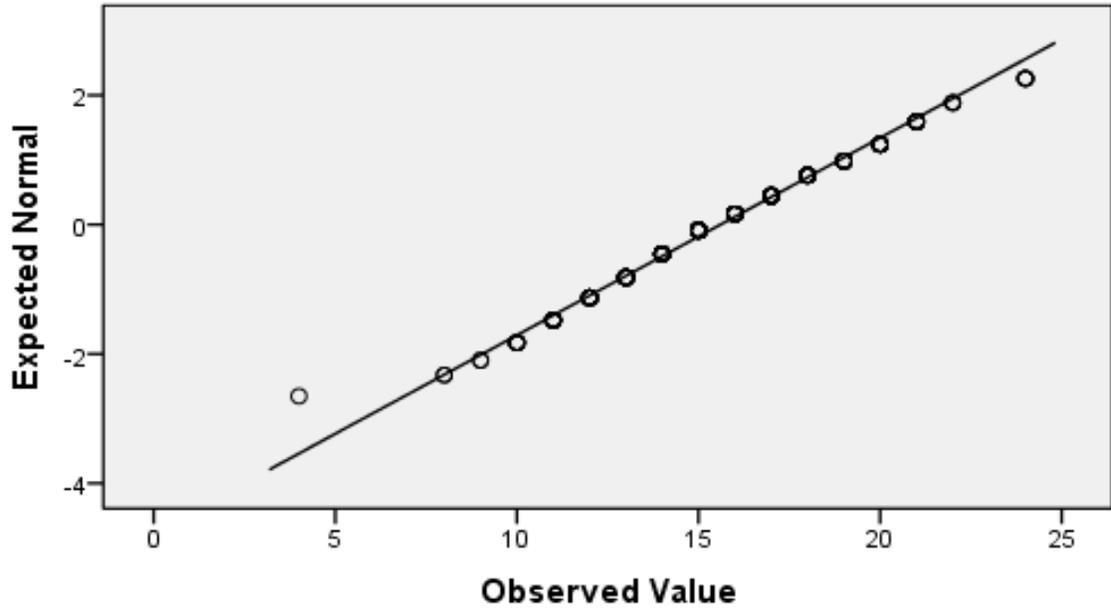
Normal Q-Q Plot of perfection
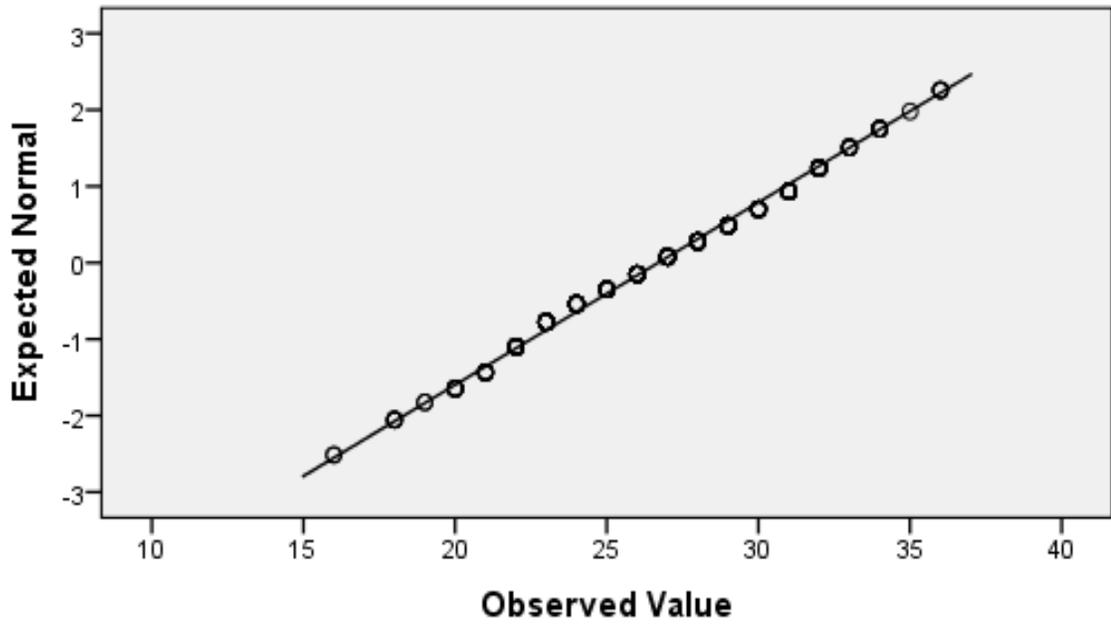
Normal Q-Q Plot of habitual
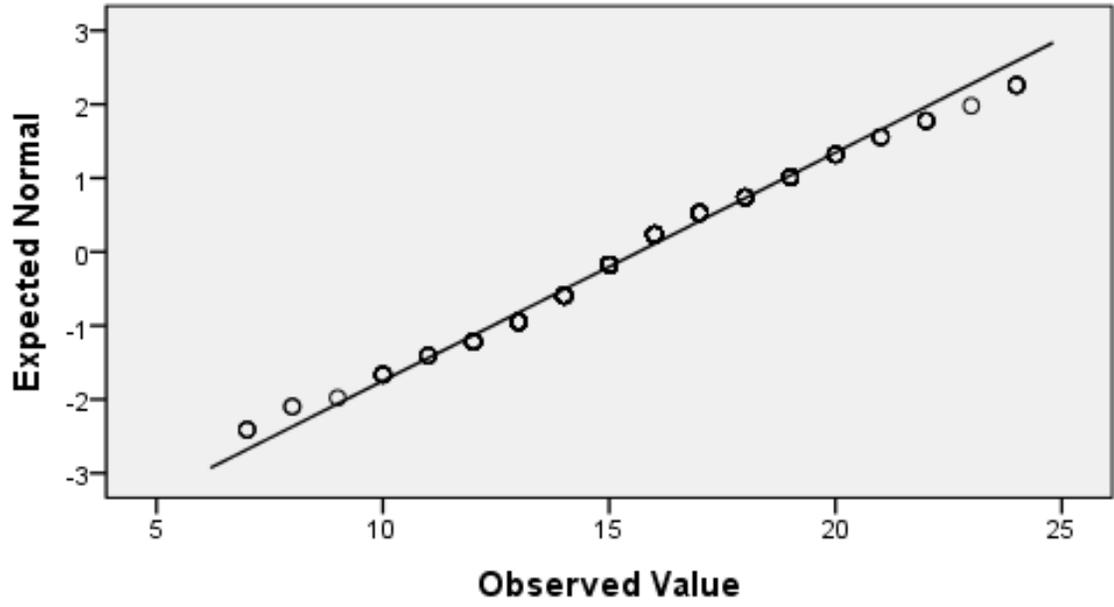
FREQUENCY DISTRIBUTION

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	Equal variances assumed	16.960	.000	-.201	248	.841	-.20009	.99707	-2.16389	1.76372	
	Equal variances not assumed			-.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