THE INFLUENCE OF INTERNAL AND EXTERNAL FACTORS ON CONSUMER DECISION-MAKING

ASMAUL HUSNA

MSC Management
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THE INFLUENCE OF INTERNAL AND EXTERNAL FACTORS ON CONSUMER DECISION-MAKING

A dissertation submitted to the College of Business Management in partial fulfillment of the requirements for Master Projects or Theses (PMZ 6996) of Master Science (Management) Universiti Utara Malaysia.

By:

ASMAUL HUSNA 88033

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DEDICATION

To:

My Beloved Parents, Hajji Abubakar Yusuf and Hajji Rahmaniar
My Beloved Brothers, Syawal Fitriady and Mhd. Nur Fadhillah
And my everlasting love
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ABSTRACT

This research examined the effect of internal and external factors on consumer decision-making. The dimension of internal factors in this research are motivation and price perception, and the dimension of external factors in this research are reference groups and family.

This research had involved 273 students of Universiti Utara Malaysia in Kedah, Malaysia. Questionnaires were used as the data collection instrument. Regression analyses were performed on each research model to test the hypotheses that were formed. The results of the regression analyses generally showed that: the influence and positive relationship between internal and external factors on consumer decision-making. Also discussed the implication of study as well as several recommendations for future research.
ABSTRAK

Kajian ini mengkaji kesan peranan pengaruh dalaman dan luaran terhadap pelanggan dalam menentukan keputusan. Dimensi faktor dalaman di dalam kajian ini adalah motivasi dan persepsi harga, dan dimensi untuk factor luaran adalah referensi kumpulan dan keluarga.

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# TABLE OF CONTENTS

i. Abstract i

ii. Abstrak ii

iii. Acknowledgement iii

v. Table Contents v

vi. List of Tables x

vii. List of Appendixes xi

## CHAPTER ONE: INTRODUCTION

1.1 Background of the Study 1

1.2 Problem Statement 4

1.3 Research Objectives 5

1.4 Research Questions 6

1.5 Significance of Study 6

1.6 Scope of Study 7

1.7 Definition of Key Terms 8

1.7.1 Consumer Decision-making 8

1.7.2 Internal Factors 8

1.7.3 External Factors 8

1.8 Organization of Chapters 9
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

2.2 An Overview of Consumer Decision-making

2.3 Internal and External Factors

2.3.1 Motivation

2.3.2 Price Perception

2.3.3 Reference Groups

2.3.3.1 Normative influence

2.3.3.2 Informational influence

2.3.4 Family

2.4 Theoretical Framework

2.5 Hypotheses Development

2.5.1 The Relationship between Internal Factor- and Consumer Decision-Making

2.5.1.1 Motivation

2.5.1.2 Price Perception

2.5.2 The Relationship between External Factor- and Consumer Decision-Making

2.5.2.1 Reference Groups

2.5.2.2 Family

2.6 Summary
# CHAPTER THREE: METHODOLOGY

3.1 Introduction 24

3.2 Research Design 24
  3.2.1 Sampling and Sample Size 24
  3.2.2 Time Horizon 25

3.3 Variables and Measurement 25
  3.3.1 Internal Factor 26
  3.3.2 External Factor 27
  3.3.3 Consumer Decision-making 27
  3.3.4 Demographic Profile 27

3.4 Data Collection Procedure 27

3.5 Data Analysis Technique 28
  3.5.1 Descriptive Statistics 28
  3.5.2 Factor Analysis 29
  3.5.3 Reliability Test 30
  3.5.4 Correlation Analysis 30
  3.5.5 Regression Analysis 30

3.6 Summary 30

# CHAPTER IV: RESULTS

4.1 Introduction 31

4.2 Overview of Data Collected 31

4.3 Demographic Profile of Respondents 31
4.4 Analysis

4.4.1 Factor Analysis

4.4.1.1 Factor Analysis of Consumer Decision-Making

4.4.1.2 Factor Analysis of Internal Factor (Motivation)

4.4.1.3 Factor Analysis of Internal Factor (Price Perception)

4.4.1.4 Factor Analysis of External Factor (Reference Groups)

4.4.1.5 Factor Analysis of External Factor (Family)

4.4.2 Reliability Test

4.4.3 Descriptive Statistics

4.4.4 Correlation Analysis

4.4.5 Regression Analysis

4.4.5.1 Regression between Motivation-to the Consumer Decision-Making

4.4.5.2 Regression between Price Perception-to the Consumer Decision-Making

4.4.5.3 Regression between Reference Groups-to the Consumer Decision-Making

4.4.5.4 Regression between Family-to the Consumer Decision-Making

4.4 Summary of Findings

CHAPTER FIVE: DISCUSSION AND CONCLUSION

5.1 Introduction

5.2 Recapitulation of study

5.3 Discussion
List of Tables

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 3.1</td>
<td>Layout of items in the questionnaire</td>
<td>26</td>
</tr>
<tr>
<td>Table 4.1</td>
<td>Summary of Demographic Profile</td>
<td>33</td>
</tr>
<tr>
<td>Table 4.2</td>
<td>Factor loadings for Consumer Decision-Making</td>
<td>35</td>
</tr>
<tr>
<td>Table 4.3</td>
<td>Factor loadings for Motivation</td>
<td>37</td>
</tr>
<tr>
<td>Table 4.4</td>
<td>Factor loadings for Price Perception</td>
<td>38</td>
</tr>
<tr>
<td>Table 4.5</td>
<td>Factor loadings for Reference Groups</td>
<td>39</td>
</tr>
<tr>
<td>Table 4.6</td>
<td>Factor loadings for Family</td>
<td>41</td>
</tr>
<tr>
<td>Table 4.7</td>
<td>Reliability coefficient of the study variables</td>
<td>42</td>
</tr>
<tr>
<td>Table 4.8</td>
<td>Descriptive statistics of the study variables</td>
<td>42</td>
</tr>
<tr>
<td>Table 4.9</td>
<td>Pearson's correlation analysis of the study variable</td>
<td>44</td>
</tr>
<tr>
<td>Table 4.10</td>
<td>Regression between Motivation and Consumer Decision-Making</td>
<td>45</td>
</tr>
<tr>
<td>Table 4.11</td>
<td>Regression between Price Perception and Consumer Decision-Making</td>
<td>47</td>
</tr>
<tr>
<td>Table 4.12</td>
<td>Regression between Reference Groups and Consumer Decision-Making</td>
<td>48</td>
</tr>
<tr>
<td>Table 4.13</td>
<td>Regression between Family and Consumer Decision-Making</td>
<td>49</td>
</tr>
<tr>
<td>Table 4.14</td>
<td>Summary of all hypotheses results</td>
<td>51</td>
</tr>
<tr>
<td>Appendix</td>
<td>Page</td>
<td></td>
</tr>
<tr>
<td>------------------</td>
<td>-----------</td>
<td></td>
</tr>
<tr>
<td>A - COVER LETTER and QUESTIONNAIRE</td>
<td>71 - 78</td>
<td></td>
</tr>
<tr>
<td>B - CODING VARIABLES</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>C - SPSS ANALYSIS OUTPUTS</td>
<td>80 - 98</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER I
INTRODUCTION

1.1 Background of the Study

Malaysian marketers face new opportunities and threats due to constant changes in the marketing environment. Competition from overseas companies entering the Malaysian market, is forcing the pace of change in meeting basic consumer needs, the development of new consumption patterns as well as changes in the existing consumption patterns because of social up-liftmen programs and redistribution of income, are just some of the changes taking place.

All these changes are taking place in a very short time and are ultimately causing marketers to lose touch with the needs of their customers. Consequently, a major challenge facing marketers is to develop and implement appropriate corporate and marketing strategies to achieve sustainable success in the multicultural environment. Marketers would also need to search for opportunities and new markets to which they can sell in order to grow and survive in today’s competitive arena.

Marketing plays a major role in any business and is viewed by Jones (1999) as a process that starts with identifying customer groups, finding out about their needs and wants, matching what the business can offer with what the customer wants and then effectively communicating and selling to the customer. Jones (1991) and Kotler (2003) stated marketing is much more than selling, advertising and sales promotion. Although the
The contents of the thesis is for internal user only
making and external factors (situation, culture, social class and marketing mix) should be taken into account.

3. To increase one's ability to make causal inferences, the use of a longitudinal study is highly recommended.

5.7 Conclusion

In conclusion, the study has examined an integrated model of internal and external factor of consumer decision-making among UUM's consumers in Sintok, Kedah. Internal factor (motivation and price perception) and external factor (reference groups and family) were found as significant influences on consumer decision-making.
REFERENCES


67


